

Delegated Application Report

Address: Kings Wharf, 20-30 Kings Road

Application No's: 190736 & 190737

Proposal: 190736: 1x non-illuminated fascia sign at ground floor level above entrance at junction of Kings Road and Highbridge Wharf

190737: 1x non-illuminated fascia sign at second floor level at junction of Kings Road and Highbridge Wharf

Case Officer: Tom French

Target Date: 28/06/2019

Agreed Extension of Time: verbally agreed until 26/07/19

Site Description and Surrounding Area:

The application site comprises two buildings, presently connected together at ground level. The main building (Known as Kings Wharf) comprises a relatively modern office building, five-storeys in height, located on the south side of Kings Road at the junction with Highbridge Wharf. The second building, Highbridge House, is 3 storeys in height, is Grade II listed and dates from the early 19th century. This building fronts Highbridge Wharf, adjacent to the vehicular access to the rear car parking area.

The site is partly located within Market Place / London Street Conservation Area (Highbridge House is located within the conservation area / Kings Wharf is located adjacent to the boundary with the conservation area). The building is grade II listed, with the Historic England listing description as follows:

HIGH BRIDGE WHARF 1. 5128 House at rear of Nos 18 and 20 Kings Road SU 7173 SE 3/499 II 2. Early C19 detached. 3 storeys. 3 bays, glazing bar sashes. Red brick with stone cills and stone courses over 2nd floor to flat eaves. Hipped slate roof with 4 side chimneys. Projecting Greek Doric porch with fluted columns etc and entablature. 6 panel door with plain rectangular overlight. Ground floor windows blocked and sliding garage doors inserted between.

The site is also within an Air Quality Management Area, an area of archaeological potential and Flood Zone 2. The site is also within the Reading Central Area Action Plan boundary, being located within the tall building cluster and central core, but outside (adjacent to the boundaries) of the primary shopping area, active frontage and office core. The surrounding area contains a mix of uses, including a library to the north. The predominant character is commercial at ground floor level, with residential and further commercial uses at upper floor levels. The car park area of the application site contains historic contaminated land. To the south is the River Kennet, with the riverbank at this point being a public right of way.

Proposals:

190736

The application seeks advertisement consent for 1x non-illuminated fascia sign at ground floor level at junction of Kings Road and Highbridge Warf. The proposed sign would be sited 3.3m above ground level, have a width of 4.3m and a maximum letter height of 22cm.

190737

The application seeks advertisement consent for 1x non-illuminated fascia sign at second floor level at the junction of Kings Road and Highbridge Warf. The proposed sign would be sited 11.3m above ground level, have a width of 5m and a maximum letter height of 22cm.

Plans Submitted:

The agent supplied the following plans and drawings:

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- 1535-D0-001 P1 - Location Plan
- 1535-D2-100 P1 - Existing Ground Floor Plan
- 1535-D2-200 P1 - Existing Elevations 1 of 2
- 1535-D3-002 P1 - Existing Block Plan
- 1535-D6-100 P1 - Proposed Ground Floor Plan
- 1535-D6-200 P1 - Proposed Elevations
- 1535-D6-201 P1 - Proposed Signage Elevations

As received: 03/05/2019

190737

- 1535-D0-001 P1 - Location Plan
- 1535-D2-100 P1 - Existing Ground Floor Plan
- 1535-D2-200 P1 - Existing Elevations 1 of 2
- 1535-D3-002 P1 - Existing Block Plan
- 1535-D7-103 P1 - Proposed Third Floor Plan
- 1535-D7-200 P1 - Proposed Elevations
- 1535-D7-201 P1 - Proposed Signage Elevations
- New Building Signage: Design Statement, April 2019

As received: 03/05/2019

Relevant Planning History:

The application site has an extensive planning history. The most recent and relevant are:

061420 - ADV - New company sign on corner of building to be made from individual internally illuminated stainless steel letters - Application Permitted

091853 - ADV - Internally illuminated high level company logo sign to corner of building - Application Permitted

171428 - FUL - Various external alterations to Kings Wharf including new ground floor entrance on corner of Kings Road and Highbridge Wharf, canopy at first floor level, louvres at first to fourth floor level, removal of roof level rotunda and partial removal of ground

floor entrance attached to Highbridge House, new cycle storage and associated works. - Application Permitted

171429 - LBC - Various internal and external alterations to Highbridge House, including partial removal of existing attached entrance to Kings Wharf - Application Permitted

171864 - ADV - 1x non-illuminated fascia sign at ground floor level at junction of Kings Road and Highbridge Wharf - Application Permitted

Consultation Responses:

Public: Public consultation is not a requirement of this type of application however the applicant has displayed site notices at the application site. No responses have been received.

Transport: No objections

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' 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 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

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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”*.

The proposed sign on the north-west corner would be located above the approved (by 171428) front entrance to the building. It is considered to be similar in form, scale and

location to the signage approved application number 171864 at this site. At the time of that application the case officer noted that 'It is considered that in this location and in the form proposed, no harmful design impacts, nor impact on the host building, character of the street scene or heritage assets, would result'. This is also considered to be the case for the current application.

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. The proposed signage would not be illuminated. 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).

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The proposed sign on the north-west corner would be located above the approved (by 171428) front entrance to the building at second floor level. Whilst Policy DM22 states that 'Advertisements above ground floor level are also likely to have detrimental effects on visual amenity', it is considered that in this specific instance the scale, form, materials and levels of illumination (none) 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. It is also considered that the principle of high level signage has been established at this site by application numbers 061420 and 091853 (both for illuminated fascia signage).

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.

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Conclusion

GRANT 190736/ADV & 190737/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:

190736:

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:

- 1535-D6-100 P1 - Proposed Ground Floor Plan
- 1535-D6-200 P1 - Proposed Elevations
- 1535-D6-201 P1 - Proposed Signage Elevations

As received: 03/05/2019

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

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2. The development hereby permitted shall be carried out in accordance with the following approved plans and drawings:

Drawing Number:

- 1535-D7-103 P1 - Proposed Third Floor Plan
- 1535-D7-200 P1 - Proposed Elevations
- 1535-D7-201 P1 - Proposed Signage Elevations

As received: 03/05/2019

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

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.