

DELEGATED APPLICATION REPORT

Target Date: 2/11/19

Application No: 191412/ADV
Address: 6 King Street, Reading, RG1 2HB
Ward: Abbey
Case Officer: James Schofield
Proposal: To replace existing external signage including externally and internally illuminated signs.

1. SITE DESCRIPTION AND CONTEXT

The development site relates to a commercial unit in the base of a four storey building at the corner of Butter Market and King Street. The unit is occupied by 'Starbucks Coffee' and has glass shopfront windows and various advertisements. The development site is within the Market Place/London Street conservation area

2. PROPOSALS

The proposed development pertains to replacement and addition of the following advertisements to the shopfront (to be modified in related application ref: 191411):

- 2 No. 'Starbucks' wordmark
- 1 No. roundel
- 2 No. projecting sign
- 1 No. artwork

Plans considered;

Existing Façade

Proposed Façade

Received on 7 September 2019

3. CONSULTEES

Neighbours

A site notice was displayed from 3 October 2019. No comments have been received in relation to the proposed development.

Transport

No objections were raised by officers subject to conditions.

4. RELEVANT PLANNING HISTORY

08-00075-ADV 2 x fascia and 2 x projection signs (one each on both elevations)
Permitted 18/3/2008

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)

DM22: Advertisements

DM23: Shopfronts and Cash Machines

Reading Central Area Action Plan (RCAAP) (2009)

RC5 Design in the Centre

RC6 Primary Shopping Area

RC6 Central Core

RC10 Existing Active Frontage

RC14 Public Realm

8. APPRAISAL

8.1 Principle of development

The application seeks permission to alter signage and introduce new similar signage elsewhere. Such works are supported in principle by policies of the Core Strategy (2008), Sites and Detailed Policies Document (2012) and Reading Central Area Action Plan (2009) subject to a number of criteria ensuring the effects of the development are not harmful. This will be considered in more detail in the following sections.

8.2 Amenity

Policy CS7 of the Core Strategy (2008) states that, development must be of a high design quality that maintains and enhances the character and appearance of the area in Reading in which it is located.

The design of the proposed advertisements are broadly similar to those already existing and are not considered to result in any material harm to the immediate character or appearance of the building or the conservation area, and as such, the proposal thereby accords with the policies of the Core Strategy (2008), SDPD (2012) and RCAAP (2009).

Public Safety

The proposed signage would be located in a position that would not cause a physical obstruction to or distraction of members of the public using the highway; now would any be illuminated in excess of 600 cd/m². The proposal is therefore considered acceptable in public safety terms in accordance with Policy DM12 of the Sites and Detailed Policies Document.

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