

Delegated Application Report

Target Date: 09/04/2019

Address: 39 Broad Street

Application No: 190245/ADV

Proposal: Two replacement fascia signs and one projecting sign on Broad Street (south) elevation & one replacement fascia sign and one projecting sign on Friar Street (north) elevation (all internally illuminated)

Case Officer: Tom French

Site Description and Surrounding Area:

The application relates to the premises which is currently occupied by WHSmith, a large ground and first floor unit that is comprised of 38 and 29 Broad Street and 145 Friar Street, with an entrance on both Broad Street and Friar Street.

38 Broad Street forms part of a Grade II Listed terrace of buildings which rounds the corner onto Queen Victoria Street, although at ground floor level this property consists of a modern store front. The site is located within the Reading Central Area, the Primary Shopping Area and is an 'Active Frontage' as defined by Policy RC10.

Proposals:

Advertisement consent is sought for a total of three internally illuminated fascia signs and two internally illuminated projecting signs.

With respect to the Broad Street elevation, it is proposed to replace the two existing internally illuminated fascia signs with fascia signs of the same dimensions and internally illuminated to 600 cd/m². An internally illuminated (to 600 cd/m²) projecting sign is also proposed that would be sited 2.9m above floor level to the eastern side of the fascia sign. This would be oval shaped, project 0.56m and have a height of 0.44m. One existing projecting sign (in-between the two fascia signs) would remain unaltered as a result of the proposals.

Regarding the Friar Street elevation it is proposed to replace the existing internally illuminated fascia sign with a fascia sign of the same dimensions and internally illuminated to 600 cd/m². An internally illuminated (to 600 cd/m²) projecting sign is also proposed that would be sited 2.9m above floor level to the western side of the fascia sign. This would be oval shaped, project 0.56m and have a height of 0.44m. One existing projecting sign (to the western side of the fascia) would remain unaltered as a result of the proposals.

Plans Submitted:

The agent supplied the following plans and drawings:

- Job Number - 91132A, Issue/Rev - 5, Title - Store Front Sign 1 - LHS fascia Scale 1:20

- Job Number - 91132A, Issue/Rev - 5, Title - Store Front Sign 2 - RHS fascia Scale 1:20
- Job Number - 91132A, Issue/Rev - 5, Title - Store Rear Sign 3 - RHS Internally illuminated PO Projection Sign 1:5
- Job Number - 91132A, Issue/Rev - 5, Title - Store Rear Sign 4 - Split Brand Fascia Scale 1:20
- Job Number - 91132A, Issue/Rev - 5, Title - Store Rear Sign 5 - RHS Internally illuminate PO Projection Sign 1:5
- Location Plan

As received: 12/02/2019

Relevant Planning History:

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

171246 - LBC - Listed building consent for 2 replacement fascia signs - Broad Street Elevation, 1 replacement hanging sign - Broad Street Elevation, 1 replacement fascia sign - Friar Street Elevation and 1 replacement hanging sign - Friar Street Elevation - Application Permitted

170644 - ADV - 2 No replacement fascia signs Broad Street Elevation, 1 No replacement hanging sign Broad Street Elevation, 1 No replacement fascia sign Friar Street Elevation, 1 No replacement hanging sign Friar Street Elevation - Application Permitted

162060 - ADV - One internally illuminated ATM surround - Application Permitted

Consultation Responses:

Neighbours consultation:

No neighbour notifications were undertaken as part of this application (there is no statutory requirement for such consultations). No representations have been received.

Transport consultation:

The RBC Transport Development Control have been consulted on this application. No response has been received.

CCTV consultation:

Thames Valley Police and RBC Community Safety have been consulted on this application. No response has 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

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

CS20: Reading Transport Strategy

CS33: Protection and Enhancement of the Historic Environment

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

DM4: Safeguarding Amenity

DM12: Access, Traffic and Highway-Related Matters

DM22: Advertisements

DM23: Shop Fronts and Cash Machines

Reading Central Area Action Plan (RCAAP 2009)

RC5: Design in the Centre

RC10: Active Frontages

Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

The advertisements at nearby properties mainly consist of modern internally illuminated fascia and hanging signs. The shopfront at the neighbouring listed property 37 Broad Street however consists of a timber fascia board with slim profile lettering and externally illumination of both the fascia and hanging sign. The shop fronts at 36 and 35 Broad Street (also part of the same listed terrace) have larger, bulkier and internally illuminated signage, however neither property has advertisement consent for this signage.

Given that part of the signage considered as part of this application will be affixed to 38 Broad Street, a Grade II listed building, the visual impact of the signage on the heritage asset must be considered. Whilst internal illumination of the signage is not considered particularly in keeping with the historic character of the building; given that the signage replaces existing internally illuminated signage with greater levels of luminance (permitted 170644), the signage will respect and retain the proportions of the shop front, the signage will have a relatively slim profile and the appropriate colouring/design, it is considered that the signage would preserve the visual amenity of the heritage asset and would cause no more harm than the existing signage. It should be noted that Listed Building Consent should also be sought for these works.

With respect to the fact that this unit spans both 38 and 39 Broad Street, it is considered that the proposal would comply with DM22: Advertisements, given that the proposed fascia will not extend uninterrupted across the whole frontage but is rather split into two to retain the architectural definition of the two units.

With respect to the Friar Street elevation signage, it is considered that the signage would be in keeping with the visual amenity and character of the area given that the surrounding properties boast a mixture of modern and traditional shop fronts and characters of property. It is considered that the signage would be no more harmful than that it replaces.

The proposed signage is considered in terms of preserving the visual amenity of the surrounding area in accordance with policies RC5 and RC10 of the RCAAP, policy CS7 of the Core Strategy and Policy DM22 of the SDPD and is not considered detrimental to the historic character of the listed building in accordance with policy CS33 of the Core Strategy.

This is subject to an informative stating that: *Part of the unit to which the application relates forms part of a Listed Building and therefore Listed Building Consent (LBC) will be required for the proposed works and any work required to facilitate the proposed development. For the avoidance of doubt, the approval of this advertisement consent does not imply the granting of Listed Building Consent. Listed Building Consent will need to be applied for under a separate application.* Such an informative was added to the previous advertisement consent permission at the site.

ii) Public Safety

The proposed advertisement is located in a position that would not cause a physical obstruction to members of the public using the highway. The proposed signage would include a level of luminance of 600cd/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 CS20: Reading Transport Strategy of the Reading Borough Local Development Framework Core Strategy (2008, 2015) and DM12: Access, Traffic and Highway-Related Matters of the Sites and Detailed Policies Document (2012, 2015).

Conclusion

GRANT 182134/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:

- Job Number - 91132A, Issue/Rev - 5, Title - Store Front Sign 1 - LHS fascia Scale 1:20
- Job Number - 91132A, Issue/Rev - 5, Title - Store Front Sign 2 - RHS fascia Scale 1:20

- Job Number - 91132A, Issue/Rev - 5, Title - Store Rear Sign 3 - RHS Internally illuminated PO Projection Sign 1:5
- Job Number - 91132A, Issue/Rev - 5, Title - Store Rear Sign 4 - Split Brand Fascia Scale 1:20
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- Location Plan

As received: 12/02/2019

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

3.The maximum luminance from the signs hereby permitted shall not exceed 600 cd/m.

Reason: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users.

LDF Core Strategy Policy CS7 (Design and the Public Realm)

LDF SDPD Policy DM12 (Access, Traffic and Highway-Related Matters)

LDF SDPD Policy DM22 (Advertisements)

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. Part of the unit to which the application relates forms part of a Listed Building and therefore Listed Building Consent (LBC) will be required for the proposed works and any work required to facilitate the proposed development. For the avoidance of doubt, the approval of this advertisement consent does not imply the granting of Listed Building Consent. Listed Building Consent will need to be applied for under a separate application.
3. 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.