

DELEGATED APPLICATIONS REPORT

Address: McDonald's Forbury Retail Park, Kenavon Drive, Reading

Application No's: a) 191004/ADV / b) 191006/FUL / c) 191007/ADV

Proposals: a) Display of 'Golden Arch' above 7m pole.

b) Single storey extension, two replacement drive thru booths and associated works on north elevation, replacement of car parking space with 2 cycle parking hoops, relocation of two grill bays and associated works.

c) Installation of 3 internally illuminated freestanding digital signs to the west of the building.

Applicant: McDonald's Restaurants Ltd

Date received (valid from): 24/06/19

Target Decision date: 19/08/19

Case officer: Jonathan Markwell

1. Site Description and Surrounding Area

- i. The application site comprises an existing McDonald's restaurant and 'drive thru' operation, together with on-site car parking and landscaping. The site is located within Forbury Retail Park between the large retail warehouse buildings (Units 1 to 5) and separate KFC Restaurant accessed from Forbury Road (to the west) and the retail warehouse buildings (numbers A1 to A4) accessed from Kenavon Drive (to the east), together with associated car parking. A railway line is located to the north of the application site. Land on the south side of Kenavon Drive was previously occupied by Homebase and Toys R Us, but since December 2018 has been demolished with view to the future implementation of a 765 residential scheme (and associated works), granted by permission 170509.
- ii. The site is at a lower level than the main Forbury Road, with an embankment to the south west of the application site and road which contains trees that are subject to TPO 205/07.
- iii. The site is part of allocated site RC3c 'Forbury Retail Park' in the Reading Central Area Action Plan which sees the wider retail park site as the focus of a new residential community (part of the east side Major Opportunity Area). Figure 9.1 of the RCAAP shows this as being a long term aspiration. The site is also located within an area of archaeological potential, an air quality management area, partly within an area with potential for contaminated land (owing to the former biscuit factory) and a smoke control zone.

2. The Proposals

- i. Three separate applications are under consideration, two seeking advertisement consent and the other full Planning Permission. More specifically, these seek:
 - a) Display of 'Golden Arch' above 7m pole. This would replace an identically designed/positioned 'Golden Arch' which is presently above a 5m pole. The overall height of the proposed pole and 'Golden Arch' would be 9.03m, which is 2m higher than the existing sign. The luminance level would be 600cd/m2.
 - b) Single storey extension, two replacement drive thru booths and associated works on north elevation, replacement of car parking space with 2 cycle parking hoops, relocation of two grill bays and associated works. Those associated works include a suite of digital signage to the west of the building, for which separate advertisement consent is sought (d).
 - c) Installation of 3 internally illuminated freestanding digital signs to the west of the building. These would essentially assist customers waiting to use the 'drive-thru' element of the

restaurant - the luminance level in all three instances would be 600cd/m² and the total height would be 2.167m.

3. Public Consultation

i. Neighbour Consultation

Separate site notices were erected for all three applications on 09/07/19, expiring on 30/07/19. No responses have been received.

- ii. The Plummery Wall, which forms the central reservation of Forbury Road, and Reading Prison are both Grade II listed. It is considered that the proposals would not affect the setting of these listed buildings (owing to being too distant) and as such there is not a requirement to advertise in this regard.

4. Consultations

i. Transport:

a) 191004 - There are no transport objections to the proposed advertisement consent subject to the conditions below:

Advertisements: restriction on illumination: The maximum luminance from the Golden Arches" Sign should not exceed 600 cd/m². Reason: To avoid glare, which could lead to danger to highway users and/or in the interests of amenity in accordance with Core Strategy Policy CS20 and Sites and Detailed Policies document Policy DM12.

b) 191006/FUL

There are no Transport objections to this application. The loss of a car parking space to provide cycle parking is acceptable given that there is ample parking on the retail park.

c) 191007/ADV

There are no transport objections to the proposed advertisement consent subject to the conditions below:

Advertisements: restriction on illumination - As identified in the plans submitted: The maximum luminance from the 2 x Double Menu Boards should not exceed 600 cd/m². The maximum luminance from the 1 x Single Menu Board should not exceed 600 cd/m². Reason: To avoid glare, which could lead to danger to highway users and/or in the interests of amenity in accordance with Core Strategy Policy CS20 and Sites and Detailed Policies document Policy DM12.

- ii. CCTV / Community Safety: No substantive responses.

5. Plans Considered

- i. The Council, in reaching its recommendation, has taken into consideration the following documents:

a) Display of 'Golden Arch' above 7m pole.

Location Plan 0912-1036-01 Rev A, as received 24/06/19

Proposed Pole Sign 0912-1036-24 Rev B, as received 24/06/19

b) Single storey extension, two replacement drive thru booths and associated works on north elevation, replacement of car parking space with 2 cycle parking hoops, relocation of two grill bays and associated works.

Location Plan 0912-1036-01 Rev A, as received 24/06/19

Block Plan 0912-1036-02 Rev A, as received 24/06/19

Existing Site Plan 0912-1036-03 Rev E, as received 24/06/19

Proposed Site Plan 0912-1036-04 Rev F, as received 24/06/19

Existing & Proposed Elevations 0912-1036-05 Rev D, as received 24/06/19

Existing & Proposed Internal Layouts 0912-1036-06 Rev H, as received 24/06/19

Site Signage Details (Tandem Option) 0912-1036-15 Rev E, as received 24/06/19

Sign 1 - Double Digital Menu Board Ref 87779A page 2/3 Rev 1 dated 16/10/18, as received 24/06/19

Sign 2 - Single Digital Menu Board Ref 87779A page 3/3 Rev 1 dated 16/10/18, as received 24/06/19

c) Installation of 3 internally illuminated freestanding digital signs to the west of the building.

Location Plan 0912-1036-01 Rev A, as received 24/06/19

Block Plan 0912-1036-02 Rev A, as received 24/06/19

Existing Site Plan 0912-1036-03 Rev E, as received 24/06/19

Proposed Site Plan 0912-1036-04 Rev F, as received 24/06/19

Site Signage Details (Tandem Option) 0912-1036-15 Rev E, as received 24/06/19

Sign 1 - Double Digital Menu Board Ref 87779A page 2/3 Rev 1 dated 16/10/18, as received 24/06/19

Sign 2 - Single Digital Menu Board Ref 87779A page 3/3 Rev 1 dated 16/10/18, as received 24/06/19

6. Relevant Planning History

Application site

- i. The site has a long and extensive planning history. There are various applications from 1998/1999/2000, but within the last decade the planning history comprises:
- ii. 110563 (11/01047/ADV) - 1 height restrictor and 6 freestanding signs. Permitted 01/09/2011.
- iii. 110476 (11/01048/ADV) - Replace existing freestanding sign on a pole with a new freestanding drive totem (12m sign). Refused 31/08/2011.
 1. By virtue of its location on a prominent corner of the Retail Park frontage and its size in terms of height, the freestanding totem is considered to be an unduly dominant and obtrusive feature in the street scene, and detrimental to the visual amenity of the area. The totem is therefore contrary to 'saved' Local Plan policies CUD14 (Standards of Design in Development), CUD 15 (Advertisements) and Appendix 6 (Advertising Policy ADV:1) of the Reading Borough Local Plan (1998), policy CS7 (Design and Public Realm) of the Reading Borough Local Development Framework Core Strategy (2008), and PPG19 (Outdoor Advertisement Control).
- iv. 111732 (11/01049/FUL) - Refurbishment of restaurant, including 32sqm extension, external changes, customer order display canopy, new patio area and associated works. Permitted 06/09/2011.

- v. 111733 (11/01050/ADV) - 6 fascias and 1 Customer Order Display with associated canopy. Permitted 31/08/2011.
- vi. 111618 (11/01560/FUL) - Refurbishment of the restaurant which includes front and side extensions, new patio area and associated works to the site, alterations to the car park, change to elevations which includes new khaki cladding to the roof with dark brown louvre aluminium overcladding and additional cladding to the building. Withdrawn 13/12/11.
- vii. 111619 (11/01561/ADV) - 7 fascia signs and 1 customer order display with associated canopy. Permitted 23/01/2012.
- viii. 111620 (Alternative ref 11/01562/ADV) - Erection of a 6.5m Drive Totem. Refused 28/05/12. Reason for refusal:
 - 1. By virtue of its location on a prominent corner of the Retail Park frontage, its size in terms of height and the excessive number of signs, the freestanding totem is considered to be an unduly dominant and obtrusive feature in the street scene, and detrimental to the visual amenity of the area. The totem is therefore contrary to 'saved' Local Plan policies CUD14 (Standards of Design in Development), CUD 15 (Advertisements) and Appendix 6 (Advertising Policy ADV:1) of the Reading Borough Local Plan (1998), policy CS7 (Design and Public Realm) of the Reading Borough Local Development Framework Core Strategy (2008), policy DM22 (Advertisements) of the Reading Borough Council Local Development Framework Sites and Detailed Policies Document Submission Draft (July 2011) and PPG19 (Outdoor Advertisement Control).
- ix. 111471 (11/01559/ADV) - 6 freestanding totem signs, and 1 height restrictor sign. Granted 23/01/12
- x. 111713 - Non-material amendment to planning permission 11/01560/FUL. Agreed 28/2/12.
- xi. 111763 (11/01938/ADV) - Various signs in line with refurbishment (option 3) - 1 height restrictor and 4 freestanding signs. Granted 03/05/12.
- xii. 120239 (12/00541/ADV) - 1 free standing totem sign. Granted 23/05/12. (4m height)
- xiii. 130308 - Installation of a freestanding sign on a 5m pole (maximum height 6.95m). Granted 18/03/13.
- xiv. 181005 - Display of internally illuminated totem sign (6.5m in height) in south-west corner of car park adjacent to Kenavon Drive. Withdrawn 15/08/19.

Nearby site history

Forbury Retail Park

- xv. 162237 & 162238 - Erection of totem sign structure to the east of the Kenavon Drive access to Forbury Retail Park. Granted 13/01/2017.

KFC, Forbury Retail Park

- xvi. 140574/FUL - Erection of a building measuring 246 m2 for use within class A1/A3/A5, creation of enclosed bin store and yard, installation of plant, signage structures, external seating area,

amendments to car park layout, hard and soft landscaping, and display of advertisements. Granted 01/08/14.

- xvii. 140575/ADV - Signage associated with proposed new drive-through building. Granted 01/08/2014.
- xviii. 150085/FUL: Erection of a building for use within class A1/A3/A5, Creation of enclosed bin store and yard, Installation of plant, signage structures, and external seating area, Amendments to car park layout and hard and soft landscaping, And display of advertisements. Granted 23/03/15.
- xix. 150086/ADV - 4 Fascia signs. Granted 24/03/15.
- xx. 151095 - Variation of conditions 2 (approved plans), 3 (construction method statement) and 5 (landscaping) of planning permission 150085. Granted 18/8/15.

7. 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.

8. Relevant Planning Guidance

- i. 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).
- ii. 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.
- iii. Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.
- iv. 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:

9. Relevant Policies

- i. The three applications have been assessed against the following policies:

National

National Planning Policy Framework

National Planning Policy Guidance

RBC Local Development Framework

Core Strategy 2008 (Altered 2015)

CS7 Design and the Public Realm

CS24 Car / Cycle Parking (191006 only)

CS34 Pollution and Water Resources (191006 only)

CS38 Trees, Hedges and Woodlands (191006 only)

Sites and Detailed Policies Document 2012 (Altered 2015)

SD1 Presumption in Favour of Sustainable Development (191006 only)

DM4 Safeguarding amenity

DM12 Access, Traffic and Highway-Related Matters

DM22 Advertisements

DM23 Shopfronts and Cash Machines (191006 only)

Reading Centre Area Action Plan 2009

RC3c Forbury Retail Park (191006 only)

RC5 Design in the Centre

RC6 Definition of the Centre (191006 only)

RBC Supplementary Planning Documents

Revised Parking Standards and Design SPD (2011)

10. Appraisals

- i. Three separate applications have been submitted; accordingly three separate appraisals are provided below:
- ii. **a) Display of 'Golden Arch' above 7m pole.**
- iii. The NPPG (Paragraph: 079 Reference ID: 18b-079-20140306) provides clarification as to the exact context amenity should be considered (in short, it includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest). Furthermore, at the local level, policies CS7, DM22 and RC5 require that development be compatible with the character and appearance of the surrounding environment in order to maintain the visual amenities of the area. In particular, policy DM22 states:
- iv. “Advertisements will 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 a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable”.
- v. With the above in mind, it is first noted that a ‘Golden Arch’ already exists in this location above a 5m pole (total height 7.03m), as approved by 130308 (see relevant history section above). The overall height of the proposed pole and ‘Golden Arch’ would be 9.03m, which is 2m higher than the existing sign. Owing to its significant setback from the street scene the proposed increase in

height of 2m (in the context of the existing signage) would not be considered to result in any significant impact on the visual amenity and character of the area over and above the existing signage and compared to other signage within close proximity. It is acknowledged that a 2m increase will naturally make the sign more prominent, but the significant set back from the street frontage means the increase in prominence (despite noting the visibility of the site to the south and west in particular at this point is high due to the neighbouring car parks) is not significantly harmful. The luminance level of the sign would be 600cd/m², which is within the levels detailed by paragraph 10.3.8 of the supporting text to policy DM22.

Public Safety

- vi. 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 (in bold):
- 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: **No**
 - i. where the means of illumination is directly visible from any part of the road; **No**
 - ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; **No**
 - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; **No**
 - iv. which are subject to frequent changes of the display; **No**
 - (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **No**
 - (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 retroreflective 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 for a) Display of 'Golden Arch' above 7m pole

vii. Having regard to the material considerations and all matters raised, the Local Planning Authority considers that the balance of considerations therefore weigh in favour of granting advertisement consent subject to conditions.

b) Single storey extension, two replacement drive thru booths and associated works on north elevation, replacement of car parking space with 2 cycle parking hoops, relocation of two grill bays and associated works.

Land use

viii. It is acknowledged that there is a small increase in floorspace at the site (2.8sqm) and, strictly speaking, a sequential test assessment should have been undertaken as the unit is located outside of the primary shopping area and the district and local centres. However, owing to the small nature of the extension, this is considered de minimus in sequential test terms and therefore no such assessment has been sought in this specific instance.

ix. From a land use perspective, the proposed works would upgrade an existing facility and is broadly welcomed in land use terms. Whilst acknowledging that the site is located within the allocated RC3 area, which is identified as being a focus of a new residential community. It also recognises additional retail and leisure uses to serve the Kenavon Drive area, which the application site could play a part in.

Design

- x. In terms of the external alterations proposed, these are typically stylistic upgrades by the occupier, rather than any fundamental changes to the design approach / finished appearance of the building. On the north elevation, where replacement booths are proposed, these are not dissimilar to existing and are fit for purpose in design terms. The replacement / additional cladding would largely match the existing and raises no design based issues within the context of the site and surrounding area.

Transport

- xi. As per the transport observations noted above, the proposals are acceptable in this regard.

Amenity

- xii. From an amenity perspective the proposed alterations and extensions are fairly minor in nature and would not lead to any significant adverse amenity impacts for any nearby occupiers / members of the general public using the surrounding area. For future patrons of the restaurant, the proposed changes represent a minor improvement in the quality of service/facilities at the site.

CIL

- xiii. It is confirmed that the proposals would not be liable to a CIL payment.

Conclusion for b) Single storey extension, two replacement drive thru booths and associated works on north elevation, replacement of car parking space with 2 cycle parking hoops, relocation of two grill bays and associated works.

- xiv. Having regard to the material considerations and all matters raised, the Local Planning Authority considers that the balance of considerations therefore weigh in favour of granting planning permission subject to conditions.

c) Installation of 3 internally illuminated freestanding digital signs to the west of the building.

- xv. The NPPG (Paragraph: 079 Reference ID: 18b-079-20140306) provides clarification as to the exact context amenity should be considered (in short, it includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest). Furthermore, at the local level, policies CS7, DM22 and RC5 require that development be compatible with the character and appearance of the surrounding environment in order to maintain the visual amenities of the area. In particular, policy DM22 states:

“Advertisements will 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 a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable”.

- xvi. With the above in mind, it is first noted that signs already exist in the location where the three digital signs are proposed. The proposals are considered to represent a modest upgrade in presenting items for sale through the ‘drive thru’ option at the restaurant. The dimensions of the signs are such that they will not be readily visible or harmful from the public highway, nor

particularly more prominent than the existing signage at this location. The luminance level of the signs would be 600cd/m², which is within the levels detailed by paragraph 10.3.8 of the supporting text to policy DM22. As such, from an amenity perspective no issues are raised with the three digital signs proposed.

Public Safety

- xvii. 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 (in bold):
- xviii. 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: **No**
 - i. where the means of illumination is directly visible from any part of the road; **No**
 - ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; **No**
 - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; **No**
 - iv. which are subject to frequent changes of the display; **No**
- xix. (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **No**
- xx. (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**
- xxi. (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:
- xxii. 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
 - xxiii. ii. those incorporating large arrows or chevrons with only the arrow or chevron made of retroreflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts. **No**

- xxiv. (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:
- xxv. i. contain a large arrow or chevron (or have a pointed end and have only a few words of message); **No**
- xxvi. ii. invite drivers to turn right on a main road, or where there is fast moving traffic; **No**
- xxvii. 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
- xxviii. 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**
- xxix. 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**
- xxx. In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds.
- xxxi. Conclusion for c) Installation of 3 internally illuminated freestanding digital signs to the west of the building.
- xxxii. Having regard to the material considerations and all matters raised, the Local Planning Authority considers that the balance of considerations therefore weigh in favour of granting advertisement consent subject to conditions.

11. Recommendations:

a) Display of 'Golden Arch' above 7m pole.

Grant advertisement consent subject to 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:

Location Plan 0912-1036-01 Rev A, as received 24/06/19
Proposed Pole Sign 0912-1036-24 Rev B, as received 24/06/19

Reason: To clarify which drawings are approved.

3. The maximum luminance from the sign hereby approved shall not exceed 600 cd/m².

Reason: To avoid glare, which could lead to danger to highway users and in the interests of visual amenity in accordance with Policy CS20 of the Reading Borough LDF Core Strategy 2008 (Altered 2015) and Policies DM12 and DM22 of the Sites and Detailed Policies Document 2012 (Altered 2015).

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.

2. The decision to grant consent follows the positive and proactive consideration of the application, including issuing the decision within the recommended eight week time period.

b) Single storey extension, two replacement drive thru booths and associated works on north elevation, replacement of car parking space with 2 cycle parking hoops, relocation of two grill bays and associated works.

Grant Planning Permission subject to conditions

Conditions

1. The development to which this permission relates must be begun not later than the expiration of three years beginning with the date on which the permission was granted.

Reason: To prevent an accumulation of unimplemented planning permissions, and in accordance with section 91 of the Town & Country Planning Act as amended by the Planning and Compulsory Purchase Act 2004.

2. The development hereby permitted shall not be carried out other than in accordance with the following plans:

Location Plan 0912-1036-01 Rev A, as received 24/06/19

Block Plan 0912-1036-02 Rev A, as received 24/06/19

Existing Site Plan 0912-1036-03 Rev E, as received 24/06/19

Proposed Site Plan 0912-1036-04 Rev F, as received 24/06/19

Existing & Proposed Elevations 0912-1036-05 Rev D, as received 24/06/19

Existing & Proposed Internal Layouts 0912-1036-06 Rev H, as received 24/06/19

Site Signage Details (Tandem Option) 0912-1036-15 Rev E, as received 24/06/19

Reason: To clarify which plans/documents have been approved and in the interests of proper planning.

Informatives

1. Your attention is drawn to the terms and conditions of this permission. Any development which is carried out but 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 determination of this planning application required no issues to be resolved, so officers have worked positively and proactively to provide a recommendation for approval within the statutory timescale.

3. These works may require separate approval under the Building Regulations. Please contact the Council's Building Control service for further advice on (0118) 937 2449.

c) Installation of 3 internally illuminated freestanding digital signs to the west of the building.

Grant advertisement consent subject to 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:

Location Plan 0912-1036-01 Rev A, as received 24/06/19

Block Plan 0912-1036-02 Rev A, as received 24/06/19

Proposed Site Plan 0912-1036-04 Rev F, as received 24/06/19

Site Signage Details (Tandem Option) 0912-1036-15 Rev E, as received 24/06/19

Sign 1 - Double Digital Menu Board Ref 87779A page 2/3 Rev 1 dated 16/10/18, as received 24/06/19

Sign 2 - Single Digital Menu Board Ref 87779A page 3/3 Rev 1 dated 16/10/18, as received 24/06/19

Reason: To clarify which drawings are approved.

3. The maximum luminance from the signs hereby approved shall not exceed 600 cd/m².

Reason: To avoid glare, which could lead to danger to highway users and in the interests of visual amenity in accordance with Policy CS20 of the Reading Borough LDF Core Strategy 2008 (Altered 2015) and Policies DM12 and DM22 of the Sites and Detailed Policies Document 2012 (Altered 2015).

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.

2. The decision to grant consent follows the positive and proactive consideration of the application, including issuing the decision within the recommended eight week time period.