

Delegated Application Report

Target Date: 04/06/2018

Agreed Extension of Time: 11/07/2018

Address: 81 London Street

Application No: 180581/ADV

Proposal: Display of non-illuminated fascia signage

Case Officer: Tom French

Site Description and Surrounding Area:

The application street comprises the ground floor shop front of a three storey mid terrace building located on the east side of London Street, south of the junction with South Street. The shopfront is currently unoccupied and has an existing white fascia sign with red lettering.

The site is located within Market Place/London Street Conservation Area. The building is grade II listed and the listing description is as follows:

LONDON STREET 1. 5128 (East Side) No 81 SU 7173 SE 3/193 II GV 2. Circa 1800. 3 storeys red brick with band over ground floor. Stucco entablature and parapet. Slate roof. 3 ranges of glazing bar sash windows (1 panel on 2nd floor). Modern shop front.

The site is also within an Air Quality Management Area and the Reading Central Area Action Plan boundary. The surrounding area contains a mix of uses, predominantly commercial at ground floor level and residential on the upper floor levels.

Proposals:

Advertisement consent is sought for replacement of existing fascia sign with a non-illuminated fascia sign. The proposed fascia sign would be 4.2m wide and 0.6m high. The proposed signage would be applied to the existing white painted timber fascia board and the lettering would be flat cut acrylic with a 3mm depth or applied as vinyl lettering.

The proposed sign would be non-illuminated, with a white background and text of varying colours.

Plans Submitted:

The agent supplied the following plans and drawings.

Drawing No.:

- LR-01 - Proposed Ground Floor Plan & Front Elevation
- Location Plan

As received: 04/04/2018

- LR-01R - Proposed Ground Floor Plan & Front Elevation

As received: 18/07/2018

- LR-01R1 - Proposed Ground Floor Plan & Front Elevation

As received: 30/07/2018

- LR-01R2 - Proposed Ground Floor Plan & Front Elevation

As received: 08/08/2018

Relevant Planning History:

981048 - FUL - Change of use from retail use to an office for financial and professional services or business use - Permitted Subject to Legal Agreement

111770 - CLE - Application for a Certificate of Lawfulness for Existing Use for D1 Non-Residential Education Use - Application Refused

120423 - CLE - Use of part of the ground floor and all of the first floor for education use, including ancillary admin functions - Application Permitted

160832 - ADV - Display of non-illuminated fascia and projecting sign - Application Permitted

160833 - LBC - Redecoration of shop front and internal alterations at ground floor level - Application Permitted

Consultation Responses:

Neighbours consultation:

A site notice has been displayed at the site from 19/03/2018. No representations have been received.

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.

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 signage would use the existing white painted timber fascia board, which as per existing would be sited 2.4m above street level. The sign would have a width of 4.2m and a height of 0.6m. As the new lettering would be applied to the existing fascia board the proposal would have the same dimension as the one approved at this site by permission 160832 (see Relevant Planning History above). The proposed sign is considered to respect the character of the host building and would not obstruct any significant architectural features.

Considering the wider context, the proposal would integrate satisfactorily with the character of London Street and the existing nearby fascia signs.

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 not be illuminated and as such 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 180581/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:

Drawing No.:

- Location Plan

As received: 04/04/2018

- LR-01R2 - Proposed Ground Floor Plan & Front Elevation

As received: 08/08/2018

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

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.
4. The applicant is advised that listed building consent is required for all works of demolition, alteration or extension to a listed building that affects its character as a building of special architectural or historic interest.