

Application No: 180253/ADV

Address: Kings Walk, King Street, Reading

Proposal: First floor level internally illuminated sign & ground floor level non-illuminated plaque to King Street elevation

Case Officer: Matt Burns

INTRODUCTION

The site relates to Kings Walk Shopping Centre, located to the eastern side of the town centre shopping area.

The centre has a linear form with the main entrance from King Street and a second entrance to Yield Hall Place.

The site is located within the Market Place/London Street Conservation Area. The site also forms part of the setting of listed buildings at 17-18 King Street (adjoining to the west) and 3-5 King Street (opposite).

PLANNING HISTORY

89/00157/FUL - Part 2-storey, part 3-storey development plus basement comprising 11 retail units in a pedestrian arcade and one 2-bed flat and formation of vehicular access off yield hall place - Approved

04/00410/FUL - Refurbishment of existing shopping centre including the provision of two additional retail (A1) units, the extension of an existing restaurant (A3) and alterations to the north and south entrances - Granted

140551/FUL - Alterations for front and rear elevations - Granted

140552/ADV - LED display around existing glazed canopy front King Street for the display of advertisements relating to business within the shopping centre and Atlantis Village & Logo signs on Kings Walk & Yield Hall Place frontages - Granted

162147/FUL - Change of use of 1240 square metres of floor area of existing shopping centre from A1 (shop) to a flexible A1 (shop)/A3 (restaurant/café) use - Granted.

171999/FUL - Change of use from A1 (restaurant/café) to D2 (assembly & leisure) for use as an 'escape room' experience facility (Unit 1B) - Granted.

PROPOSALS

The application seeks advertisement consent for a first floor level internally illuminated sign & ground floor level non-illuminated plaque to the King Street elevation of the building.

The proposed ground floor non-illuminated plaque sign would be located adjacent to the main entrance door to Kings Walk from King Street. The plaque would be brushed stainless steel, 0.21m in width and 0.148m in height and 0.03m in depth and would be

positioned 1.3m above pavement level. The sign would display the wording 'ESCAPE HUNT' in steel effect lettering.

The proposed first floor level internally illuminated sign would be positioned 7.1m above pavement level between, above between a first and second floor front window. The sign would display the wording 'ESCAPE HUNT' with internally illuminated white lettering on a black background. The sign was originally proposed at 2.3m in width, 1m in height and 0.15m in depth but following discussions with officer amended plans have been submitted which have reduced the size of the sign to 1.95m in width, 0.85m in height and 0.03m in depth.

PROPOSED PLANS

3950/001 - Location Plan & Site Location Plan

Received by the Local Planning Authority on 8th February 2018

3950/005/B - Existing and Proposed External Elevations

Received by the Local Planning Authority on 18th April 2018

CONSULTATIONS

RBC Transport Development Control: No objections, subject to a condition to control the luminance of the signage

Public Consultation: A site notice was displayed outside the application site. No letters of representation have been received.

RELEVANT PLANNING POLICY AND GUIDANCE

The Town and Country Planning (Control of Advertisements) Regulations 2007 apply.

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.

National Planning Policy Framework

Part 7 - Requiring good design

Reading Borough Local Development Framework Core Strategy (2008) (altered 2015)

CS7: Design and the Public Realm

CS20: Implementation of the Reading Transport Strategy

CS33: Protection and Enhancement of the Historic Environment

Sites and Detailed Policies Document (2012)(Altered 2015)

DM12: Access, Traffic and Highway-Related Matters

DM22: Advertisements

Reading Central Area Action Plan (adopted 2009)

RC5: Design in the Centre

APPRAISAL

Legal context

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.

Main Issues

The main issues are considered to be:

- a) The effect upon visual amenity and the public realm.
- b) The effect upon public safety.

a) The effect upon visual amenity and the public realm

Policy DM22 seeks that advertisements respect the building or structure upon which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise lettering, text and illumination. Policy RC5 seeks to promote positive design in the town centre whilst Policy CS7 seeks to preserve or enhance the area of Reading in which a development is located.

The small and non-illuminated street-level brushed steel plaque would not form a visually prominent addition to the building frontage. The proposed plaque, being of suitable material in relation to the historic context, is considered to integrate satisfactorily with the character of the host building and street-scene and would preserve the historic character of the Market Place/London Street Conservation Area and setting of the listed buildings adjacent to and opposite the site.

The proposed first floor level sign would also be modest in size with a limited 0.3m projection from the front elevation of the building. Policy DM22 states that advertisements above ground floor level are likely to have detrimental impacts on visual amenity. However, the context of this particular building is unusual given the presence of large curved LED display screen to the front elevation which spans from first to second floor level. The proposed first floor level sign would be located to the side of the LED display screen. The applicant has proposed that the sign would only be illuminated between the hours of 10am and 10pm each day and that the level of illumination would be set at a modes 300 cd/m2 for this town centre location.

In this context, given the modest nature of the proposed internally illuminated sign, it is not considered that its addition would appear out of context with the existing building nor would it appear unduly visually prominent to the street. It is not considered that the

sign would result in any additional material harm to the character of the conservation area or setting of the listed buildings adjacent to an opposite the site and would preserve their character.

The proposal is considered to accord with Policies DM22, RC5 and CS7.

b) The effect upon public safety

The proposed fascia signs, by their nature, with limited projection from the front elevation of the building would not cause any obstruction to members of the public using the footway.

The luminance of the first floor level sign is proposed at 300cd/m which is significantly below the maximum level recommended in Policy DM22 for illuminated signage within the town centre (1000cd/m) in avoid glare, which could lead to danger to highway users and in the interests of amenity.

Subject to the above condition the proposed signage is not considered detrimental to public safety in accordance with Policies CS20, DM12 and DM22.

EQUALITY

In determining this application the Council is required to have regard to its obligations under the Equality Act 2010. The key equalities protected characteristics include age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sexual orientation. It is considered that there is no indication or evidence (including from consultation on the current applications) that the protected groups would have different needs, experiences, issues and priorities in relation to these particular planning applications.

RECOMMENDATION

GRANT advertisement consent for the reasons given above

Conditions

1. The advertisements hereby permitted shall be carried out in accordance with the following approved plans:

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Received by the Local Planning Authority on 8th February 2018

3950/005/B - Existing and Proposed External Elevations

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Reason: because consent is granted in respect of the advertisements detailed in the approved plans only.

2. The maximum luminance from the fascia and projecting signs hereby permitted shall not exceed 300 cd/m².

Reason: To avoid glare, which could lead to danger to highway users and in the interests of visual amenity in accordance with Core Strategy Policies CS7, CS33 and CS20 and Sites and Detailed Policies document Policies DM22 and DM12.

3. The first floor level advertisement hereby permitted shall not be illuminated other than between 10:00 and 22:00 hours each day.

Reason: In the interests of visual amenity in accordance with Core Strategy Policies CS7 and CS33 and Sites and Detailed Policies document Policy DM22.

4. 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.

Informatives

1. Your attention is drawn to the terms and conditions of this consent. Any advertisement displayed which differs materially from the approved plans and details, or does not comply with any condition(s) attached to the consent may result in the Council taking action to remedy the breach of advertisement control. If you are in any doubt please contact the Council.

2. The decision to grant consent follows the positive and proactive consideration of the issues raised including agreeing and extension of time.