

Delegated Application Report

Target Date:03/12/2018

Agreed Extension of Time: 21/12/2018

Address: 109b Oxford Road

Application No: 181755/ADV

Proposal: Externally illuminated fascia sign to Oxford Road and Zinzan Street shopfronts and externally illuminated projecting sign fronting Oxford Road

Case Officer: Tom French

Site Description and Surrounding Area:

The application relates to the ground floor of an end of terrace property located on the south side of Oxford Road, on the corner with Zinzan Street. The upper floors are in residential use.

This part of Oxford Road is characterised by retail/commercial activity at ground floor, with residential ancillary uses (to the ground floor use) on the upper floors. Within the vicinity of and backing on to the site are residential properties which are predominantly Victorian terraces. Oxford Road is a busy shopping street and a major route into and out of Reading town centre for vehicles and pedestrians alike.

Although not listed, the application site is located within Russell Street / Castle Hill Conservation Area and whilst outside the Conservation Area, 104 Oxford Road (opposite the application site) is Grade II listed.

The site is located within the defined Reading Central Area, but outside of the central core, primary shopping area and office core areas. In addition, the site is also within an air quality management area.

Proposals:

Advertisement consent is sought for two fascia signs and a projecting hanging sign. A fascia sign is proposed above the shop frontage facing both Oxford Road and Zinzan Street. The Oxford Road fascia sign would have a width of 5.3m and a height of 0.8m. It would be sited 3.1m above ground level. The Zinzan Street fascia sign would have a width of 8.2m and a height of 0.8m. It would be sited 3m above ground level.

The projecting hanging sign would be circular with a diameter of 0.6m.

All proposed adverts would be externally illuminated by LED downlights to a level of 300 cd/m².

Plans Submitted:

The agent supplied the following plans and drawings.

Drawing No.:

- 1.0 - Existing Site - Location Plan

- 3.0 - Proposed Elevation

As received: 08/10/2018

Relevant Planning History:

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

180273 - FUL - Amended Description: Change of use from sui generis (betting shop) to A3 restaurant with ancillary takeaway and replacement shopfront (revised elevation details) - Application Permitted

171961 - FUL - Change of use to A3/A5 restaurant with ancillary takeaway - Application Withdrawn

Consultation Responses:

Neighbours consultation:

A site notice has been displayed at the site from 14/10/2018. No representations have been received.

Transport consultation:

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

There are no transport objections to this application subject to the condition below.

AD1 Advert luminance

The maximum luminance from the sign hereby permitted shall not exceed 600 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)

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.

Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the local planning authority to have special regard to the desirability of preserving a listed building or its setting or any features of special interest which it possesses.

Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the local planning authority in the exercise of its functions to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area.

Relevant Policies

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

CS7: Design and the Public Realm

CS20: Reading Transport Strategy

CS33: Protection of the Historic Environment

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 red Dibond boards with fret cut lettering to indicate the name of the restaurant, the slogan and website address. The signage would be sited above the existing shop frontages at least 3m (due to the changing ground levels along Zinzan Street) above ground level. The proposed hanging sign would be sited 3m above ground level with a diameter of 0.6m. It is proposed that all signage would be externally illuminated with LED down lighting. In terms of siting, scale and design the proposed signage is considered to respect the character of the host building and it would not obstruct any significant architectural features. The external illumination is considered preferable to internally illuminated signage in this location.

Considering the wider context - in terms of design, colour and materials - the proposal would integrate satisfactorily with the character of Oxford Road and the existing fascia signs previously approved at nearby 107, 109 and 111 Oxford Road.

The development would not cause a significant detrimental impact to the living environment of the neighbouring properties.

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 300cd/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 181755/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:

3.0 - Proposed Elevation

As received: 08/10/2018

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 300 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.
3. Any incidental works affecting the adjoining highway shall be approved and licenced by the Council's Highways section at 19 Bennet Road, Reading, RG2 0QX, telephone 01189372138, before any development is commenced.