

Delegated Application Report

Target Date: 03/04/2019

Agreed Extension of Time: 12/04/2019

Address: Grosvenor Casino, 1 Queens Road

Application No: 190078/ADV

Proposal: Replacement of existing, removal of existing, and new external signage/lighting

Case Officer: Tom French

Site Description and Surrounding Area:

The application site is the Grosvenor Casino at 1 Queens Road. The site is within the Market Place/London Street Conservation Area. The Oracle shopping centre lies immediately to the west of the site across from Duke Street.

Proposals:

Advertisement consent is sought for various illuminated and non-illuminated signage. More specifically the proposal includes the following:

- 5 x roundel signs to show new logo. Internally illuminated to 197cd/m² and mounted on brickwork and the ends of the existing canopy to replace the existing roundel signs.
- 1 x roundel sign to show new logo. Mounted above the existing roundel sign on the west elevation to align with the main fascia signage at first floor level. Internally illuminated to 197cd/m².
- Trough uplighters are proposed to externally illuminate the fascia signage located above the ground floor shopfront style windows. Would project a maximum of 0.2m from existing elevation and would provide illumination of 197cd/m².
- A first floor fascia sign is proposed above the main entrance.
- Illumination is also proposed along the outside edge of the existing canopy. Warm white LED tape with opal diffuser and aluminium carrier channel is proposed with an illumination level of 197cd/m².

It is noted that additional details and signage have been indicated on the submitted plans. However these would not require advertisement consent and of the sake of clarity have not been included in this report.

Plans Submitted:

The agent supplied the following plans and drawings:

- Drawing No.: P01, Job No.: 1920, Job Title: Grosvenor Casino. Reading Central.
Drawing Title: Planning Drawing

As received: 15/01/2019

- Drawing No.: P01 Revision: A, Job No.: 1920, Job Title: Grosvenor Casino. Reading Central. Drawing Title: Planning Drawing

As received: 04/04/2019

Relevant Planning History:

The application site has an extensive planning history. The most recent and relevant are:

130176 - ADV - Internally illuminated fascia sign on the corner of the building and a 50" digital display inside shop front - Application Permitted

121441 - ADV - New fascias and signs to external elevations and existing canopy - Application Permitted

Consultation Responses:

Public: Public consultation is not a requirement of this type of application and therefore has not been undertaken. No comments have been received.

Transport: No comments have been received.

CCTV: No comments have been received.

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 and Legal 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 Local Development Framework '*Core Strategy*' 2008 (Altered 2015) and '*Sites and Detailed Policies Document*' 2012 (Altered 2015).

The '*National Planning Policy framework*' ('NPPF') 2012 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 Development Framework Core Strategy (2008) (Altered 2015):

CS7 Design and the Public Realm

CS33 Protection and Enhancement of the Historic Environment

Sites and Detailed Policies Document (2012) (Altered 2015)

DM12 Access, Traffic and Highway-Related Matters

DM22 Advertisements

Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

The proposed signage would effectively replace the current signage for the existing Grosvenor Casino with an updated logo and additional internally and externally illuminated signs. The proposed signage scheme would retain the existing architectural features of the building and is considered appropriate in the context of the existing signage at the site and surrounding area; notably the Oracle Riverside opposite.

The proposal does include an additional high level fascia sign (referenced as sign 9 on the submitted plans), which is contrary to Policy DM22. However, given the existing illuminated fascia sign at the north end of the west elevation (referenced as sign 8 of the submitted plans) and existing roundel sign (referenced as sign 4 on the submitted plans) that is to be retained; the proposed high level fascia sign is not considered sufficiently harmful to the character of host building or visual amenity of the surrounding area to warrant the refusal of this application.

The proposed signage in terms of materials, size and colour are also considered to be appropriate in relation to the control of advert signage within Conservations Areas. The illumination levels of the signage would be restricted by an appropriately worded condition.

As such, the visual amenities of the area would not be harmed and Core Strategy Policy CS7 (Design and the Public Realm) and CS33 (Protection and Enhancement of the Historic Environment) and Policy DM22 (Advertisements) of the SDPD are considered to be met.

ii) Public Safety

The proposed advertisements are located in a position that would not cause a physical obstruction to members of the public using the highway. All illuminated signage does not exceed a level of luminance of 197cd/m² which is unlikely to cause a distraction to users of the highway. As such the proposals are considered to be acceptable in public safety terms in accordance with DM12: Access, Traffic and Highway-Related Matters of the Sites and Detailed Policies Document (2012).

Conclusion

GRANT 190078/ADV in accordance with Regulation 14 (1) (a and b) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

Subject to the following conditions:

Conditions

1. The Standard Conditions:

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.

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

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.

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

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.

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

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.

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

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.

2. The development hereby permitted shall be carried out in accordance with the following approved plans and drawings:

- Drawing No.: P01 Revision: A, Job No.: 1920, Job Title: Grosvenor Casino. Reading Central. Drawing Title: Planning Drawing

As received: 04/04/2019

Reason: because permission is granted in respect of the development as detailed in the approved plans only.

3. The maximum luminance from the illuminated signage should not exceed 197cd/m².

Reason: To avoid glare, which could lead to danger to highway users and in the interests of amenity in accordance with Policy CS20 of the Reading Borough Council Local Development Framework Core Strategy 2008 (Altered 2015) and Policy DM12 and Sites and Detailed Policies document Policy DM12.

Informatives

1. 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.
2. The decision to grant planning permission follows the positive and proactive consideration of the issues raised by this planning application and issuing the decision within the statutory time period.