

Delegated Application Report

Address: Abbeygate House, 57-75 Kings Road

Application No: 191217/ADV

Proposal: Installation of various new signage, including internally illuminated fascia signs on south elevation (1x at ground and 2x at first floor level) and 1x non-illuminated ground floor fascia sign on both north and east elevations

Case Officer: Tom French

Target Date: 19/09/2019

Site Description and Surrounding Area:

The application site is located on Kings Road near the Crown Bridge. The site contains a four storey office building with entrances in the south elevation (onto Kings Street) and the north elevation (facing the River Kennet). The site is bordered to the north and west by the River Kennet and includes a terrace area to north.

The site falls within the Central Core and Area of Archaeological Potential as defined by the Reading Central Area Action Plan (2009). The site is located within an Air Quality Management Area, area of potential contaminated land and is mostly within Flood Zone 2 however the north west corner of the site is within Flood Zone 3. The Abbey Ruins (Scheduled Ancient Monument) are situated opposite the application site.

The application building is not listed, nor is it located within a conservation area. The site is located within the Reading Central Area and within the designated Central Core and area of Archaeological Potential as defined by the Reading Central Area Action Plan (2009). The site is adjacent to the designated Office Core and Tall Buildings Cluster.

Proposals:

Advertisement consent is sought for various illuminated and non-illuminated signage. More specifically the proposal includes the following:

- 1 x fascia sign located above the main entrance in the southern elevation. 7.1m wide and 0.7m high. Internally illuminated to 600 cd/m²
- 2 x fascia sign located at first floor level to the south west and south east corners of the building. 2.4m wide and 1.1m high. Internally illuminated to 600 cd/m².
- Vinyl signage applied above car park entrance (east elevation) relating to the car parking and cycle storage
- 1 x fascia sign centrally located in north elevation. 5.5m wide and 0.6m high. Non-illuminated.
- 1 x vinyl sign to be located at ground floor level to the side of the main entrance in the south elevation. Sign noting address of application site. 3.6m wide and 0.4m high.
- 1 x vinyl cycle graphic applied to new gate to rear of building in east elevation. 0.6m high and 1.3m wide.

It is noted that additional details and signage have been indicated on the submitted plans. However these would not require advertisement consent and of the sake of clarity have not been included in this report.

Plans Submitted:

The agent supplied the following plans and drawings:

- PL.0103 - Existing Ground Floor Plan
- PL.0121 - Site and Location Plan
- PL.1310 - Proposed Plan Ground Floor
- PL.1500 - Existing Elevation North
- PL.1501 - Existing Elevation South
- PL.1502 - Existing Elevation East
- PL.1503 - Existing Elevation West
- PL.1510 - Proposed Elevation North
- PL.1511 - Proposed Elevation South
- PL.1512 - Proposed Elevation East
- PL.1513 - Proposed Elevation West
- PL.2801 - Proposed Signage
- PL.2802 - Proposed Signage

As received: 25/07/2019

Relevant Planning History:

900398 - ADV - Two 10' x 12' flat estate agents letting boards - Application Permitted

920371 - FUL - Installation of two tubular posts with security cameras - Application Permitted

070898 - ADV - New low level backlit stainless steel building signage attached to new cantilevered canopy - Application Permitted

070899 - FUL - Refurbishment of the entrance and central area of front elevation of 1990's office block - Application Permitted

070963 - FUL - The conversion of half the existing fourth floor storage space into office space and erection of 4 new pitched roof dormers with alterations to 2 existing ones. Pitched Velux roof lights are included to increase daylight penetration into the office space. Removal of decorative balustrades and replacement with ones conforming to current building regulations. Facade and hard landscape cleaning - Application Permitted

110379 - CLP - Installation of 4no. 200 x 200mm grills to exterior wall on balcony - Application Permitted

181850 - FUL - External alterations and ancillary works to the existing building, including a private terrace area - Application Permitted

191219 - NMA - Non-Material Amendment to application 181850 to alter balustrades, alter the location of lighting bollards, amend the layout of ground floor terrace and paint sections of external brickwork - Agree

Consultation Responses:

Public: Public consultation is not a statutory requirement of this type of application. No responses have been received.

Transport: No objections subject to condition restricting levels of illumination.

CCTV: No objections

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') 2019 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', 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 LDF Core Strategy (2008) (altered 2012)

CS7 Design and the Public Realm
CS20 Reading Transport Strategy
CS33 Protection and Enhancement of the Historic Environment

Reading Sites and Detailed Policies Document (SDPD 2012) (altered 2015)

DM4 Amenity
DM12 Access, Traffic and Highway Related Matters
DM22 Advertisements

Reading Central Area Action Plan (RCAAP) (adopted 2009)

RC5: Design in the centre

Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

Policy DM22 of the Sites and Detailed Policies Document 2012 (amended 2015) states that 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. Policies CS7, CS33 and RC5 are also of relevance.

The National Planning Policy Framework (NPPF) paragraph 132 states that *“The quality and character of places can suffer when advertisements are poorly sited and designed. 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. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”*.

With respect to the illuminated signage proposed, one fascia sign is proposed above the main entrance. This is considered to be a natural location for an advertisement of this type and in keeping with the character and form of the host building. Two fascia signs are proposed (one at the south west corner and one at the south east corner of the building) between first and second floor windows. Policy DM22 states that ‘Advertisements above ground floor level are also likely to have detrimental effects on visual amenity’. However, it is considered that given the surrounding local context with first floor signage being evident opposite the application at 100 Kings Road, at the adjacent pub (77 - 79 Kings Road) and with other examples along Kings Road; in this specific instance the scale, form, materials and levels of illumination of the proposed advert are such that it would not result in significant harm to the visual amenity of the host building, surrounding area or heritage assets.

The non-illuminated fascia sign to the north elevation has the additional sensitivity of being visible from the Abbey Ruins and surrounding heritage assets. This sign is considered to be relatively modest in scale (when taken in the context of the host building), is non-illuminated and would not be significantly detrimental to the visual or aural amenity of the surrounding area or character of the nearby historic buildings.

The vinyl signage proposed would be visible from the streets scenes to the south, however they are considered to be appropriate in terms of materials, size and colour. As such they would not (individually or cumulatively) be considered significantly harmful to the character of the host building or surrounding 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 advertisements are located in a position that would not cause a physical obstruction to members of the public using the highway. All illuminated signage does not exceed a level of luminance of 600cd/m² which is unlikely to cause a 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).

Conclusion

GRANT 191217/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 development hereby permitted shall be carried out in accordance with the following approved plans and drawings:

Drawing Number:

- PL.0121 - Site and Location Plan
- PL.1510 - Proposed Elevation North
- PL.1511 - Proposed Elevation South
- PL.1512 - Proposed Elevation East
- PL.1513 - Proposed Elevation West
- PL.2801 - Proposed Signage
- PL.2802 - Proposed Signage

As received: 25/07/2019

Reason: because permission is granted in respect of the development as detailed in the approved plans only.

3. The maximum luminance from the illuminated signage should not exceed 600cd/m².

Reason: To avoid glare, which could lead to danger to highway users and in the interests of amenity in accordance with Policy CS20 of the Reading Borough Council Local Development Framework Core Strategy 2008 (Altered 2015) and Policy DM12 and Sites and Detailed Policies document Policy DM12.

Informatives

1. Your attention is drawn to the terms and conditions of this permission. Any development which is carried out but which 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 decision to grant planning permission follows the positive and proactive consideration of the issues raised by this planning application and issuing the decision within the statutory time period.