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SUBMITTED VIA PLANNING PORTAL

Dear Sir/Madam

APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS AT WORTON GRANGE, IMPERIAL WAY, READING, RG2 8TY

On behalf of our client, Kier Reading LLP, we hereby submit an application for consent to display advertisements at the above address.

In support of the enclosed application, the following documentation is submitted:

- Location Plan (drawing ref: 1894-P-20);
- Cost Drive Thru Advertisement Pack, prepared by Benson Signs; and
- An application fee, made payable to Reading Borough Council, to the value of £132 (to be paid by the applicant directly to the Council).

Background and Proposed Development

Planning permission was granted on 14 April 2016 for a hybrid application (reference 151944) to redevelop Worton Grange, comprising:

- 1) Outline planning permission for up to 175 dwellings, including affordable housing (with all matters reserved apart from access); and
- 2) Full planning permission for 12 commercial units (with flexible use within Classes B1(c), B2 and B8) with ancillary retail sales to accommodate trade counters; two car showrooms with provision for MOT and servicing (Sui Generis); three retail warehouse units (Class A1); 120 bed hotel (Class C1); pub with restaurant facility (Class A4); coffee shop (Class A1); restaurant (Class A3); and a bank (Class A2).

Advertisement consent is sought for the erection of various signs, advertising the occupier of the coffee shop and drive thru at Unit F of the approved commercial development. The signage includes:

- a) 2x Left Directional Signs (non-illuminated);
- b) 2x Right Directional Signs (non-illuminated);
- c) 3x Parking Restriction Signs (non-illuminated);
- d) 1x Waiting Bay Sign (non-illuminated);
- e) 1x Exit Post Sign (non-illuminated);

- f) 2x Double Sided Key Seller Sign (illuminated);
- g) 1x Double Sided Menu Sign (illuminated);
- h) 1x Double Sided Pole Sign (illuminated);
- i) 1x Fascia Tray (illuminated);
- j) 1x Wall Letters (illuminated);
- k) 1x Tray Sign (illuminated); and
- l) 1x Height Barrier Sign (illuminated), including A1 Poster Frame.

Further details and the proposed location of the signage is shown within the Costa Drive Thru Advertisement Pack, prepared by Benson Signs.

Planning Policy Context

Advertisements are governed by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Regulation 3 of the of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that a 'local planning authority shall 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'.

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 goes on to confirm that in determining applications for advertisement consent, local planning authorities shall have regard to amenity, public safety and highway safety. The following development plan policies are relevant to these matters.

- Core Strategy Policy CS7: Design and the Public Realm
- Sites and Detailed Policies Document Policy DM4: Safeguarding Amenity
- Sites and Detailed Policies Document Policy DM12: Access, Traffic and Highway-Related Matters
- Sites and Detailed Policies Document Policy DM22: Advertisements

Planning Assessment and Summary

The principle of the proposed signage to advertise the future occupier of the coffee shop and drive thru is considered to be acceptable. However, the following key issues that are material to the planning balance required in respect of the advertisement consent have been identified:

Public / Highway Safety

The proposed signage has been located and designed to allow for easy identification of the occupiers within the approved commercial development whilst minimising impact on road users. It is considered that the designs of the proposed signs are of a nature which is simple, clear and legible and will not result in the confusion or delay of passing traffic to the detriment of highway safety.

Whilst some of the signs will be illuminated internally, it is considered that this low level of internal illumination would not create any glare or dazzle users of the highway.

Impact on Character of the Area / Amenity

Given the commercial character of the area, the proposed signage is considered acceptable. The signs would not appear visually dominant or out of character with the approved commercial development.

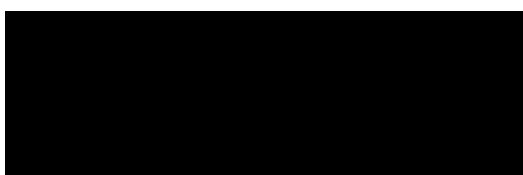
The proposed materials, size, lettering and illumination is considered to reflect the wider visual amenity of the surrounding streetscene.

Summary

The proposed signage is of a high quality design and by virtue of its siting, size, design, appearance and low levels of illumination will complement the commercial character of the surrounding area and will not have any adverse impacts on public or highway safety and the character of the area. As such, the proposed scheme is in accordance with Policies CS7, DM4, DM12 and DM22 and Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and is considered to be acceptable.

In the meantime, we trust that the above and enclosed is sufficient to enable registration of the planning application; though should you require any further clarification, please do not hesitate to contact me.

Yours faithfully



Gareth Johns BSc MSc MRTPI
Senior Planner