

Delegated Application Report

Target Date: 26/06/2019

Address: Caversham Bridge East Viewing Point

Application No: 190717/ADV

Proposal: Printed enamel board mounted on a lectern

Case Officer: Tom French

Site Description and Surrounding Area:

The application relates to Caversham Bridge, specifically the proposed signage would be located on the easterly viewing platform. Caversham Bridge is not listed, however it is located within a conservation area.

Proposals:

Advertisement consent is sought for an information panel that would display information regarding the life of William Marshal. The proposed panel would have a width of 1.5m and a maximum height of 1m. The legs of the sign would be powder coated black stainless steel and the face of the sign would be vitreous enamel that is screen printed with the relevant information.

Plans Submitted:

The applicant supplied the following plans and drawings:

Drawing No.:

- 01 - Location Plan
- 02 - Plan
- 03 - Elevations
- Alternative fixing methods as advised by A J Wells
- Satellite view of Caversham Bridge
- Heritage Statement

As received: 01/05/2019

Relevant Planning History:

There is no recent planning history that is relevant to this application.

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.

Heritage consultant: The RBC Heritage consultant raised no objection to the principle of the development and expressed a preference for 'Option 1' as the method of attaching the proposed sign to the bridge. Additional information was requested detailing the exact method of fixing to the bridge.

Officer note: This application is for advertisement consent and as such the relevant considerations are amenity and public safety. It is considered that any condition requiring

further details regarding fixing to be submitted would be beyond the scope of this application.

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') 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 sign would be relatively modest in scale and would not protrude above the existing parapet of the bridge. As such the information panel would only be visible from the bridge itself. Being non-illuminated and considering the informative nature of the proposal (rather than being for the sole purpose of attracting attention for advertising), the proposal is considered to respect the character of the bridge and the wider conservation area.

The proposed signage in terms of materials, size and content are also considered to be appropriate in relation to the control of advert signage within Conservations Areas. The vitreous enamel face of the proposed sign would provide a suitable surface for printing without introducing materials that would be unsympathetic to the character of the bridge or wider conservation area.

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 sign is located in a position that would not cause a physical obstruction to members of the public using the highway. The proposed sign would be sited well back from the highway and the change in ground levels from the highway to the proposed sign would result in the proposal being sited at a lower level than the highway. Therefore it is considered that the proposed sign would not distract users of the highway. As such the proposal is 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).

For completeness, 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, together with officer responses in relation to the proposal:

- vii. The main types of advertisement which may cause danger to road users are:
 - (a) those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway; No
 - (b) 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; No

(c) 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); No

(d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology: Not applicable

- i. where the means of illumination is directly visible from any part of the road; N/A
- ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; N/A
- iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; N/A
- iv. which are subject to frequent changes of the display; N/A

(e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; N/A

(f) 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; No

(g) 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. 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; No or
- ii. those incorporating large arrows or chevrons with only the arrow or chevron made of retroflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts. No

(h) 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. contain a large arrow or chevron (or have a pointed end and have only a few words of message); No
- ii. invite drivers to turn right on a main road, or where there is fast moving traffic; No
- iii. invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely; No or

- v. 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. No
- vi. 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. No

In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds.

Conclusion

GRANT 190717/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 advertisement hereby approved shall be displayed in accordance with the following approved drawings only:

01 - Location Plan

02 - Plan

03 - Elevations

As received: 01/05/2019

Reason: To clarify which drawings are approved.

Informatives

1. Your attention is drawn to the terms and conditions of this consent. Any advertisement displayed which differs materially from the approved plans and details, or does not comply with any condition(s) attached to the consent may result in the Council taking action to remedy the breach of advertisement control. If you are in any doubt please contact the Council.