

DELEGATED APPLICATION REPORT

Application No: 201289/ADV

Address: 47 Meadway Precinct, Honey End Lane, Reading, RG30 4AA

Proposal: Externally illuminated fascia sign.

Case Officer: David Brett

Applicant: Mrs K Imran

Received on (valid from): 11/09/2020

Target Date: 06/11/2020

Site Description and Surrounding Area

The proposal site is a vacant shop at Meadway Precinct. The surrounding area comprises a small retail centre. The surrounding area consists of a pedestrianised precinct area, and is largely obscured from view to the nearest main highway, Honey End Lane, by 1-10 Meadway Precinct and 52-59 Meadway Precinct. The site is within an Air Quality Management Area (AQMA).



1. Proposal site highlighted in red. Photo captured by case officer on 09/12/2019.

Proposal

The proposal seeks advertisement consent for an externally illuminated fascia sign.

The proposal also shows internal vinyls; as they are located internally the Local Planning Authority has no control over these; hence they are not referenced in the description of development or been assessed as part of the application. Please note that as per Policy OU5 shopfronts should present an active frontage to the street at all times. Opaque coverings on shop windows are advised to be minimised and should not obscure the window.

It is noted that the proposed plans also reference two proposed external air conditioning units on the rear elevation; for the avoidance of doubt these will require separate planning permission and are not considered as part of this advertisement consent application.

Plans/Documents Considered

The agent supplied the following plans for this application:

- Location Plan - MC-01
- Existing Plan and Elevation - MC-02
- Proposed Plans - MC-03

These plans were received on Friday 11th September 2020

Internal Consultations

Reading Borough Council, Transport - Response received on 12/10/2020.

- There are no Transport objections to this application. *Officer note: subject to condition AD1.*

External Consultees

38 Meadway Precinct, Tilehurst, Reading, RG30 4AB

39 Meadway Precinct, Tilehurst, Reading, RG30 4AB

40 Meadway Precinct, Tilehurst, Reading, RG30 4AB

46 Meadway Precinct, Tilehurst, Reading, RG30 4AA

No consultation responses have been received for this application.

A site notice was displayed from Thursday 17th September 2020, expiring on Thursday 8th October 2020 - no responses have been received.

Relevant Planning History

201285 - Certificate of lawfulness for Change of use from A1 to E(e) from 1st September 2020 (Shops to Medical/Ultrasound Clinic) - Application to be determined.

Equality Act 2010

In determining this application, the Council is required to have regard to its obligations under the Equality Act 2010. However, there is no indication or evidence (including from consultation on the application) that the protected groups identified by the Act have or will have different needs, experiences, issues and priorities in relation to this particular planning application. Therefore in terms of the key equalities protected characteristics it is considered there would be no significant adverse impacts as a result of the development.

Relevant Planning Policy and Guidance

- Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires the Local Planning Authority to exercise its powers under these regulations in the interests of amenity and public safety taking into account the provisions of the development plan, so far as they are material; and any other relevant factors. Regulation 3 states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.
- Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

Relevant Policies

The application has been assessed against the following policies:

National

National Planning Policy Framework 2012;

National Planning Policy Guidance 2014 onwards;

NPPG: Advertisements;

Reading Borough Local Plan (November 2019)

- CC7: Design and the Public Realm
- OU4: Advertisements

Appraisal

a) Advertisements

The Reading Borough Local Plan advertisements policy (OU4) states that all adverts need to comply with the following criteria in order to be approved:

Advertisements will not obstruct windows, any other sign already located on the building, or cut across significant architectural features such as historic fascias, windows, pilasters, cornices or scrolls.	Complies
Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts.	Complies
Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the special historic interest.	Complies
Advertisements will not reduce visibility for users of the highway or accesses onto the highway.	Complies - proposal site is not adjacent to a highway, the shop front fronts a pedestrianised area.
Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway.	Complies - proposal site is not adjacent to a highway, the shop front fronts a pedestrianised area.
Advertisements should not obscure the sight lines of cameras installed for public safety.	Complies

NPPG: Advertisements - [Considerations affecting public safety](#)

The NPPG (in particular in this instance Paragraph: 068 Reference ID: 18b-068-20140306 & Paragraph: 078 Reference ID: 18b-078-20140306) provides guidance as to the considerations affecting public safety. These are detailed below (in *italics*), together with officer responses in relation to the proposal (in **bold**):

The main types of advertisement which may cause danger to road users are:

(a) <i>those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway</i>	Complies - proposal site does not front a highway
(b) <i>those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature</i>	Complies - proposal site does not front a highway
(c) <i>those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface)</i>	Complies - proposal site does not front a highway
(d) <i>those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology</i>	
i) <i>where the means of illumination is directly visible from any part of the road</i>	Complies - proposal site does not front a highway
ii) <i>which, because of their colour, could be mistaken for, or</i>	Complies - proposal

	<i>confused with, traffic lights or any other authorised signals</i>	site does not front a highway
	<i>iii) which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather</i>	Complies - proposal site does not front a highway
	<i>iv) which are subject to frequent changes of the display</i>	Complies
(e)	<i>those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message</i>	Complies
(f)	<i>those requiring close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road</i>	Complies - proposal site does not front a highway
(g)	<i>those which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, and may therefore be subject to removal by the traffic authority under section 69 of that Act, for example</i>	
	<i>i) those embodying red circles, crosses or triangles, or any traffic sign symbol; or those in combinations of colours which might otherwise be mistaken for traffic signs; or</i>	Complies - proposal site does not front a highway
	<i>ii) those incorporating large arrows or chevrons with only the arrow or chevron made of retroflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts</i>	Complies - proposal site does not front a highway
(h)	<i>those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs, for example, advertisements which</i>	
	<i>i) contain a large arrow or chevron (or have a pointed end and have only a few words of message)</i>	Complies - proposal site does not front a highway
	<i>ii) invite drivers to turn right on a main road, or where there is fast moving traffic</i>	Complies - proposal site does not front a highway
	<i>iii) invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely</i>	Complies - proposal site does not front a highway
	<i>iv) are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road junction or other traffic hazard</i>	Complies - proposal site does not front a highway
	<i>The prevention of crime is a public safety consideration and local planning authorities should consider whether granting express consent could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras.</i>	Complies

Whilst the applicant has stated on the application form that the luminance levels from the fascia sign will be 800cd/m, as per the table at paragraph 4.7.29 of the supporting text to Policy OU4, the maxima of 600cd/m for public safety reasons will be secured via condition.

Conclusion

The development has been assessed and the works are considered to be in accordance with the above relevant policies and planning permission and Advertisement Consent can be granted.

Recommendation

GRANT

Conditions

A1: STANDARD ADVERT REQUIREMENTS

No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

- i. No advertisement shall be sited or displayed so as to:
 - a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- ii. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- iii. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- iv. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

AD1: ADVERT LUMINANCE

The maximum luminance from the signs hereby consented shall not exceed 600 cd/m².

REASON: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policy CC7 and OU4 of the Reading Borough Local Plan 2019.

AD2: APPROVED PLANS (ADVERTS)

The advertisements hereby consented shall be carried out in accordance with the following approved plans:

- Location Plan - MC-01
- Proposed Plans - MC-03

These plans were received on Friday 11th September 2020

REASON: For the avoidance of doubt and to ensure that the advertisement is carried out in accordance the details hereby approved in accordance with Policy OU4 of the Reading Borough Local Plan 2019.

Informatives

IF1: Positive and Proactive Working - approval

The Local Planning Authority has worked positively and proactively with the applicant to resolve relevant matters to allow permission to be granted within the agreed extended timescale for the decision to be issued.

It is noted that the proposed plans also reference two proposed external air conditioning units on the rear elevation; for the avoidance of doubt these will require separate planning permission and are not considered as part of this advertisement consent application.

The proposal also shows internal vinyls; as they are located internally the Local Planning Authority has no control over these; hence they are not referenced in the description of development or been assessed as part of the application. Please note that as per Policy OU5 shopfronts should present an active frontage to the street at all times. Opaque coverings on shop windows are advised to be minimised and should not obscure the window.