

Application No: 180098/ADV

Address: R21 The Riverside, The Oracle, Bridge Street, Reading

Proposal: 1 x internally illuminated projecting sign

Case officer: Jonathan Markwell

Site Description and Surrounding Area:

The application site relates to a unit overlooking the riverside at the western end of the Oracle shopping/leisure complex in the town centre.

The surrounding area is characterised by predominantly A3 restaurant and café uses along the Oracle Riverside. The site is located within the Reading Central Area, Central Core and Primary Shopping Area.

Proposal:

This is an application for advertisement consent for a single internally illuminated (200cd/m) projecting sign above the ground level which would read 'wagamama'. Other signage shown on the plans is not subject to this application (approved in 2014 - see relevant history section below).

Plans Submitted:

The agent supplied the following plans:

Location Plan

01 Rev B

02 Rev A

03 Rev A

Received 19th January 2018

Relevant Planning History:

Extensive history relating to the application site - the most relevant are as follows:

140862 - 1 illuminated fascia sign and 4 awnings (retrospective) (amended description). Granted 21/10/14

160797 - Alterations to existing shopfront to provide upwards-sliding windows. Granted 26/07/16.

Nearby sites

171899/ADV - R20 The Riverside (Zizzi) - 1 x internally illuminated projecting sign. Approved 21/12/17.

170678 - R17b The Riverside - New signage for Giraffe Restaurant in line with the new Brand Image. 5 No Fascia Signs, 1 No Projecting Sign, 3 No Window Awnings, 1 No Internal Menu Board, 2 No Banners on Lamp Posts, Vinyl Graphics On windows. Approved 17/7/17.

Consultation Response:

No letters of representation received.

Summary of discussions with applicant/agent:

None. No formal pre-application advice was sought prior to the submission of this application.

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

The following local and development plan policies and supplementary planning guidance are relevant to this application:

Reading Borough Local Development Framework Core Strategy (2008) (Altered 2015) Policies:

CS7: Design and the Public Realm

CS20: Implementation of the Reading Transport Strategy

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

DM4: Safeguarding Amenity

DM12: Access, Traffic and Highway-Related Matters

DM22: Advertisements

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.

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.

Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

As set out in the NPPF paragraph 67, poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.

Although the projecting sign would be above ground level (which is generally discouraged in policy), similar level signage was approved at the nearby Giraffe unit (17b) and Zizzi in 2017 (see relevant history section above). Therefore, in this specific instance, owing to the context of the existing surrounding parade of restaurants at this specific location, it would not be sustainable to resist the proposals on this basis if they were subsequently tested at appeal. The overall design and colour is reflective of the restaurant brand, and, within the context of existing and adjacent signage, is considered acceptable in this respect. The proposed signage is not considered to result in any significant impact on the visual amenity and character of the area over and above the existing signage and compared to other signage within close proximity. The active nature of the frontage is not proposed to change.

ii) Public Safety

Due to the nature of the proposals, set a significant distance from any public highway, the sign would not result in any obstruction or distraction to members of the public using the highway. The illuminated elements would not exceed a level of 200 cd/m, which is unlikely to cause distraction. As such the proposal is 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

The proposed signage is considered to be appropriate in the context of the site and local area. There is unlikely to be any harm caused to the amenity of the area and no public safety concerns are raised. The proposal is not contrary to the above policies and permission can be granted. The proposed advertisement is therefore acceptable for the reasons set out above.

RECOMMENDATION

GRANT Advertisement Consent

Conditions

1. This consent relates to the following drawings only:

Location Plan

01 Rev B

03 Rev A

Received 19th January 2018

Reason: For the avoidance of doubt and to clarify which drawings are approved.

2. The maximum illuminance from the projecting sign should not exceed 200 cd/m.

Reason: To avoid glare, which could lead to danger to highway users and in the interests of the visual amenity of the area in accordance with Policy CS20 of the Core Strategy 2008 (altered 2015), and Policies DM12 and DM22 of the Sites and Detailed Policies Document 2012 (altered 2015).

3. 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 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. For the avoidance of doubt, this consent relates solely to the projecting sign shown on the approved plans and no others.