

Delegated Application Report

Target Date: 15/03/19

Address: The Anchorage, 34 Bridge Street

Application No: 190027/FUL and 190028/ADV

Proposal: Existing solid panels above entrance area to be removed and replaced with glazed panels

2 x non-illuminated wall mounted signs

Case Officer: Connie Davis

1. Site Description and Surrounding Area:

The application site is a 5 storey office building which sits on a corner plot which joins Bridge Street and the A327. It is not directly situated next to any other buildings, and sits opposite The Oracle multi-storey car park.

The application site is not listed, nor in a conservation area. However the site is located within Flood Zone 3.

2. Proposal:

The proposal consists of the installation 2 non-illuminated wall mounted signs and the replacement of solid panels with glazed panels.

2 x wall mounted signs

These are to be placed on the western (front) and northern (side) elevations. The signs are made up of 3 individually wall mounted elements.

Sign 1 (Western elevation): The sign will measure 5.5m (width) x 2.5m (height) (in total, considering all three elements)

Sign 2: (North elevation) 3.8m (width) x 1.7m (height) in total, considering all three elements.

Replacement of solid panels with glazed panels

24 square solid panels above the entrance doors on the western elevation of the building are to be replaced with 8 square glass panels. The glass is to match the existing glazing of the building and solar reflective film will be applied internally.

The glass panels are each to measure 1m x 1.2m.

3. Plans Submitted (for both 190027/ADV and 190028/FUL):

Drawing No.

LOC-01 - Location Plan

LOC-02 - Block Plan

Received 8th January 2019.

EX-02 - Elevations as existing

P-02 - Proposed elevations indicating alterations to entrance lobby curtain walling and proposed signage to front and side elevation

Received 16th January 2019.

4. Relevant Planning History:

150036 - Replacement of existing advertisement display with new 48-sheet LED Media display - Application Permitted

950565 - Anchor sculpture - Application Permitted

5. Consultation

Internal Consultees

CCTV:

No objections.

Transport:

No objections.

External Consultation

A site notice was displayed at the site for both applications 190027/FUL and 190028/ADV until 12th February 2019.

No responses were received from members of the public.

6. Summary of discussions with applicant/agent:

None.

7. 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.

8. 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.

9. Relevant Policies

Reading Borough Local Development Framework Core Strategy (2008) (Altered 2015):

CS7 (Design and the Public Realm)

CS35 (Flooding)

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

DM12: Access, Traffic and Highway-Related Matters

DM19: Air Quality

DM22: Advertisements

DM23: Shopfronts and Cash Machines

190028/ ADV

10. Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

The NPPG (Paragraph: 079 Reference ID: 18b-079-20140306) provides clarification as to the exact context amenity should be considered (in short, it includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest). Furthermore, at the local level, policies CS7, DM22 and RC5 require that development be compatible with the character

and appearance of the surrounding environment in order to maintain the visual amenities of the area. In particular, policy DM22 states:

“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, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable”.

Furthermore, Policy DM23 details that fascia boards should be lower than any first floor windows, and reflect the predominant height of existing fascia boards on surrounding buildings.

In this instance, the surrounding buildings which include The Oracle Car Park (opposite) has high level signage.

The proposed 2 x non-illuminated signs are located slightly above first floor level (in between first and second level windows) and therefore is contrary to Policy DM23. However, due to the overall scale of the building (which 5 storeys high), the signs are not considered excessive when assessed in relation to this. Additionally, one of the two proposed signs will not be facing the main highway, but will be located down a private road adjacent to the building. Therefore the proposed advertisements are not considered to adversely impact the public realm for the reasons discussed and therefore comply with Policy CS7 (Design and the Public Realm).

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.

190027/ FUL

11. Appraisal

a) Impact on host property and surrounding buildings:

The proposed glazing to replace solid panels above the entrance doors are not considered to impact the character of the host building, nor any surrounding buildings (as the host building is not directly surrounded by any others). The proposed glazing is to match the glazing that already exists on the front elevation. Therefore the proposal is considered to comply with Policy CS7.

12. Other matters for both 190027/ ADV and 190028/FUL

a) Flooding

The application site is located within Flood Zone 3. However due to the proposal only relating to works above ground level, no formal flood risk assessment was carried out. In this instance, it is considered acceptable and there is no conflict with policy CS35.

13. Conclusion

GRANT /ADV in accordance with Regulation 14 (1) (a and b) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

GRANT/ 190028/ ADV

Subject to the following conditions:

Conditions

1. This consent relates to the following drawings only:

Drawing No.

LOC-01 - Location Plan

LOC-02 - Block Plan

Received 8th January 2019.

P-02 - Proposed elevations indicating alterations to entrance lobby curtain walling and proposed signage to front and side elevation

Received 16th January 2019.

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

2. 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 permission follows the positive and proactive consideration of the issues raised by this application and issuing the decision within the statutory time period.

GRANT 190027/ FUL

Subject to the following conditions:

Conditions:

1. The development hereby permitted shall begin within three years from the date of this planning permission.

Reason: to prevent an accumulation of unimplemented planning permissions, and in accordance with Section 91 of the Town & Country Planning Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

2. This consent relates to the following drawings only:

Drawing No.

LOC-01 - Location Plan

LOC-02 - Block Plan

Received 8th January 2019.

P-02 - Proposed elevations indicating alterations to entrance lobby curtain walling and proposed signage to front and side elevation

Received 16th January 2019.

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

3. The materials to be used in the construction of the external surfaces of the development hereby permitted shall be those as shown on the approved plan - Drawing no: P-02.

Reason: in the interests of ensuring that the new development appears in keeping with the existing building in accordance with Policy CS7.

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. Complaints are commonly received about noise and dust caused by construction and demolition works, particularly working outside reasonable hours and smoke from bonfires associated with the burning of waste on site. The developer is reminded that construction and demolition associated with the approved development will be subject to environmental health law.

3. The decision to grant permission follows the positive and proactive consideration of the issues raised by this application and issuing the decision within the statutory time period.