

DELEGATED APPLICATION REPORT

Target Date: 30/10/19

Application No: 191449/ADV
Address: Trade City, New Road, Reading, RG2 0TD
Ward: Whitley
Case Officer: James Schofield
Proposal: Non-illuminated totem sign manufactured from powder coated aluminium with printed graphics and steel subframe 1390mm wide by 3550mm high by 350mm deep overall.

1. SITE DESCRIPTION AND CONTEXT

The development site relates to a large modern warehouse format commercial estate with large grassy verges adjacent to the highway.

2. PROPOSAL

Advertisement consent is sought for an non-illuminated totem sign manufactured from powder coated aluminium with printed graphics and steel subframe 1390mm wide by 3550mm high by 350mm deep overall.

Plans considered;

Site photos, various

Supply & Install Photo Visual - Ref: Ct171531

Drawing No. CT66924 - Location Plan

Drawing No. 1894-P-337 - Proposed Development

Received 4 September 2019

3. CONSULTEES

Neighbours

A site notice was displayed from 17 September 2019. No comments have been received in relation to the proposed development.

Transport

No objections raised.

Community and Enablement

No objections raised regarding the CCTV network or other concerns.

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 Local Development Framework 'Core Strategy' 2008 (Altered 2015)*, the *Reading Central Area Action Plan (2009)* and *'Sites and Detailed Policies Document' 2012 (Altered 2015)*.

The '*National Planning Policy framework*' ('NPPF') 2018 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.

Reading Borough Local Development Framework Core Strategy (2008) (Altered 2015):

CS7 Design and the Public Realm

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

DM22: Advertisements

8. APPRAISAL

The main issues to be considered are:

8.1 Amenity

The proposed signage is of a similar size and design to the existing signage in the area and is set-back from the highway. The signage performs an informative function in notifying visitors/customers the occupants of each unit. No illumination is proposed as part of the development. The proposed signage is therefore considered in keeping with the design and character of the development site and the surrounding area and is acceptable as it accords with local planning policy.

8.2 Public Safety

The proposed signage is located in a position that would not cause a physical obstruction to members of the public using 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).

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. Standard advert
2. Time
3. AP1 Approved Plans