

Planning Services
Reading Borough Council
Civic Centre
Reading
Berkshire
RG1 7AE

**Via Planning Portal
PP-07254320**

10 September 2018

let.001.KH.RP.29310003

Dear Sir/Madam

APPLICATION FOR ADVERTISEMENT CONSENT - PHOENIX HOUSE, STATION HILL, READING, RG1 1NB

On behalf of our client, Fidelity UK Real Estate Fund c/o FIL Investment Management Ltd, we enclose an application for advertisement consent at the above site. In addition to this cover letter, the application comprises the following documents and drawings:

- Application forms, signed and dated;
- Application drawings:
 - Site Location Plan
 - Existing Ground Floor Site Plan
 - Existing Building Elevation – Front South Facing A
 - Existing Building Elevation – Front South Facing B
 - Existing Building Elevation – East Facing
 - Existing Building Elevation – Rear North Facing A
 - Existing Building Elevation – Rear North Facing B
 - Proposed Ground Floor Site Plan
 - Proposed Building Elevation – Front South Facing A
 - Proposed Building Elevation – Front South Facing
 - Proposed Building Elevation – East Facing
 - Proposed Building Elevation – Rear North Facing A
 - Proposed Building Elevation – Rear North Facing B
- Photo Pack, prepared by Area.

Background and Context

Phoenix House is a six-storey office building located within the central area of Reading. It is located on the northern side of Station Hill opposite the junction with Greyfriars Road and Tudor Road. The site is less than 200m from Reading Station.

Advertisement consent was granted for the existing free standing sign (totem) at the main entrance of the site on 17 October 2012 (LPA Ref. 12/01415/ADV).

The Proposal

The proposed advertisements consist of the following:

- 1 x non-illuminated fascia sign; and
- 1 x amended non-illuminated totem sign.

The proposal included re-utilising the existing totem sign at the front entrance with its framework to be re-skinned in updated branding.

Planning Policy

National Planning Policy

Paragraph 132 requires advertisements to be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Control over outdoor advertisements should be efficient, effective and simple in concept and operation.

Local Planning Policy

- o Sites and Detailed Policies Document (SDPD) (2012, altered 2015)
- o Core Strategy (2008, altered 2015)
- o Reading Central Area Action Plan (RCAAP) (2009)

Emerging Planning Policy

Readings New Local Plan was submitted for examination on 29 March 2018. Once adopted, this will replace the current development plan documents. As this document is in the later stages of production, it is a material consideration in current planning decisions.

SPDP Policy DM22: Advertisements

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. All adverts shall comply with the following criteria:

- a) Advertisements will not obstruct windows any other sign already located on the building, or significant architectural features such as cornices or scrolls;
- b) Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts;
- c) Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the historic interest;
- d) Advertisements will not reduce visibility for users of the highway or accesses onto the highway;

- e) Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway; and
- f) Advertisements should not obscure the sight lines of cameras installed for public safety.

Emerging Policy OU4 on advertisements is almost identical to adopted policy DM22.

Key Considerations

Visual Amenity

The adverts are appropriate to the scale and location of building of this nature. The adverts are of a high-quality design and will not obstruct any windows or existing signage. The adverts are non-illuminated and will not result in a proliferation of signage which ensures that visual amenity is protected.

The proposal includes re-utilising the existing totem sign at the front entrance with its framework to be re-skinned in updated branding.

The signage is therefore in accordance with SDPD Policy DM22 and paragraph 132 of the NPPF in terms of amenity.

Public Safety

The proposed advertisements are not illuminated and do not project over a public highway and as such do not pose a safety hazard to users of the highway in accordance with paragraph 132 of the NPPF and SDPD Policy DM22.

Summary

Overall, the proposed signage remains of a high quality and sensitively designed to relate to the visual context of the building on which they are sited and the surrounding area. The adverts will not lead to an unsightly proliferation of signage in the vicinity and will not give rise to any safety hazards to pedestrians or road users. The proposed signage is therefore in compliance with SDPD Policy DM22 and paragraph 132 of the NPPF.

We look forward to receiving confirmation that the application has been validated. In the meantime, if you wish to discuss the proposal or require any further information please do not hesitate to contact me.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Kenya Hill', written in a cursive style.

Kenya Hill