

20 December 2019

Delivered by the Planning Portal (PP-08343034)

Planning Department
Reading Borough Council
Civic Offices
Bridge Street
Reading
RG1 2LU

Ref: MALA3008

Dear Sir / Madam

APPLICATION FOR ADVERTISEMENT CONSENT AT 57-75 KING'S ROAD, READING

On behalf of our client Swiss Pillar Investment AG, please find enclosed an application for advertisement consent for the installation of new signage at 57-75 King's Road, Reading, RG1 3AB.

The Application

The application has been submitted via the Planning Portal (PP-08343034) and comprises the following documents:

Document/Drawing Name	Document/Drawing Reference
Completed Application Forms	Turley
This Covering Letter	Turley
<i>Planning Application Drawings by Spratley & Partners</i>	
Existing Site and Location Plan	PL.0121
Existing North Elevation	PL.1500
Existing South Elevation	PL.1501
Existing East Elevation	PL.1502
Existing West Elevation	PL.1503
Proposed Ground Floor Plan	PL.1310
Proposed North Elevation	PL.1510 Rev. A

40 Queen Square
Bristol
BS1 4QP

T 0117 989 7000 turley.co.uk

Proposed South Elevation	PL.1511 Rev. A
Proposed East Elevation	PL.1512 Rev. A
Proposed West Elevation	PL.1513 Rev. A
Proposed Signage	AS.2703 Rev.B
Proposed Signage	AS.2704 Rev.A

Application Fee

The requisite application fee of £132 has been paid via Planning Portal to Reading Borough Council and is submitted under separate cover. A further service charge has been made payable to the Planning Portal.

Site Context

The application site (approximately 0.28 hectares) is centrally located within Reading and falls within the 'Central Core' and 'Reading Central Area' (as defined within the adopted Reading Core Strategy). The site is bound to the north and west by the River Kennet. To the south of the site is King's Road; beyond is a block of apartments and service apartments. To the east is Duncan Place which forms the access road into the Site's basement car park.

The site itself comprises a four storey office building, with a basement car park. Access to the car park for both vehicles and cycles is along the eastern elevation. The main entrance to reception is along the southern elevation (King's Road). There is a landscaped terrace to the rear of the building, providing views onto the River Kennett. A public access footway routes along the western and northern sides of the building, along the River Kennett, across the lower terrace area.

The site falls within Flood Zone 2, an area at medium risk of flooding.

Across the River Kennet, to the north of the site, is Reading Abbey which is a Scheduled Ancient Monument. The site is not within a Conservation Area, Green Belt or an Area of Outstanding Natural Beauty (AONB).

Planning History

Advertisement consent (App No. 191217) was granted at the site on 19 September 2019, for the installation of similar advertisement. Subsequently, the details of the approved have signage changed. This application seeks consent on the revised advertisement.

The differences between the approved signage and the proposed are, as follows:

- Sign SN.07 has slightly increased in width to include the full address of the property;
- Sign SN.01 is proposed to be painted, not illuminated as approved;
- Sign SN.04 is proposed to have painted lettering, not acrylic as approved; and
- Signs SN.08 & SN.09 are proposed to be acrylic lettering, not vinyl as approved.

Planning Policy and Regulatory Context

Advertisement Regulations: The Town and Country Planning Act (Control of Advertisement) (England) Regulations 2007

In determining application for advertisements, the 2007 Advertisement Regulations require Local Planning Authorities to give consideration to their effect on amenity and public safety only.

National Planning Policy Framework

The Revised National Planning Policy Framework (NPPF) was published in February 2019.

Paragraph 132 states that a separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. It further states that advertisements should be subject to control only in the interested of amenity and public safety, taking account of cumulative impacts.

Local Planning Policy

The adopted Development Plan for the site currently comprises: the Reading Borough Local Development Framework, Core Strategy (adopted in January 2008), Central Area Action Plan (adopted in January 2009) and Sites and Detailed Policies Document (adopted in October 2012).

The Reading Core Strategy and Central Area Action Plan do not provide relevant policy context to advertisements.

Policy DM22 from the Reading Sites and Detailed Policies Document (adopted October 2012) is relevant in determining this advertisement consent application, taking into account the relevant amenity and public safety considerations. Policy DM22 states that advertisements need to respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and proliferation of advertisement that detrimentally affects visual or aural amenity or public safety will not be acceptable.

The Proposed Advertisements

The proposals are for the installation of new signs at 57-75 King's Road, Reading. The signs seek to rebrand the site from Abbey Gate to Abbey Wharf following the wider refurbishment of the building (approved under planning application no. 181850).

The proposal involves the installation of the following signage:

Elevation	Sign Type	Sign Description	Location
North Elevation	SN.04	Fascia sign (non-illuminated), lettering painted on façade (white, RAL 9016 or similar)	One no. sign on the northern elevation above the ground floor windows
	SN.06	Vertical fascia sign (non-illuminated), vinyl applied lettering (white, RAL 9016 or similar)	On no. sign on the northern elevation labelling the entrance door

South Elevation	SN.01	Fascia sign, (non-illuminated) lettering painted on façade (white, RAL 9016 or similar)	Two no. signs on the eastern and western corners of the building between the first and second floor windows
	SN.02	Fascia sign (illuminated 3D signage), aluminium profile lettering (grey, RAL 7021 or similar). Illuminated front face to be opal acrylic, lettering fixed to top side of canopy	One no. sign on the southern elevation labelling the entrance to the building above the main door (to replace existing)
	SN.03	Vinyl logo and lettering (non-illuminated) applied to inside face of glazing (grey, RAL 7021 or similar)	One no. sign on the southern elevation on the new reception glass window
	SN.07	Written text, painted on brickwork (white, RAL 9016 or similar)	One no. sign on the brick wall outside of the main entrance
	SN.10	Two no. graphical signs (non-illuminated) 1. Vinyl logo and lettering applied to new metal panel gate to be grey, RAL 7021 or similar. Vinyl to be RAL 9016 or similar 2. Vinyl cycle graphic applied to new metal panel gate, gate to be grey, RAL 7021 or similar. Vinyl to be RAL 9016 or similar	One no. sign on the southern elevations labelling the entrance gate for cyclists.
East Elevation	SN.01	See above description	See above description
	SN.06	See above description	See above description
	SN.08	Fascia sign (non-illuminated) new 5mm acrylic lettering (white, RAL 9016 or similar)	One no. sign labelling the entrance to the car park (to replace existing)
	SN.09	New 5mm acrylic symbols and directional signage (white, RAL 9016 or similar)	One no. sign labelling the entrance to the car park for cyclists
West Elevation	SN.01	See above description	See above description
	SN.05	Vertical fascia sign (non-illuminated) with vinyl applied lettering (white, RAL 9016 or similar)	One no. sign labelling the entrance door on the western elevation

Summary and Conclusion

The principle of advertisement consent was previously approved at the site under application no. 191217. The approved advertisement has not been installed due to alterations to the approved signage. This application seeks gain advertisement consent for revised advertisement proposals. The amendments to the previous consent are minor and therefore the revised signage is acceptable at this location.

The application proposes signs of various types and sizes. Full details of the proposed signs are set out in the application form and in the Proposed Signage plans submitted with this application (Dwg. Ref: AS.2703 and AS.2704). The location of each sign is illustrated on the submitted elevation plans (Dwg. Ref: PL.1510, PL.1511. PL.1512 and PL1513).

The purpose of the signage is to improve the existing advertisement at the site and refresh the current branding from Abbey Wharf to Abbeygate House, following refurbishment of the building.

It is considered the proposed signs are appropriate in the context of the surrounding areas and would not have an adverse impact on amenity and public safety. It is therefore considered that the proposed signage accords with the local development plan and is consistent with the NPPF requirements.

We trust the application documents are satisfactory and look forward to receiving acknowledgement of receipt and validation of this application. Please do not hesitate to contact us should you require any further information or wish to discuss the application further.

Yours sincerely

Emily Johnson

Planner

emily.johnson@turley.co.uk