

DELEGATED APPLICATION REPORT

Target Date: 28/10/19

Application No: 191324/ADV
Address: Caversham Bridge House, Waterman Place, Reading RG1 8DN
Ward: Abbey
Case Officer: James Schofield

Proposal: To replace existing external signage with two externally illuminated signs stating 'Stantec'.

1. SITE DESCRIPTION AND CONTEXT

The development site relates to a 3 storey modernist office block built in the 1980s. Elevation treatments include grey brick plinth with red brick walls and large aluminium framed windows. The second and third storeys are set-back from the ground floor allowing for a balcony and a less overbearing impact on the street-scene. An external aluminium column sign at the ground floor faces Waterman Place. Two stainless steel logo signs adorn either column to the entryway. The rear elevation is prominent fixture of the Caversham Road streetscene and the second storey elevation includes a large backlit logo sign; as does the side elevation facing the roundabout where Caversham Road, Waterman Place and Richfield Avenue meet.

2. PROPOSALS

Advertisement consent is sought for the following:

- External illuminated signs
 - 2 x external illuminated signs, located on the Side Elevation (facing Caversham Road) and Rear Elevation
 - Built-up flat face brushed satin stainless-steel lettering with 70mm returns. Painted white inside.
 - Clear polycarbonate diffuser tray backs fitted inside letters
 - Lettering to be internally illuminated with high output GE Tetra Mini max LEDs (this will produce Halo effect illumination only)
 - Lettering to be spaced off the wall 30mm
- External Entrance Monolith Sign
 - 1no. free standing monolith type sign.
 - Constructed from fabricated brushed satin stainless steel tray formation panels. Held in place with 2no. internal metal frame and metal posts out of the bottom for fixing.
 - Computer cut out vinyl graphics applied onto one face. Posts to be concreted into ground.
 - Materials: Brushed satin stainless steel and Colours: Black
- External Column Signs

- 2 sets of cut out 5mm thick aluminium lettering. Powder coated standard RAL 7016.
- Overall Spread of sign 1000mm. Lettering to be spaced off columns with locator fixings on the back.
- Materials: 5mm brushed satin stainless steel and powder coated standard RAL 7016.

Plans considered;

Design & Access Statement

Elevations

Figure 1 Site Block Plan

Figure 1 Site Location Plan

Received 9 August 2019

Design & Access Statement

Drawing No. 1 Rev A - Site Block Plan

Drawing No. 1 Rev A - Site Location Plan

Drawing No. E01 - Existing Signage Elevation Sheet 1 of 2

Drawing No. E02 - Existing Signage Elevation Sheet 2 of 2

Drawing No. P01 - Proposed Signage Elevation Sheet 1 of 2

Drawing No. P02 - Proposed Signage Elevation Sheet 2 of 2

Appendix 1 - Existing & Proposed descriptions

Received 2 September 2019

3. CONSULTEES

Neighbours

A site notice was displayed from 5 September 2019. No comments have been received in relation to the proposed development.

Transportation

Our Transportation department was consulted and no objections were raised by officers; however a condition was recommended limiting illuminated signs to less than 600 cd/m².

4. RELEVANT PLANNING HISTORY

131170/FUL - Refurbishment works to existing building, comprising: new glazing on external facades, new entry glazing and doors, new doors to replace part of external wall,

provision of two new cycle stores, installation of photovoltaic panels, replacement entrance canopy, and replacement balustrade to balcony. Permitted 09/10/2013.

140055/ADV - 9 x fascia signs. Permitted 12/3/2017.

5. 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)*, the *Reading Central Area Action Plan (2009)* 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)

DM12: Access, Traffic and Highway-Related Matters

DM22: Advertisements

Reading Central Area Action Plan (RCAAP) (2009)

RC5 Design in the Centre

RC14 Public Realm

8. APPRAISAL

The main issues to be considered are:

8.1 Amenity

The proposed signage is similar to the existing signage which it will replace. The signage is modest in size with low level halo effect LED lighting. The proposed signage is therefore considered in keeping with the design and character of the building and the material and colour is considered appropriate to the building and the surrounding area and is acceptable as it accords with local planning policy.

8.2 Public Safety

The proposed signage is located in a position that would not cause a physical obstruction to members of the public using the highway. A condition requiring all illuminated signage to not exceed a level of luminance of 600 cd/m² 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