

Address: 37A and 55-56 Broad Street Mall, Reading

Application No: 181672/ADV

Proposal: Display of 1x illuminated fascia sign, 1 x non-illuminated fascia sign, 1x non-illuminated hanging sign and 1x illuminated panel sign on shop frontage

Case Officer: Connie Davis

Site Description and Surrounding Area:

The application site located on the southern side of the Oxford Road, within the Broad Street Mall. The site has recently been granted planning permission to amalgamate the two shop units in to one single use retail unit (A1). The unit is to be occupied by Poundland. The site is located within the Reading Central Core, Primary Shopping Area, west side major opportunity area and has a proposed active frontage, as defined by RC10.

The application site is not located in a conservation area but is located in an Air Quality Management Area.

Proposals:

Advertisement consent is sought for the following:

- 1x internally illuminated fascia sign (Sign 1)
- 1x non-illuminated fascia sign (Sign 2)
- 1x non-illuminated hanging sign (Sign 3)
- 1x internally illuminated panel sign (Sign 4)

1 x internally illuminated fascia sign

The fascia sign measures 16.5m in width and is proposed to be located fronting the Oxford Road. The proposed luminance level is 500 cd/m.

1x non-illuminated fascia sign

The fascia sign measures around 8m in width, continuing a further 1.5m after a break in signage to allow for a door/shutter to be retained. This fascia sign is to be placed along the side elevation of the Oxford Road entrance to the Broad Street Mall.

1x non-illuminated hanging sign

The hanging sign measures around 8m in height and 1.2m in width. The sign is to be hung at the level of the first floor windows above the Poundland unit.

1x internally illuminated panel sign

The panel sign reading 'Poundland' will be installed on to the Broad Street Mall's large panel sign, where it will be listed along with the other tenants of the Broad Street Mall. A previous tenant's sign will be replaced with Poundland's. The panel sign is to measure 1.7m x 0.6m and is proposed to be illuminated at 600 cd/m.

Plans Submitted:

The agent supplied the following plans and drawings:

Site Location Plan

Received: 24th September 2018.

PL/READING/17/01 Rev A - Existing Survey Drawing

Received: 5th October 2018.

PL/READING/17/05 Rev C - Proposed Signage

Received: 21st November 2018.

Relevant Planning History:

180851 - Amalgamation of Units 37a & 55-56 to form a single Retail Unit (Class A1) arranged over Ground and Basement Floors. Installation of Shop fronts to Oxford Road Elevation and Return Mall Elevation. - Application Permitted

Consultation Responses:

Numbers 33 and 39 Oxford Road were formally consulted via letter on 9/10/18. No responses were received.

A site notice was displayed at the site until 31st October 2018. No comments were received from members of the public.

Internal Consultees**CCTV:**

No objections.

Transport:

The Reading Borough Council Transport Development Advisor had no objections to the proposal subject to the following restrictions on luminance levels:

- Sign 1 - The maximum luminance from the "Pound Land" fascia sign should not exceed 300 cd/m².
- Sign 2 - Hanging Sign - Non illuminated
- Sign 3 - Flag/Banner - Non illuminated
- Sign 4 - Wall/panel sign - The maximum luminance 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 Core Strategy Policy CS20 and Sites and Detailed Policies document Policy DM12.

Summary of discussions with applicant/agent:

Revised plans were required with scale bars - this was complied with on 5/10/18

The agent was asked to clarify what luminance level 'Sign 4' was proposed to be illuminated at. After providing the landlord's specification and contacting the manager of the Broad Street Mall, it was concluded that the sign was proposed to be laminated at a level of 600 cd/m², as confirmed on 9/11/18.

Revised plans were required to be submitted illustrating a break within the fascia board (Sign 1) so that it would not run in a continuous horizontal line across the two unit facades, in order to comply with policy DM23 (Shopfronts and Cash Machines) part a. This was complied with on 21/11/18

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)*, 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.

Relevant Policies

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

CS7 (Design and the Public Realm)

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

Reading Central Area Action Plan (RCAAP) (2009)

RC2d (Development in the West side major opportunity area - Broad Street Mall)
RC6 (Primary Shopping Area)
RC6 (Central Core)
RC10 (Proposed Active Frontage)

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.

The fascia boards as part of this proposal are to be placed at first floor level, in keeping with the fascia boards of the adjoining unit and therefore are considered acceptable.

Policy DM23 also states that ‘where a shop occupies multiple units, the fascia should be broken up fascia signs should not run in a continuous horizontal line across the different facades’. With the amalgamation of the two units being permitted under application 180851, this element of DM23 is therefore applicable.

The proposed internally illuminated fascia sign (fronting Oxford Road) is to be broken to keep the two units Poundland will occupy, as separately defined. Therefore this complies with policy DM23.

The proposed non-illuminated hanging sign and non-illuminated panel sign are in keeping with those already installed for other tenants of the Broad Street Mall and therefore are considered acceptable.

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 retroflective 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.

Conclusion

GRANT 181672/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. This consent relates to the following drawings only:

Site Location Plan

Received: 24th September 2018.

PL/READING/17/05 Rev C - Proposed Signage

Received: 21st November 2018.

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

2. The maximum luminance from the fascia and panel signs hereby permitted shall 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 Core Strategy Policy CS20 and Sites and Detailed Policies document Policies DM4, DM12 and DM22.

3. 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 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.