

Delegated Application Report

Address: 123 Broad Street

Application No: 182134/ADV

Proposal: 1no new projecting sign. Brushed aluminium dibond with pushed through white acrylic logo. 1no facia sing. New halo illuminated 'FATFACE' letters. Mounted to new brushed aluminium dibond folded shelf on fascia panel

Case Officer: Tom French

Target Date: 30/01/2019

Agreed Extension of Time: 21/02/2019

Site Description and Surrounding Area:

The application relates to the ground floor retail unit on Broad Street that is adjacent to the entrance to the Oracle.

This part of Oxford Road is characterised by retail/commercial activity at ground floor, with residential uses on the upper floors.

The application building is not listed, nor is it located within a conservation area.

The site is located within the defined Reading Central Area Action Plan as being within the Central Core, Primary Shopping Area, Office Core and is designated an Active Frontage. In addition, the site is also within an air quality management area.

Proposals:

Advertisement consent is sought for an internally illuminated facia sign and an internally illuminated projecting sign.

The facia sign proposed would have a width of 1.8m, a height of 1.1m, be sited 2.9m above ground level and internally illuminated to 500 cd/m².

The proposed projecting sign would be square with a height of 0.6m and a width of 0.6m. The sign would be internally illuminated to 500 cd/m² and would be located to the right of the shopfront 4.2m above ground level.

Plans Submitted:

The agent supplied the following plans and drawings.

Drawing No.:

- 18.1791 00-1 - Existing Photos
- 18.1791 .01-2 - Proposed External Elevations
- Site Location Plan

As received: 05/12/2018

- 18.1791 .01-2 B - Proposed External Elevations

As received: 11/02/2019

Relevant Planning History:

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

121421 - ADV - Replacement fascia sign and projecting sign - Application Permitted

070823 - FUL - Strip out of existing shop-fitting system and install new system floor and ceiling. New shop front and signage. Replacement of A/C condenser s like for like. (Retrospective) - Application Permitted

070816 - ADV - Internally illuminated fascia sign. Internally illuminated projecting sign - Application Permitted

Consultation Responses:

Neighbours consultation:

A site notice has been displayed at the site. No representations have been received.

Transport consultation:

The RBC Transport Development Control Officer provided the following consultation response:

There are no Transport objections to the proposed advertisement consent subject to the conditions below:

Advertisements: restriction on illumination

As identified in the plans and application form submitted:

- Fascia Sign - The maximum luminance from the sign should not exceed 600 cd/m2.
- Projecting Sign -The maximum luminance from the Sign should not exceed 600 cd/m2.

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 Policy DM12.

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') 2012 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

CS20: Reading Transport Strategy

Sites and Detailed Policies Document (2012) (Altered 2015)

DM4: Safeguarding Amenity

DM12: Access, Traffic and Highway-Related Matters

DM22: Advertisements

DM23: Shop Fronts and Cash Machines

Reading Central Area Action Plan (RCAAP 2009)

RC5 Design in the Centre

Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

The proposed fascia signage would comprise of a 3mm brushed aluminium dibond fascia board with individual internally illuminated 'FAT FACE' letters. The proposed sign would be located in the same place as the existing, 2.9m above ground level, which aligns with the neighbouring fascia sign. In terms of siting, scale and design the proposed signage is considered to respect the contemporary character of the glazed shop front that contributes to the character of the host building. It would not obstruct any significant architectural features. Given the local context and abundance of internally illuminated fascia signs along Broad Street, the internally illuminated lettering is considered appropriate in this instance.

The proposed projecting sign would be sited to the right of the shopfront 4.2m above ground level and would be square with a height and width of 0.6m. The projecting sign would be finished with 3mm brushed aluminium with the logo and branding to be internally illuminated white acrylic. In terms of scale, design and materials the proposed sign is considered to respect the character of the host building and wider street scene.

Considering the wider context - in terms of design, colour and materials - the proposal would integrate satisfactorily with the character of Broad Street and the existing signage previously approved at the application site and in the surrounding area.

The development would not cause a significant detrimental impact to the living environment of the neighbouring properties. Near to, but would have extremely limited impact on the Market Place/London Street Conservation Area.

As such the proposal accords with Policies: CS7 Design and the Public Realm of the Reading Borough Local Development Framework Core Strategy (2008, 2015), DM4: Safeguarding Amenity, DM22: Advertisements, DM23: Shop Fronts and Cash Machines of the Sites and Detailed Policies Document (2012, 2015) and RC5 Design in the Centre of the Reading Central Area Action Plan (RCAAP 2009).

ii) Public Safety

The proposed advertisement is located in a position that would not cause a physical obstruction to members of the public using the highway. The proposed signage would include a level of luminance of 500cd/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 CS20: Reading Transport Strategy of the Reading Borough Local Development Framework Core Strategy (2008, 2015) and DM12: Access, Traffic and Highway-Related Matters of the Sites and Detailed Policies Document (2012, 2015).

Conclusion

GRANT 182134/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 No.:

- Site Location Plan

As received: 05/12/2018

- 18.1791 .01-2 B - Proposed External Elevations

As received: 11/02/2019

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

3.The maximum luminance from the signs hereby permitted shall not exceed 500 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)

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.