

DELEGATED APPLICATION REPORT - Application No.s 160480/ADV 160481/LBC

Address: 19 Bridge Street

Proposal:

- A) 160480/ADV - 1 set of halo illuminated entrance text on rails, 2 sets of non-illuminated small secondary text fixed to building and 2 internally illuminated menus on railings
- B) 160481/LBC - 1 set of halo illuminated entrance text on rails, 2 sets of non-illuminated small secondary text fixed to building and 2 internally illuminated menus on railings (in association with application 160480/ADV)

Case officer: Matthew Burns

Site Description and Surrounding Area: The application relates to a two storey building on the east side of Bridge Street. The building is currently vacant but was most recently in use as B1 offices. The building has an existing gated access and service yard accessed from Bridge Street.

Adjacent to the north of the site is the entrance to Holy Brook car park, whilst beyond this are two bars. To the south of the site is the rear of the House of Fraser store. Reading Borough Council offices are opposite the site to the west whilst to the rear is the large Oracle Shopping Centre.

The building is Grade II Listed. The Historic England description of the building is:

BRIDGE STREET 1. 5128 (East Side) No 19 (Seven Bridges House) (Formerly listed as Lynden House) SU 7173 SW 2/30 22.3.57. 2. Early C19. Attributed by Pevsner to Soane but this is probably an error. 2 storey villa. Brick with stucco string between ground and 1st floors, stucco cornice, parapet and hipped slate roof. 5 windows on 1st floor, glazing bar sashes with moulded architraves (spoiled by poor double glazing). 4 windows and central door on ground floor with double panelled doors and radiating fanlight over. Greek Doric portico with fluted columns and pilasters supporting and plain cornice; panelled soffit. Interior altered but enriched ceiling cornice kept on ground floor.

The site is located within the Central Core and Primary Shopping Area of the Town Centre and is located within Flood Zone 2. The surrounding area comprises of a range of different uses and contains buildings of mixed character. The site is outside of, but in close proximity to, St Mary Butts / Castle St Conservation Area (to the north).

Proposal: The applicant seeks advertisement and listed building consent for 1 set of halo illuminated entrance text on rails, 2 sets of non-illuminated small secondary text fixed to building and 2 internally illuminated menus on railings.

The proposed entrance sign would be positioned on a black metal rail and banner structure sited 2m forward of the existing front entrance porch to the building. The rail would be a maximum of 4m in height and 2.9m in width. The entrance sign itself would spell out 'The Stable' with two stars either side. The letters would be LED halo illuminated (500 cd/m) and would be 0.5m in height and sited 3.5m above the ground. Following discussions with the applicant the height of the lettering above the ground has

been increased such that it would not obscure the decorative fan light above the front entrance door.

Two small non-illuminated fascia signs with lettering 0.25m in height and 1.35m in width are proposed to the cornice band above the windows across the front of the building, spelling out 'pizza-pies-cider'.

Two small internally halo illuminated menu signs (200 cd/m) are also proposed to the existing front railings fronting the building. This would be located 0.9m above ground level.

Following discussions with the agent amended plans have been submitted removing two proposed first floor level projecting banner signs.

Plans Considered:

Drawings no:

519929-2 Rev D

519929-3 Rev C

Received on 5th May 2016

519929-1

TSRNL04112015

Received on 14th March 2016

Relevant Planning History:

151619/FUL & 151620/LBC - Proposed change of use from Class B1 office to class A3 restaurant with associated minor internal and external modifications, including outside seating area and installation of external plant units and ventilation equipment - Granted.

Consultation Responses:

Transport - No objections, subject to a condition restricting the illumination of the proposed signage.

Neighbour Notification:

Letters regarding the planning application were sent to Plaza West Bridge Street and House of Fraser at the Oracle. A site notice was also displayed at the site and a press notice published.

An objection has been received from the Reading Civic Society on the basis that the proposed advertisements would result in visual clutter and include fascia signs, lighting and materials which would appear over prominent and harmful and un-sympathetic to the character of the listed building.

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

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. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. However the NPPF does not change the statutory status of the development plan as the starting point for decision making (NPPF paragraph 12).

In this regard, the NPPF states that due weight should be given to the adopted policies of the Local Development Framework (LDF) (Core Strategy, Sites and Detailed Policies Document and Reading Central Area Action Plan) 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).

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 the listed building or its setting or any features of special interest which it possesses.

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.

Accordingly, the National Planning Policy Framework and the following development plan policies and supplementary planning guidance are relevant:

Reading Borough LDF Core Strategy (2008) (altered 2015)

- CS7 Design and the Public Realm
- CS20 Reading Transport Strategy
- CS33 Protection and Enhancement of the Historic Environment

Reading Sites and Detailed Policies Document (SDPD 2012) (altered 2015)

- DM4 Amenity
- DM12 Access, Traffic and Highway Related Matters
- DM22 Advertisements

Reading Central Area Action Plan (RCAAP 2009)

- RC5 Design in the Centre

Appraisal

Impact on the Historic Character of the Listed Building and Visual Amenity of the Area

The proposed entrance signage and rail upon structure upon which it would be positioned would not be affixed to the building. The simple black metal rails structure would reflect the existing lower level black railings to the front of the building and would not exceed the height of the existing front porch. The simple lettering with internal LED halo illumination is not considered to appear overly prominent and sited between the Oracle car park entrance and large House of Fraser building it is not considered that the proposal would result in any significant harm to the visual amenity of the surrounding area. Not affixed to the building the entrance signage is not considered to harm the historic character of the listed building and the simple rail design and lettering is not considered to harm the buildings setting.

Set on the white cornice band across the front of the building the site is not considered to two modest non-illuminated fascia lettering signs would result in any adverse harm to the historic character of the listed building. Similarly the two modest interlay illuminated menu signs, set upon the existing railings would not appear prominent and are not considered to harm the setting of the listed building.

Public Safety

The proposed advertisements would are not considered to be hazardous to pedestrians. The entrance sign and menu signs would be internally LED halo illuminated and subject to a condition to restrict the level of illumination there are no transport objections and the proposals are not considered hazardous to highway users in accordance with Policy CS20 of the Core Strategy (2008) and Policy DM12 of the Sites and Detailed Policies document Policy (2012).

Matters Raised in Representations

Issues raised have been addressed in the appraisal section above.

RECOMMENDATION:

GRANT advertisement consent and listed building consent.

Conditions

160480/ADV

1. The permission relates only to the following plans and drawings:

Drawings no:

519929-2 Rev D

519929-3 Rev C

Received on 5th May 2016

519929-1

TSRNL04112015

Received on 14th March 2016

Reason: To clarify which plans have been approved.

2. The maximum luminance from the fascia sign and projecting sign should not exceed 1000 cd/m² .

Reason: In the interests of amenity in accordance with Core Strategy Policy CS20 and Sites and Detailed Policies document Policy DM12.

3. 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 and seeking amended plans from the applicant.
3. These works may require separate approval under the Building Regulations. Please contact the Council's Building Control service for further advice on (0118) 937 2449.
4. A separate Listed Building Consent also accompanies this planning permission (Ref 160481/LBC).

160481/LBC

1. The works to which this consent relate must be begun not later than the expiration of three years beginning with the date on which the consent is granted.

Reason: to accord with Section 18 of the Planning (Listed Building and Conservation Areas) Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

Informatives

1. The Local Planning Authority has been positive and proactive in dealing with this planning application by advising of matters to make the application potentially supportable.
2. The following plans were considered:
Drawings no:
519929-2 Rev D
519929-3 Rev C
Received on 5th May 2016
519929-1
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Received on 14th March 2016

Reason: To clarify which plans have been approved.