

Address: Buckingham Drive Service Station, Buckingham Drive

Application No: 190954/ADV

Proposal: Replacement internally illuminated free standing signage pylon

Case Officer: Connie Davis

Site Description and Surrounding Area:

The application site is the service station located on the east side of Buckingham Drive. It is an Esso service station, with a Tesco Express. The surrounding area is residential in nature and Buckingham Drive itself is in two parts at this point. To the west of the main road on which the service station is located there is a secondary road which is also Buckingham Drive. This road is separated from the main highway by a green verge and trees and has semi-detached residential properties on its western side.

Proposal

Advertisement consent is sought for a 6.3m high advertisement 'pylon' which would be located on the grass verge between the petrol station forecourt and the highway. It would have a depth of 0.3m and a height of 1.8m. Individual advertisements would be located on the free standing 'pylon' sign for brands including Tesco and Costa.

The proposal seeks to replace an existing free standing sign which measures a height of 5.9m, width of 1.8m and a depth of 0.3m. Thus, the new sign would have an extra 0.4m tall.

The pylon is proposed to be illuminated at 245cd/m.

Plans Submitted:

The agent supplied the following plans and drawings:

Location Plan

Site Plan

Received 17th June 2019

ES-MID-AA - Existing Pylon Details

ES-MID-B - Pylon Details Pages 1 & 2

Received 2nd July 2019

Relevant Planning History:

151845/ADV - Display of: two illuminated 'wave' signs, two illuminated 'blade' signs, 8 non-illuminated pump number signs and 4 non-illuminated 'koala' signs to forecourt - Application Permitted

07-01339/ADV - Building mounted fascia sign, aluminium fascia box with Perspex cut illuminated lettering. Permitted 10/12/2007

07-01043/ADV - Installation of ATM cash flag sign to be attached to top of sales building. Withdrawn 16/11/2007

06-00654/FUL - Redevelopment (Including complete demolition) of petrol filling station. Permitted 09/11/2006

06-01178/ADV - Internally Illuminated signs. Permitted 23/11/2006

Also a number of other applications between 1989-2004

Consultation Responses:

Internal Consultation

TVP CCTV: No objections.

Transport: The RBC transport officer had no objections to the proposal subject to the following condition:

The maximum luminance from the replacement signs hereby permitted shall not exceed 600 cd/m.

Reason: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users.

LDF Core Strategy Policy CS7 (Design and the Public Realm)

LDF SDPD Policy DM12 (Access, Traffic and Highway-Related Matters)

LDF SDPD Policy DM22 (Advertisements)

External Consultation

A site notice was displayed at the site. The consultation period ended on 24th July 2019. No comments were received.

Summary of discussions with applicant/agent:

None.

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)*, 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.

Relevant Policies

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

DM23: Shopfronts and Cash Machines

Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

The proposed free standing sign is replacing one that is already in place. Therefore the principle for this advertisement type is already established. The petrol station is located in a mainly residential area which does not encompass any listed buildings or conservation areas in the immediate vicinity. In terms of design the signage is considered to be in keeping with that found at petrol stations, and fits in terms of colouring, with the existing signage. Overall, the signage is considered to be appropriate and proportionate to the site's function as a petrol filling station. The increase in height of the proposed sign compared to the existing (an increase of 0.4m) is not considered to conflict with any of the policies listed above.

ii) Public Safety

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 (in *italics*), together with officer responses in relation to the proposal (in **bold**):

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*
 - iv. *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***

*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, as confirmed by Reading CCTV.***

In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds.

Conclusion

GRANT 190954/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. This consent relates to the following drawings only:

Location Plan
Site Plan

Received 17th June 2019

ES-MID-B - Pylon Details Pages 1 & 2

Received 2nd July 2019

Reason: Reason: For the avoidance of doubt and to clarify which drawings are approved.

2. The maximum luminance from the signs hereby permitted shall not exceed 245cd/m.

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 Policies DM4, DM12 and DM22.

3. 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.

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.