

DELEGATED APPLICATION REPORT

Target Date: 08/01/20

App No: 191750/ADV
Address: Former Private Car Park, East Street, Reading, RG1 4ET
Ward: Katesgrove
Case Officer: James Schofield
Proposal: Illuminated sign above main building entrance.

1. SITE DESCRIPTION AND CONTEXT

The development site relates to a block of Purpose Built Student Accommodation (PBSA) currently under construction at the time of writing. The site will front on to East Street when completed.

2. PROPOSAL

Advertisement consent is sought for an illuminated sign notifying visitors/residents/customers that this is building 3 within the “New Century Place” complex.

Plans considered;

Mock-up renders/plans - 18053 East Street External Signage - Main Entrance

Drawing No. 5005 - Building Advertisement Locations

Drawing No. 035 - Proposed Elevations

Drawing No. 18053-001 - Location Plan

Received 01 November 2019

3. CONSULTEES

INTERNAL

Highways

Transport Officer raised no objections but indicated that an illumination restriction of 600 cd/m² would be prudent in order to protect visual amenity and avoid excessive glare that could lead to a danger to highway users.

EXTERNAL

A site notice was displayed at the site. The consultation period ended on 24th December 2019. No comments were received.

4. RELEVANT PLANNING HISTORY

None relevant.

5. 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.

7. LEGAL AND PLANNING POLICY CONTEXT

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that proposals be determined in accordance with the development plan unless material considerations indicate otherwise. The Development Plan for Reading relevant to the application site comprises the *Reading Borough Local Plan (2019)*.

The ‘*National Planning Policy framework*’ (‘NPPF’) 2019 states clearly that its content is to be a material consideration in the determination of applications. The ‘NPPF’ states that due weight should be given to the adopted policies of the Local Development Framework (LDF) (Core Strategy and Sites and Detailed Policies Document) according to their degree of consistency with the ‘NPPF’ (the closer the policies in the plan to the policies in the ‘NPPF’, the greater the weight that may be given). Accordingly, the ‘NPPF’ and the following development plan policies and supplementary planning guidance are relevant

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

Reading Borough Local Plan (2019)

CC7 Design and Public Realm
CC8 Safeguarding Amenity
OU4 Advertisements

8. APPRAISAL

The main issues to be considered are:

8.1 Amenity

The proposed signage would perform an informative function in notifying visitors/residents/customers that this is building 3 within the “New Century Place” complex and thus aid in wayfinding. The proposed signage would be modern, utilising

a modern design which would seem to match that of the approved building currently under construction closely. Therefore, the proposed advertisement is considered in keeping with the design and character of the development site and the surrounding area. As the sign is proposed to include halo illumination to letters and number without any illumination levels specified on plans, a condition limiting illumination to levels appropriate for small town centres and suburban centres for signs over 10 m². The local plan indicates that upper levels of illumination for proposals in such locations should be 300 cd/m² during the day, and 150 cd/m² between 23.00hr and 06.00hr. With such conditions the proposal should continue to accord with local planning policies CC7, CC8, and OU4.

8.2 Public Safety

The proposed signage is in a position that is deemed unlikely to cause a physical obstruction to members of the public using the highway - as the advertisement would be fixed to a building and displayed facing the end of a closed street where speeds are likely to remain low and illumination conditions for amenity are more restrictive than those suggested by the Transport Officer for public safety. As such the proposal is considered to have no public safety considerations which should prevent advertisement consent.

9. CONCLUSION

In light of the above assessment the proposal is considered to accord with the requirements of the development plan and is therefore recommended for approval subject to conditions.

10. RECOMMENDATION

GRANT

11. CONDITIONS

1. A1 Standard advert
2. TL1 Time
3. AP1 Approved Plans
4. Illumination levels

APPENDIX

Site photo from 3rd of December 2019.

