

DELEGATED APPLICATION REPORT

Target Date: 27/03/2020

Application No: 200155/ADV

Address: 4-6 Broad Street, Reading, RG1 2BH

Proposal: 1 Fascia sign and 1 projecting sign.

Case Officer: David Brett

Applicant: Mr Rob Lucy, Tortilla

Site Description and Surrounding Area

Market Place/London Street Conservation Area

Proposal

Proposed installation of 1 Fascia sign and 1 projecting sign.

Plans Considered

The agent supplied the following:

- ~~• Proposed Shopfront - 2111-IDL-NA-GF-DR-A-16-00 [2-00]~~
- Existing Shopfront Photos - 2111-IDL-NA-GF-DR-A-06-01 [2-00]
- ~~• Existing Site Location Plan - 2111-IDL-NA-GF-DR-A-01-00 [2-00]~~

Plans received on 31st January 2020.

- Existing Site Location Plan - 2111-IDL-NA-GF-DR-A-01-00 [4-00]

Plan received on 4th February 2020.

- Proposed Shopfront - 2111-IDL-NA-GF-DR-A-16-00 [5-00]
- Proposed Shopfront - 2111-IDL-NA-GF-DR-A-16-01 [5-00]

Plans received on 3rd March 2020.

Relevant Planning History

191077 - Change of use of the ground and basement floor from a shop (Class A1) to a restaurant (Class A3) - Application permitted on 01/11/2019.

Consultation Responses

Reading Borough Council Transport - Response received on 25/02/2020

- *This application is for 1 fascia and 1 projecting sign however submitted plans for proposed shop front illustrate a retractable canopy. No information has been submitted for this, therefore no comments have been provided as part of this application.*
- *Advertisements: restriction on illumination*
 - *As identified in the application form and plans submitted:*
 - *Fascia 1 - The maximum luminance from the sign hereby consented shall not exceed 600 cd/m2.*
 - *Projecting Sign - The maximum luminance from the sign hereby consented shall not exceed 600 cd/m2.*
 - *Window Signage - The maximum luminance from the sign hereby consented shall not exceed 600 cd/m2.*
 - *Retractable Canopy. Not illuminated*
- *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*

Reading Borough Council Heritage Consultant - Response received on 19/03/2020

- Regarding the proposed signage at 4-6 Broad Street, Reading, RG1 2BH within the Market Street Conservation Area and affecting the setting of the Grade II Listed 2 and 3 Broad Street, next door, I have the following comments.
 - o The proposals consist of a main fascia sign of the "timber fascia cladding" of Height: 0.583 x Width: 2 x Depth: 0.07 metre (projection) which would have 35 cm high letters and internally illuminated. The fascia would be
 - o A projecting hanging sign of Height: 0.43 x Width: 0.08 x Depth: 0.66 metres which would have 12 cm high letters and internally illuminated.
 - o A further sign of Height: 0.325 x Width: 1.1 x Depth: 0.15 metre(s) which would have 23 cm high letters and internally illuminated.
 - o A further sign of Height: 0.23 x Width: 5.0 x Depth: 1.5 which would have 10 cm high letters and would be non-illuminated.
 - o A retractable canopy to match the one at Tortilla in Russell Square, London (see below)



- The proposals would replace existing signage on the Virgin store (see below).



- I don't have any objections to these proposals as detailed as these would be considered an enhancement from the existing store front.

Thames Valley Police - Response received on 23/03/2020

- This hopefully will not affect us. Although the planed sight is close to a camera the projecting sign is not an issue. The light box, whatever that is could be an issue if it throws out huge amounts of light at night, for example the lit up "LakeLand" lettering really diminishes night time image quality, hopefully this will not do the same.

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:

NPPG: Advertisements

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 (Reading Borough Local Plan Policy OU4)
- B. NPPG: Advertisements - [Considerations affecting public safety](#)
- C. Air Quality
- D. Retractable Canopy

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 **Complies**

highway.

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) 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
(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
(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
(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
ii) <i>which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals</i>	Complies
iii) <i>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
iv) <i>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
(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
ii) <i>those incorporating large arrows or chevrons with only the arrow or chevron made of retroreflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts</i>	Complies
(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
ii) <i>invite drivers to turn right on a main road, or where there is fast moving traffic</i>	Complies
iii) <i>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
iv) <i>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

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.

Complies

C) EN15: Air Quality

This proposal has been considered against Reading Borough Local Plan policy EN15, as the proposal site is within an Air Quality Management Area (AQMA). As demonstrated in the policy, this proposal does not meet the requirements for an Air Quality Assessment (AQA) and is considered not enough of a detrimental impact air quality to warrant such an assessment due to the size and scale of the proposal.

D) Retractable Canopy

Further details of the retractable canopy were provided in the revised Proposed Shopfront drawing (2111-IDL-NA-GF-DR-A-16-00 [5-00]) received on 3rd March 2020. Specifications of the retractable canopy were also provided within an amended application form. The specifications for the retractable canopy have been assessed against Reading Borough Local Plan policy OU4, the canopy is considered compliant with criteria outlined within this policy.

The details for the canopy were sent to Reading Borough Council Transport on 3rd March 2020 for consultation. A response was received on 19th March 2020 stating that the maximum luminance for the window signage should be set to 600 cd/m². There was no comment on the retractable canopy as this aspect of the proposal will not be illuminated.

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:

- Existing Shopfront Photos - 2111-IDL-NA-GF-DR-A-06-01 [2-00]

Plans received on 31st January 2020.

- Existing Site Location Plan - 2111-IDL-NA-GF-DR-A-01-00 [4-00]

Plan received on 4th February 2020.

- Proposed Shopfront - 2111-IDL-NA-GF-DR-A-16-00 [5-00]
- Proposed Shopfront - 2111-IDL-NA-GF-DR-A-16-01 [5-00]

Plans received on 3rd March 2020.

REASON: For the avoidance of doubt and to ensure that the advertisement is carried out in accordance with 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.

I30: Canopies and structures overhanging the highway

Before the canopy/structure is erected a licence must be obtained, under Section 177/178 of the Highways Act 1980, for any part of it that overhangs the highway. A licence can be obtained from the Council's Highways section at 19 Bennet Road, Reading, RG2 0QX, telephone 0118 937 2138.