

Application No: 200120/ADV

Address: Unit 8, Reading Gate Retail Park, A33 Relief Road, Reading, RG2 0DG

Proposal: Installation of 4 no. new digital freestanding signs and 1 no. 15" digital booth screens.

Case Officer: David Brett

Applicant: McDonald's Restaurants Ltd

Site Description and Surrounding Area

The proposal site is a McDonald's Restaurant in Reading Gate Retail Park. Reading Gate Retail Park is situated to the south of Reading, along the A33. The restaurant is visible from the A33 and features a drive thru as well as a sit down restaurant. The area surrounding the retail park includes Green Park business park, the Madejski Stadium, and industrial estates along Bennet Road and Acre Road.

Proposal

Installation of 4 no. new digital freestanding signs and 1 no. 15" digital booth screens. These screens will be situated along the drive thru for use of customers as an interactive/digital menu. The proposed signage is already in use at other McDonald's locations in Reading, such as the branch at Calcot, RG31 7SA (situated within West Berkshire LA).

Plans Considered

The agent supplied the following:

- Location Plan - P19-062-0960 01A
- Block Plan - P19-062-0960 02A
- Existing Site Plan - P19-062-0960 03A
- Digital Drive Thru Lane - Proposed Signage

These plans were received on 27th January 2020.

- Proposed Site Advertisement Plan - P19-062-0960-301F

Plan received on 31st January 2020.

Relevant Planning History

None

Consultation

Reading Borough Council Transport - Response received on 20/03/2020

- *Transport have no objections given that the signage will face away from the Public Highway. It will face the internal network in the car park but these speeds will be low and as such would not be detrimental to Highway safety.*
- *I do however have the following conditions which are as follows:*
 - *AD1: ADVERT LUMINANCE*

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

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. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. However the NPPF does not change the statutory status of the development plan as the starting point for decision making (NPPF paragraph 12).

In this regard, the NPPF states that due weight should be given to the adopted policies of the Local Development Framework (LDF) (Core Strategy, Sites and Detailed Policies Document and Reading Central Area Action Plan) 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).

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.

Accordingly, the National Planning Policy Framework and the following development plan policies and supplementary planning guidance are relevant:

Reading Borough Local Plan (Adopted November 2019)

- OU4: Advertisements
- CC7: Design and the Public Realm
- EN15: Air Quality
- TR3: Access, Traffic and Highway-Related Matters

The main issues to be considered are:

- A. Character and Appearance, Security and Public safety
- B. Air Quality

Appraisal

A) Reading Borough Local Plan Policy OU4: 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
--	-----------------

Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway.	Complies
---	-----------------

Advertisements should not obscure the sight lines of cameras installed for public safety.	Complies
---	-----------------

B) EN15: Air Quality

As the installation is on an already developed area within 980 Oxford Road, it is considered that there is not a significant enough a loss in biodiversity to refuse this application. Reading Borough Council Ecology have been consulted on this application, no comment has been received regarding this application.

Conclusion

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

Recommendation

CONSENT

CONDITIONS

TL1: TIME LIMIT (STANDARD)

The development hereby permitted shall begin no later than three years from the date of this planning permission.

REASON: In pursuance of Section 91 of the Town and Country Planning Act 1990 (as amended by Section 51 of the Planning and Compulsory Purchase Act 2004) in order to prevent an accumulation of unimplemented planning permissions.

A1: STANDARD ADVERT REQUIREMENTS

- i. 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.
- ii. 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.
- iii. 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.
- iv. 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.
- v. 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 sign 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 - P19-062-0960 01A
- Block Plan - P19-062-0960 02A
- Existing Site Plan - P19-062-0960 03A
- Digital Drive Thru Lane - Proposed Signage

These plans were received on 27th January 2020.

- Proposed Site Advertisement Plan - P19-062-0960-301F

Plan received on 31st January 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 prescribed target or agreed extended timescale for the decision to be issued.

IF5: Terms

Your attention is drawn to the terms and conditions of this permission. Any development which is carried out but which differs materially from the approved plans and details, or does not comply with any condition(s) or planning obligation(s) attached to the permission may result in the Council taking action to remedy the breach of planning control. If you are in any doubt please contact the Council.