

DELEGATED APPLICATION REPORT - Application 180917/ADV

Address: Premier Inn, Imperial Way, Reading

Proposal: 1x internally illuminated fascia sign

Case officer: Ethne Humphreys

Site Description and Surrounding Area: The application site relates to the recently permitted mixed use scheme at Worton Grange, off Imperial Way. It relates to the Unit F building comprising a hotel and pub to be occupied by Premier Inn and Beefeater adjoins the completed retail unit C at the corner of A33 and Basingstoke Road. Unit F fronts the A33.

Proposal: The application seeks advertisement consent for 1 x internally illuminated fascia sign located on the south east elevation (side) facing unit C.

The proposed sign would be positioned 13.50m above ground level and would project 0.14m from the face of the building. It would measure 2.28(H) x 3.60(W) x 0.14(D). The maximum height of the letters and symbols would be 111cm. The proposed sign would be constructed out of an aluminium frame with flex face printed fabric. It would feature white text with a moon and yellow stars on a purple background, reflective of the brand it serves.

The sign would be internally illuminated and static at levels of 300cd/m.

The proposed sign is a relocation of 1 x Premier Inn sign already approved under application 171498.

Plans Considered:

Drawing No: Reading Gateway - Beefeater & Premier Inn Plans Document dated 01/06/2018 Rev 0 by VADO Associates

Received 4th June 2018

Relevant Planning History:

171498 No.8 internally illuminated fascia signs, no.1 internally illuminated projecting sign, no.1 internally illuminated hoarding sign and no.1. Permitted 20/10/2017

151944/FUL - A Hybrid application seeking outline planning permission for the development of up to 175 new homes, including affordable housing(with all matters

reserved apart from access), and full planning permission for the development of 12 commercial units in flexible use within Classes B1(c), B2 and B8, two car showrooms with MOT and servicing (Sui Generis), three retail warehouse units (Class A1), 120 bed hotel (Class C1), pub with restaurant facility (Class A4), coffee shop (Class A1), restaurant (Class A3), and bank (Class A2). New vehicular access from Basingstoke Road and Imperial Way. Bus stop facilities, hard and soft landscaping and other ancillary development (Summarised Description). Permitted 14/ 4/2016. *(Officer Note: The current application is in connection with this permission currently being implemented)*

Consultation Responses:

Transport: No objection subject to condition restricting illumination.

No neighbour letters of representation have been received.

Summary of discussions with applicant/agent:

None. No pre-application advice was sought for this specific scheme prior to the submission of this application.

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

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. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. However the NPPF does not change the statutory status of the development plan as the starting point for decision making (NPPF paragraph 12).

In this regard, the NPPF states that due weight should be given to the adopted policies of the Local Development Framework (LDF) (Core Strategy, Sites and Detailed Policies

Document and Reading Central Area Action Plan) 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).

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.

Accordingly, the National Planning Policy Framework and the following development plan policies and supplementary planning guidance are relevant:

Reading Borough LDF Core Strategy (2008) (altered 2012)

CS7 Design and the Public Realm

CS20 Reading Transport Strategy

Reading Sites and Detailed Policies Document (SDPD 2012) (altered 2015)

DM4 Amenity

DM12 Access, Traffic and Highway Related Matters

DM22 Advertisements

Appraisal

Design, impact on the host building, character of the street scene

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. It further states that the proliferation of advertisements that detrimentally affects visual or aural amenity will not be acceptable; that advertisements will not obstruct windows located on the building and

that advertisements above ground floor level are also likely to have detrimental effects on visual amenity.

The National Planning Policy Framework (NPPF) paragraph 67 states that ‘poorly placed advertisements can have a negative impact on the appearance of the built and natural environments’.

The proposed sign is a relocation of 1 x Premier Inn sign already approved under application 171498. It would be on the same elevation and of the same size and design and at the same height, only it would be repositioned to the left hand side of the elevation. The sign would be reflective of the brand it represents and, as per the sign approved under application 171498, is considered to be respectful to the building in terms of scale, colour, illumination and location.

Given the above, and in the context of the site, the proposed advertisement is not considered harmful to the visual amenities of the building or wider area, on its merits or over and above that which has already been approved.

The proposals are considered to comply with policies CS7 and DM22.

Amenity/Transport/Public Safety

Due to the nature and position of the sign, whilst visible, it is not considered to result in any material harm to the amenities of the surrounding occupiers. There are no transport objections to the proposed advertisement, subject to a condition restricting illuminance, and which is not considered to result in any unacceptable harm to highway users, pedestrians or public safety. The advertisement will not impede views from available CCTV cameras. As such the proposal is considered to be acceptable in public safety terms.

The proposals are considered to comply with Policy DM12.

RECOMMENDATION:

GRANT, subject to conditions and informatives

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.
- 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.
- 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.
- 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.
- 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 advertisements hereby approved shall be displayed in accordance with the following approved drawings only:

Drawing No: Reading Gateway - Beefeater & Premier Inn Plans Document dated 01/06/2018 Rev 0 by VADO Associates
Received 4th June 2018

Reason: To clarify which drawings are approved.

3. The maximum luminance from the sign should not exceed 300 cd/m².

Reason: To avoid glare, which could lead to danger to highway users and/or in the interests of amenity in accordance with Policy CS20 of the Reading Borough LDF Core Strategy 2008 (altered 2015) and Policy DM12 of the Sites and Detailed Policies Document 2012 (altered 2015).

Informatives:

1. Your attention is drawn to the terms and conditions of this consent. Any advertisement displayed which differs materially from the approved plans and details, or does not comply with any condition(s) attached to the consent may result in the Council taking action to remedy the breach of advertisement control. If you are in any doubt please contact the Council.
2. Approved works may require separate approval under the Building Regulations. Please contact the Council's Building Control service for further advice on (0118) 937 2449.
3. The decision to grant consent follows the positive and proactive consideration of the application, including issuing the decision within the statutory time period.