

DELEGATED APPLICATION REPORT

Target Date: 16/08/2019

Application No: 190994/ADV

Address: 106 Bath Road

Proposal: 1 x Renault Fascia, 1 x entrance marker, 1 x Renault Pylon, 1 x single sided Dacia corner, 1 x Test Drive Mast & 1 x Poster Display Unit

Case Officer: Tom French

Site Description and Surrounding Area

The application site is located on the northern side of the Bath Road. The Tesco Extra store / service station is located to the west and residential properties of Burcroft Court to the north and east. 62-72 Granville Road are located opposite to the south. The Bath Road and street verge provides a 45m boundary to boundary separation from the site to the residential unit to the south.

The application building is not listed, nor is it located within a conservation area. However the site is located within an Air Quality Management Area .

Proposal

Advertisement consent is sought to display 1 x internally illuminated fascia sign, 2 x internally illuminated pylon signs, 1 x entrance marker, 1 x internally illuminated standing sign and 1 x non-illuminated standing sign.

Plans Considered

The agent supplied the following plans and documents:

Drawing Title:

- RenPFL0926 EXISTING
- Head Line Display
- POSTER UNIT
- RenPFL0926 PLANNING
- Test Drive Display
- RENAULT TOTEM
- Dacia Corner sign
- TEST DRIVE LED DETAIL
- Existing Site Plan
- Proposed Site Plan

As received: 21/06/2019

Relevant Planning History

There is an extensive planning history at this site. The most recent and relevant to this application are:

011247 - ADV - Erection of free standing pylon with internally illuminated floodlights (Removal of existing pylon) (retrospective application) - Application Permitted

040179 - ADV - 3 x 8 metre flag and flagpoles (non-illuminated) and a communications wall (illuminated) - Application Permitted

Consultation Responses

Public: There is no statutory public consultation for an application of this type. No representations have been received.

CCTV: Thames Valley Police and RBC Community Safety Officer have been consulted on this application - no response has been received

Transport: No objection subject to condition limiting maximum levels of illumination

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

The following local and national planning policy and guidance is relevant to this application:

Reading Borough Local Development Framework Core Strategy (2008) Policies:

CS7: Design and the Public Realm

Sites and Detailed Policies Document (2012)

DM4: Safeguarding Amenity

DM12: Access, Traffic and Highway-Related Matters

DM22: Advertisements

In addition, the New Reading Borough Local Plan is at an advanced stage. The Inspector's report into the Proposed Modifications has now been received and the new local plan is proposed to be adopted by the Council on 4 November 2019. Accordingly, it is taken into account as part of the determination of this application.

Reading Borough Submission Draft Local Plan 2018

CC7: Design and the Public Realm

CC8: Safeguarding Amenity

TR3: Access, Traffic and Highway-Related Matters

OU4: Advertisements

The main issues to be considered are:

- a. Amenity
- b. Public safety

Amenity

The proposed signage, whilst extensive, is considered to be in keeping with the character of the host building and is in line with the type of advertisements that are to be expected at a car shown room. The principle of illuminated signage has been previously established at this site (see relevant planning history) and is not considered to be significantly detrimental to the visual or aural amenity of the building or wider surrounding area (subject to a condition limiting levels of illumination to 300cd/m² - as indicated on the application form). The material and colouring of the signage is considered appropriate and would not detract from the amenity of the area. The proposed luminance levels are within policy requirements. The proposal is therefore in accordance with Policy DM22: Advertisements of the Sites and Detailed Policies Document.

Public safety

The proposed signage would be located in a position that would not cause a physical obstruction to members of the public using the highway. The proposed luminance of the signage is within the Council's guidance of 300cd/m and as such is unlikely to cause a distraction to users of the highway. The proposal is therefore considered acceptable in public safety terms in accordance with DM12: Access, Traffic and Highway-Related Matters of the Sites and Detailed Policies Document (2012).

RECOMMENDATION

CONSENT

In accordance with Regulation 14 (1) (a and b) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Subject to the following conditions:

- 1. Approved Plans
- 2. Level of Luminance
- 3. Standard Conditions

Informatives relating to:

- 1. Terms and Conditions