

DELEGATED APPLICATION REPORT

Target Date: 03/12/18

Application No: 181752/ADV

Address: Prospect School, Cockney Hill

Proposal: Internally illuminated Prospect School fascia sign with 'stag' logo

Case Officer: James Overall

Site Description and Surrounding Area

Prospect School is located South of Cockney Hill and West of Honey End Lane. To the East of the site on the other side of Honey End Lane is Prospect Park. The majority of the school surroundings are made up of residential properties, with a few shops and pubs in close proximity.

Proposal

The proposal is for the erection of an internally illuminated signage on the brickwork on the side of the school hall facing towards Honey End Lane.

The proposed signage will be made from brushed stainless steel with 50mm returns and affixed to the wall with 15mm stand off fittings. The proposed signage will have a maximum height of 2.574 metres, a width of 8.1 metres and a depth of 0.05 metres. The logo brings the height to 2.574 metres, and it is important to note that the letters will have a maximum height of 0.65 metres. The signage is proposed to have a maximum projection of 0.07 metres from the face of the building. Above ground level the base of the signage will be 3.5 metres. The illumination is proposed to be a static, and white in colour creating a halo effect around the letters and the stag logo. The illumination will be in the region of 250 candelas per square metre (as stated in an e-mail received on 29 November 2018).

Plans Considered

Plan	Drawing Number	Description	Received
Dimensions plan	N/A	Dimensions and example of construction	9 th October 2018
Artistic impression	N/A	Day	9 th October 2018
Artistic impression	N/A	Night	9 th October 2018

Relevant Planning History

None relevant.

Consultation Responses

No neighbouring owners or occupiers were consulted by letter. No letters of representation were received.

Transport Consultation Comments

In accordance to the latest policy the maximum luminance a sign over 10m² in a Zone 3 (Urban Location) should not exceed 300 cd/m².

There are no transport objections to the proposed advertisement consent subject to the following condition:

Advertisements: restriction on illumination

As identified in the plans submitted for 1 x Fascia:

- Stag Fascia - The maximum luminance from 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 Core Strategy Policy CS20 and Sites and Detailed Policies document Policy DM12.

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 Local Development Framework Core Strategy (2008) Policies:
CS7: Design and the Public Realm

Sites and Detailed Policies Document (2012)

DM4: Safeguarding Amenity
DM12: Access, Traffic and Highway-Related Matters
DM22: Advertisements

The main issues to be considered are:

- a. Amenity
- b. Public safety

Amenity

Policy DM22 of the Sites and Detailed Policies Document 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 is considered that the proposed location and form of the signage, will have no significant harmful design impacts, nor impact on the host building or character of the surrounding area. The proposal is therefore in accordance with Policy DM22 of the Sites and Detailed Policies Document.

Public Safety

The proposed signage would be located in a position that would not cause a physical obstruction to members of the public using the highway. The signage will be internally illuminated at 250 candelas. The Transport department mentioned in their consultation comments that they would accept illumination below 300 candelas. As such the proposed signage is unlikely to cause a distraction to users of the highway. The proposal is therefore considered acceptable in public safety terms in accordance with Policy DM12 of the Sites and Detailed Policies Document.

RECOMMENDATION - Grant Advertisement Consent