

Delegated Application Report

Target Date: 08/10/2018

Address: Mercedes Centre, Richfield Avenue

Application No: 181428/ADV

Proposal: Various illuminated and non-illuminated signs for redeveloped Mercedes-Benz dealership (4 x internally illuminated fascia signs; 1 x internally illuminated wall panel with logo; 2 x internally illuminated pylon signs; 1 x free standing single sided internally illuminated entry sign; 3 x non-illuminated free standing signs; 4 x flag and associated flag poles)

Case Officer: Tom French

Site Description and Surrounding Area:

The application site relates to the two car show rooms (Mercedes and Smart Car Dealership and Greenoaks Performance Cars) located on the southern side of Richfield Avenue. The site address incorporates 26 and 28-30 Richfield Avenue. Accordingly, part of the site (No.26 Richfield Avenue) is located within the designated Richfield Avenue Core Employment Area, whilst the other part of the site (No's 28-30) is outside of the area, but borders it.

The site is approximately 1.2 Ha and is bordered by Richfield Avenue to the north, flats at Caversham Place to the east, housing on Randolph Road and Denbeigh Place to the south-east and other business units to the west. Richfield Avenue itself is characterised by industrial and large scale commercial uses.

There are also protected trees to the north and east of the site. The site is within an air quality management area, potentially comprises contaminated land and is within Flood Zone 2 as designated by the Environment Agency.

Proposals:

Advertisement consent is sought for various illuminated and non-illuminated signage. More specifically the proposal includes the following:

- 4 x internally illuminated fascia signs
- 1 x internally illuminated wall panel with logo
- 2 x internally illuminated pylon signs
- 1 x free standing single sided internally illuminated entry sign
- 3 x non-illuminated free standing signs
- 4 x flag and associated flag poles

Fascia signs:

An internally illuminated fascia sign with individually set white letters on black runner bars is proposed. It would be sited 3.6m above ground level, have a width of 5.5m and a height of 0.6m. The sign would be positioned on the east side of the front elevation (that fronts Richfield Avenue). The sign would be illuminated to 400cd/m².

An internally illuminated fascia sign with individually set white letters of black runner bars is proposed. It would be sited 3.6m above ground level, have a width of 2.3m and a height of 0.5m. The sign would be centrally positioned in the front elevation and illuminated to 400cd/m².

An internally illuminated fascia sign made from an aluminium panel with fret-cut logo and text is proposed. It would be sited 2.9m above ground level, have a width of 1.3m and a height of 1.8m. The sign would be centrally located on the east side elevation and illuminated to 400cd/m².

An internally illuminated fascia sign made with a steel frame and aluminium panels with fret-cut acrylic lettering is proposed. It would be sited 3.3m above ground level, have a width of 5m and a height of 0.9m. The sign would be positioned above the vehicle access to the east of the main showroom and illuminated to 400cd/m².

Wall panel:

An internally illuminated wall made with a steel frame and folded aluminium composite panel with a highly polished perforated stainless steel logo is proposed. The panel would be 3m wide with a height of 5m. The panel would be positioned on the west side of the front elevation and illuminated to 400cd/m².

Pylon signs:

Two internally illuminated made with steel frames and aluminium panels are proposed. One would be 6.1m high and 1.2m wide whilst the other would be 4.5m high and 1.4m wide. The pylon signs would be positioned either side of the vehicle access to the site. Both would be illuminated to 400cd/m².

Free standing signs:

One free standing, single sided, internally illuminated sign is proposed. The sign would be 3.1m high with a width of 1.6m and made with a steel frame and aluminium panels. The sign would be located by the vehicle entrance to the site and would be illuminated to 400cd/m².

Three further non-illuminated free standing signs are proposed. Two of which would be 0.5m wide and 1.6m high and one of which would be 2.1m high and 1m wide. All three would be made with a steel frame and aluminium panels with vinyl lettering.

Flags:

Four flags with poles 8m high are proposed. The flags would be located in the north east corner of the site and would display a logo on a black background.

Plans Submitted:

The agent supplied the following plans and drawings, received on 13th August 2018:

- Title: Reading, Mercedes-Benz
No.: 26004v01

The pack comprises 4 pages in total.

- Drawing No.: 0100
Revision: P2

Title: Site Location Plan

Relevant Planning History:

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

060091 - ADV - 5200 X 664mm add-on Smart pylon panel - Application Permitted

172095 - DEM - Application for prior notification of proposed Demolition - Prior Approval Notice - Approval

172259 - FUL - The development will see the extension of the existing Mercedes-Benz showroom on Richfield Avenue with two smaller buildings erected purely for valet and MOT services. The works to the building will see new cladding and glazing to the showroom and site facing workshop areas, re allocation of parking, resurfacing of the site, new boundary treatments, a dedicated covered service drop off area installed, new signage and an overhaul of the interiors to provide contemporary facilities for both customers and employees - Permitted subject to Legal Agreement

Consultation Responses:

Transport

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

There are no transport objections to the proposed advertisement consent subject to the conditions below:

Advertisements: restriction on illumination

As identified in the plans submitted:

- Sign A - The maximum luminance from the fascia 1 should not exceed 600 cd/m2.
- Sign B - The maximum luminance from fascia 2 should not exceed 600 cd/m2.
- Sign C - The maximum luminance from the signage should not exceed 600 cd/m2.
- Sign D - The maximum luminance from the fascia 4 should not exceed 600 cd/m2.
- Sign E - The maximum luminance from the signage should not exceed 600 cd/m2.
- Sign F - The maximum luminance from the signage should not exceed 600 cd/m2.
- Sign G - The maximum luminance from the signage should not exceed 600 cd/m2.
- Sign H - The maximum luminance from the signage should not exceed 600 cd/m2.
- Sign I - The maximum luminance from the signage should not exceed 600 cd/m2.
- Sign J - The maximum luminance from the signage should not exceed 600 cd/m2.

All other signs are non-illuminated.

- 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.

Thames Valley Police

The Thames Valley Police provided a consultation response stating that the application would have no impact upon them and raising no objections to the application.

Summary of discussions with applicant/agent:

None

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.

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

DM22: Advertisements

Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

Illuminated signage

Fascia signs

The proposed fascia signs would replace the existing high level fascia signs, and are equivalent dimensions and location to the existing. The scale, materials and colours are considered to integrate with the contemporary style of the host building and local context. As such the signs are considered to accord with local planning policy.

Pylon signs:

The proposed pylon signs would be located either side of the vehicle access to the site. As existing there is an internally illuminated pylon sign that would be replaced. The proposed signs are considered appropriate in terms of scale, design, materials and colours and would not have a significant adverse impact on the visual amenity of the application site or surrounding area.

Wall panel:

The proposed wall panel would be sited in the front elevation, facing Richfield Avenue. The proposed panel is considered to satisfactorily integrate with the host building in terms of scale, design, material and colours. As such it would not have a significant adverse impact on the visual amenity of the host dwelling or surrounding area.

Non-illumination signage

Free standing signs:

The proposed free standing signs are relatively modest in scale with a consistent colour scheme that is considered to respect the character of the application site and surrounding area. The proposed signs are considered appropriate to the application building and surrounding area in terms of scale, design, colours and materials.

Flags

The proposed flags would be 8m high with a maximum width of 1.1m. The flags would be located in the north east corner of the application site and set back from Richfield Avenue by 5.5m. The flags are not considered harmful to the visual amenity of the application site or surrounding area and are in accordance with local planning policy.

ii) Public Safety

The proposed advertisements are located in a position that would not cause a physical obstruction to members of the public using the highway. All illuminated signage does not exceed a level of luminance of 400cd/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 DM12: Access, Traffic and Highway-Related Matters of the Sites and Detailed Policies Document (2012).

Conclusion

GRANT 180515/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, received on 13th August 2018:

- Title: Reading, Mercedes-Benz
No.: 26004v01

The pack comprises 4 pages in total.

- Drawing No.: 0100
Revision: P2
Title: Site Location Plan

Reason: because permission is granted in respect of the development as detailed in the approved plans only.

3. The maximum luminance from the illuminated signage should not exceed 400cd/m².

Reason: To avoid glare, which could lead to danger to highway users and in the interests of amenity in accordance with Policy CS20 of the Reading Borough Council Local Development Framework Core Strategy 2008 (Altered 2015) and Policy DM12 and Sites and Detailed Policies document Policy DM12.

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.