

Delegated Application Report

Target Date: 24/04/2018

Address: Unit R11a The Riverside, The Oracle, Bridge Street, Reading

Application No: 180272/ADV

Proposal: Replacement signage comprising 3x internally illuminated fascia signs, 1x internally illuminated projecting sign and 2x awnings.

Case Officer: Tom French

Site Description and Surrounding Area:

The application site is currently occupied by Bella Italia and is located along the Riverside at the Oracle. The unit has an external seating area denoted by café barriers, two existing awnings, fascia signage and two branded parasols.

Proposals:

The application submission comprises replacement signage, awnings, café barriers, menu stand, parasols and the addition of a projecting sign. The proposal involves the following:

Fascia signs:

Three new fascia signs are proposed, each to replace existing fascia sign:

- 1) A high level fascia sign reading 'Bella Italia' is proposed. Sign would have a width of 3200mm and a height of 2200mm. To be made of 3mm folded aluminium powder coated RAL 5011 - Steel Blue. Lettering to be 900mm high and made from 3mm Opal Perspex faces, LEDs provide internal and halo illumination to a luminance level not to exceed 600cd/m².
- 2) To be located above the easterly window the proposed fascia sign would be 4500mm wide with a height of 580mm and a depth of 73mm. The panel of the sign would be made of 3mm aluminium powder coated RAL 5011 - Steel Blue and the lettering would be 6mm opal Perspex adhered onto 3mm stencil cut opal Perspex. The sign would read 'PIZZA PASTA GRILL' in lettering 160mm high that would be internally illuminated to a luminance level not to exceed 600cd/m².
- 3) To be located above the westerly window the proposed fascia sign would be 3600mm wide with a height of 580mm and a depth of 73mm. The panel of the sign would be made of 3mm aluminium powder coated RAL 5011 - Steel Blue and the lettering would be 6mm opal Perspex adhered onto 3mm stencil cut opal Perspex. The sign would read 'PIZZA PASTA GRILL' in lettering 160mm high that would be internally illuminated to a luminance level not to exceed 600cd/m².

Awnings:

Two awnings are proposed to replace the existing awnings:

- 1) To be located above the easterly window the proposed awning would be 4.5m wide and extend to a maximum extent of 1.5m from the front elevation of the application property. The awnings would be made from canvas coloured to match RAL 5011 - Steel Blue.
- 2) To be located above the westerly window the proposed awning would be 3.6m wide and extend to a maximum extent of 1.5m from the front elevation of the application property. The awnings would be made from canvas coloured to match RAL 5011 - Steel Blue.

Projecting sign:

A double sided internally illuminated projecting sign is proposed. The sign would be circular with a rectangular section to attach it in place. It is proposed that the projecting sign be position between the two fascia sings reading 'PIZZA PASTA GRILL' (no. 2) and no. 3)) as described above. The circular sign would have a diameter of 0.75m, have a width of 0.1m and in total would project 0.85m from the existing front elevation of the application property. The panels of the proposed sign would be made from 3mm aluminium fitted to an internal framework and finished in RAL5011 - Steel Blue. The text would read 'Bella Italia PIZZA PASTA GRILL' and would be made from 3mm white Perspex backed with opal Perspex backing panel. The text would be internally illuminated to a level of 600cd/m². Running centrally round the 100mm width would be a 35mm faux neon LED strip.

Details are also provided of the replacement café barriers, menu stand and parasols. However these fail to meet the definition of development as described in section 55 of the Town and County Planning Act 1990. As such they do not require advertisement consent and are not included in this report. An informative will clarify this to the applicant.

Plans Submitted:

The agent supplied the following plans and drawings, received on 27th February 2018:

Title: Planning Pack - Rev B; Drawing Number: BELLA-READ-001; Drawing Title: New Brand External.

The pack comprises 11 pages in total.

Relevant Planning History:

30/05/2014 - 140859 - ADV - 3 illuminated fascia signs, 4 freestanding banners and recover existing awnings (retrospective) - Application Permitted

24/04/2009 - 091352 - FUL - Proposed shopfront and awnings - Application Refused

30/10/2006 - 061095 - ADV - 1 No. fascia sign, with 1 No. projecting logo sign, and 1 No. high level logo sign - Application Permitted

Consultation Responses:

- Transport Development Control - Transport raised no objection subject to a condition on levels of luminance.
- No neighbour notifications were undertaken as part of these applications and no comments have been received.

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

Reading Central Area Action Plan 2009
RC5: Design in the Centre
RC10: Active frontages

Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

1: Fascia signs - replacing the existing fascia signs with signs of the same size is considered in keeping with the design and character of the building. The material and colour is considered appropriate to the building and the surrounding area and is therefore acceptable as it accords with local planning policy.

2: Projecting sign - the proposed projecting sign is considered in keeping with the design and character of the building. The material and colour is considered appropriate to the building and the surrounding area and is therefore acceptable as it accords with local planning policy.

3: 2 x Awnings - the proposed awnings will replace the existing awnings and are considered in keeping with the design and character of the building. The material and colour is considered appropriate to the building and the surrounding area. The awnings are therefore acceptable.

ii) Public Safety

The proposed signage is 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 600 cd/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 180272/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:

1. Approved Plans
2. Levels of luminance
3. Standard Conditions

Informatives relating to:

1. Terms and conditions
2. Positive and proactive