

DELEGATED APPLICATION REPORT

Target Date: 29/10/19

Application No: 191320/ADV
Address: Caversham Bridge House, Waterman Place, Reading RG1 8DN
Ward: Church
Case Officer: James Schofield

Proposal: Advertising Consent for erection of 4 x totem signs and 1 x twin pole mounted sign.

1. SITE DESCRIPTION AND CONTEXT

The development site relates to an independent school occupying a Victorian parkland campus within the urban area of Reading. Three sets of illuminated signs face public highways; a post-mounted sign facing the intersection of Pepper Lane and Shinfield Road, two post-mounted signs either side of the drive from Shinfield Road and two post-mounted signs either side of the drive from Pepper Lane.

2. PROPOSALS

Advertisement consent is sought for the following:

- Sign 'A': Intersection of Pepper Lane and Shinfield Road
 - Post-mounted sign with overhead static illuminated spot lights below 800 cd/m². Size as existing. Made from fabricated aluminium powder.
- Signs 'B': Drive from Shinfield Road
 - 2x totem 1200mm wide x 3000mm high with 250mm feet and floor level static illumination below 800 cd/m². Made from fabricated aluminium powder.
- Signs 'C': Drive from Pepper Lane
 - 2x totem 1200mm wide x 3000mm high with 250mm feet and floor level static illumination below 800 cd/m². Made from fabricated aluminium powder.

Plans and other materials considered;

Drawing No. 1353 A - Location Plan

Drawing No. 1353 A - Location Plan (with proposed development locations noted)

Design & Access Statement

Spectrophotometer Test Report No. N-01612

Spectrophotometer Test Report No. N-01613

Agent Letter

Site photos

Received 9 August 2019

Drawing No. 956(00)001 - Location Plan

Drawing No. 956(00)002 - External Signage

Drawing No. 956(00)003 - External Signage

Received 3 September 2019

3. EXTERNAL CONSULTEES

Neighbours

A site notice was displayed from 11 September 2019. No comments have been received.

4. INTERNAL CONSULTEES

Transportation

Transportation officers raised no objections. However conditions were recommended to limit illumination for;

- Sign 'A' to less than 300 cd/m²,
- Signs 'B' to less than 300 cd/m² and
- Signs 'C' to less than 600 cd/m².

Community and Enablement

Community and enablement officers raised no objections regarding the CCTV network or other concerns.

5. RELEVANT PLANNING HISTORY

There is an extensive planning history but none relevant to this proposal.

6. 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)* 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, in principle, is similar to the existing signage in terms of appearance and overall visual impact. The proposed signage is therefore considered in keeping with the established character of both the site and the area. As such the proposal is accords with local planning Policy CS7.

8.2 Public Safety

The proposed signs are located in positions that would not cause a physical obstruction to or of pedestrians or members of the public using the highway. Transport officers are keen to avoid the impact of glare serving as a distraction to users of the highway, and as such, a condition requiring upper limits on levels of illumination is recommended for each sign noted on the amended plans (received on the 3 September 2019) as follows;

- Sign 'A' to less than 300 cd/m²,
- Signs 'B' to less than 300 cd/m² and
- Signs 'C' to less than 600 cd/m².

This condition should be sufficient to ensure the advertisements are not a meaningful cause of distraction to users of 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. Time
2. AP1 Approved Plans
3. AD1 Levels of luminance