

Delegated Application Report

Target Date: 18/05/2018

Address: 236 Peppard Road

Application No: 180515/ADV

Proposal: Replacement signage and addition of advertising flags and welcome arch.

Case Officer: Tom French

Site Description and Surrounding Area:

The application site comprises the garage on the east side of Peppard Road. The application site is approximately 65m deep and 30m wide. The surrounding area is predominantly residential consisting of large detached and semi-detached properties.

Proposals:

Advertisement consent is sought for replacement of existing signage with new rebranded signage and for new signage and flags. The proposal involves the following:

- 1 x internally illuminated pylon
- 1 x non-illuminated directional sign
- 2 x non-illuminated 'Try Me' flags
- 1 x internally illuminated corner brand clip
- 1 x internally illuminated dealer name clip
- 1 x internally illuminated welcome arch

The plans also show that the front elevation of the application building would be painted black. This would not require advertisement consent and therefore has not been considered in this report.

Pylon sign:

An internally illuminated sign is proposed that would be 3.6m high, 1.2m wide and 0.3m deep. The sign would be red at the base, white above and would display the company logo near the top. It is proposed the sign be illuminated to 400cd/m².

Directional sign:

A non-illuminated sign is proposed for the purpose of providing directions around the application site. The sign would be 1m high, 1.3m wide and 0.07m deep. The sign would consist of white aluminium panels and vinyl lettering. The lettering would have a maximum height of 6cm.

Flags:

Two blade or quill style flags are proposed. The flags would be made of polyester with fiberglass or aluminium poles. The flags would be 3.5m high, have a maximum width of 0.6m and the fabric would be raised 0.5m from the ground. The flags would be white closer to the ground and red higher up. The company logo would be displayed in the white section and the words 'TRY ME' would be visible in white letters in the red section.

Corner brand clip:

A high level, wrap around, internally illuminated fascia sign is proposed. The sign would be sited on the corner of the front and north side elevations. The sign would have a width of 3.5m, height of 1m and would be internally illuminated to 400cd/m². The sign would have a steel frame with folded aluminium panels. The background of the sign would be white with the company logo displayed in silver and the company name in red. The sign would have the same dimensions and design on both elevations.

Dealer name clip:

A high level fascia sign reading 'CITY GATE' is proposed. The sign would have a width of 4m and a height of 1m. To be made with a steel frame and folded aluminium panels, containing opal acrylic letter and red acrylic edge. The sign would be internally illuminated to 400cd/m².

Welcome arch:

An internally illuminated welcome arch is proposed over the entrance in the north side elevation. The arch would be 3m high with a width of 2.8m. It would consist of a steel frame with folded aluminium panels and red face panels. It would be illuminated to 400cd/m².

Plans Submitted:

The agent supplied the following plans and drawings, received on 22nd March 2018:

- Citygate, Reading - 132830 SEATUK-096 Rev. A

The pack comprises 15 pages in total.

Relevant Planning History:

940466 - ADV - Fascia double sided illuminated projector - Application Permitted

960864 - ADV - Illuminated and non-illuminated signage - ID sign, canopy and shop signs, site signs - Application Permitted

970396 - FUL - Demolition of existing petrol filling station and buildings and erection of new petrol filling station and retail shop (Use Class A1) - Application Permitted

980387 - ADV - 1 Double sided pylon sign 3750 x 1250 illuminated - Application Permitted

980483 - FUL - Internal alterations and 3 bay extension to existing garage - Application Permitted

980791 - FUL - Feature stair tower, removal of petrol pumps and canopy, new carport/customer hand over area - Application Permitted

Consultation Responses:

Transport

The RBC Transport Development Control Advisor provided consultation raising no objection to the proposed advertisement consent subject to a condition restricting levels of luminance. I was also noted that the proposed pylon sign would be located on the Public Highway and therefore a license would be required. An informative is recommended to this effect.

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

Pylon sign

The proposed pylon sign would replace the existing pylon sign and is similar in terms of scale and design. The materials and colours are considered appropriate to the building and the surrounding area and the sign is therefore acceptable as it accords with local planning policy.

Directional sign

The proposed sign would replace the existing sign and is similar in terms of scale and design. The materials and colours are considered appropriate to the building and surrounding area and the sign is therefore acceptable as it accords with local planning policy.

Fascia signs

The proposed fascia signs (referred to as 'Corner Brand Clip' and 'Dealer Name Clip' in the submitted plans) would replace the existing high level fascia signs. The Dealer Name Clip would replace a sign of equivalent dimensions. The proposed design and colours are considered to integrate with the local context. The Corner Brand Clip would replace the existing fascia sign on the front elevation and the illuminated logo sign on the north side elevation. The scale, materials and colours are considered to integrate with the contemporary style of the host building. As such both signs are considered to accord with local planning policy.

Flags

The proposed flags would be 3.5m high with a maximum width of 0.6m. It is proposed that flags would be positioned approximately 20m from the pavement along Peppard Road. The flags are not considered harmful to the visual amenity of the building or surrounding area and are in accordance with local planning policy.

Welcome arch

The proposed welcome arch would be positioned around the door denoting the entrance from the north side elevation. The proposed arch is not considered harmful to the surrounding area. The material and colouring of the arch is considered appropriate and would not detract from the amenity of the area. The proposed luminance levels are within policy requirements. As such the proposed arch is 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 22nd March 2018:

- Citygate, Reading - 132830 SEATUK-096 Pages 1-15 Rev. A

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.
4. The plans also indicate that various parts of the building would be painted. Such works fall outside the realms of advisement consent and therefore has not been considered.