

Address: 12 Broad Street

Application No: 151625/ADV

Proposal: Replacement external signage to Broad Street, Cross Street and Friar Street elevations

Case Officer: Heather Banks

Site Description and Surrounding Area:

The application site is a very large 3 and 2 storey retail unit occupied by Marks and Spencer. Marks and Spencer has existing designated Active Shopping Frontages on Broad Street, Cross Street and Friar Street. All of these frontages are to be effected by the proposal. The site is surrounded by mostly retail units and is located within the Reading Central Area, Central Core, Primary Shopping Area and Office Core Area.

Proposal:

The application seeks advertisement consent for proposed replacement fascia signs and projecting signs to the Broad Street, Cross Street and Friar Street elevations.

Broad Street

On the Broad Street elevation firstly the hero green fascia which runs the whole width of the elevation and bears the shop name MARKS AND SPENCER, will be removed. This will be replaced in two parts. Firstly above the entrance there will be a new white fascia. It will have a white aluminium back panel and black halo illuminated letters with acrylic faces and metal returns. The letter height will be 696mm and illuminance levels will be static at 800cd/m. The sign will be 8.957m wide and 1.391m high. Either side of the white fascia the old green fascia will be replaced with a Jet Black fascia. These fascia will be flush with each other. The two 'bus stop' style projecting signs at either end of the façade will also be replaced. The signs will be 0.9m by 0.9m with a depth of 0.1m and project from the façade at 90 degrees. The back panel will be white and the acrylic push through letters will be internally illuminated and black. The letters will be 19cm high and illuminance levels will be static at 800cd/m². Finally the existing Bureau de Change vinyl graphic near the entrance is to be removed and replaced with an updated rates board. The plans also show that it is proposed to remove the high level signage (described as a 'Hong Kong' sign on the plans), which is welcomed.

Friar Street

On the Friar Street elevation the hero green fascia will again be removed. It will be replaced with a white fascia above the entrance and a jet black fascia above the Collect by Car entrance. The fascia above the entrance will have a white aluminium back panel and black halo illuminated letters with acrylic faces and metal returns. The letter height will be 628mm and illuminance levels will be static at 800cd/m². The sign will be 12.27m wide and 1.247m high. The existing up-stand panel at the far left of this will be decorated white. The fascia above the Collect by Car entrance will have a jet black stove enamelled back panel with vinyl lettering of 16.5cm in height. This sign will be 5.585m wide and 0.78m high and

will not be illuminated. The 'goal post' uprights to either side of this fascia are to be redecorated black. The current window vinyls on this elevation will also be replaced. Finally the existing Bureau de Change vinyl graphic near the entrance is to be removed and replaced with an updated rates board.

Cross Street

On the Cross Street elevation again the hero green fascia which runs the whole width of the elevation and bears the shop name MARKS AND SPENCER, will be removed and replaced in two parts. Firstly above the entrance there will be a new white fascia with a white aluminium back panel and black halo illuminated letters. The letters will have acrylic faces and metal returns. The letter height will be 535mm and illuminance levels will be static at 800cd/m². The sign will be 7.489m wide and 1.069m high. Either side of the white fascia the old green fascia will be replaced with a Jet Black fascia. These fascia will be flush with each other. The existing striped vinyls in the window bays at either end of the façade will also be replaced.

Plans Submitted:

The agent supplied the following plans, received on 14th September 2015
Drawing no. 9101 - Proposed Signage Details
Drawing no. 2002 - Proposed elevations
Drawing no. 2001 - Existing elevations
Site Location Plan

Relevant Planning History:

071088/FUL - Installation of ATM machine. Approved 22/11/2007
070906/ADV - ATM Facia Surround. Approved 22/11/2007
060742/FUL - External alterations to retail store. Approved 20/07/2006
060573/ADV - Replacement signage. Approved 20/07/2006

Also a number of other minor alterations between 1989-2006.

Consultation Response:

Transport - No objections to granting the proposed advertisement consent subject to the condition below.

Advertisements: restriction on illumination

The maximum luminance from the fascia signs with halo illuminated letters and the projecting (hanging) sign should not exceed 1000 cd/m².

Reason: To avoid glare, which could lead to danger to highway users.
And/or in the interests of amenity in accordance with Core Strategy
Policy CS20 and Sites and Detailed Policies document Policy DM12.

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

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)

DM12: Access, Traffic and Highway-Related Matters

DM22: Advertisements

Reading Central Area Action Plan (RCAAP) (adopted 2009)

RC5: Design in the centre

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

The proposed signs all replace signs that are existing. No signs have been proposed in new locations. The building is not listed, nor is it in a conservation area, although it does sit right next to the Market Place/London Street conservation area, and its Friar Street façade faces Reading Town Hall, which arguably affects

the setting of this listed building. The three different facades have their own separate character but there is little of architectural merit at ground floor level that would be affected by the fascia signs. The material and colour of the signage is considered to be understated and considered appropriate to the building and the surrounding area and is therefore acceptable and in accordance with local planning policy. The proposed fascia signs are considered no more harmful to the character of the building and the surrounding area than the previous signage and compared to other signs on buildings within close proximity. There is also evidence of a variety of illuminated fascia and projecting signs in the area surrounding the premises within this Primary Shopping Area and it is not considered that the signage proposed would result in any significant harm to the character of the building or surrounding area.

ii) Public Safety

The proposed fascia signs and projecting signs are located in a position that would not cause a physical obstruction to members of the public using the highway. The interior vinyls are replacing existing vinyls and are unlikely to cause a distraction to users of the highway. All illuminated signage does not exceed a level of luminance of 800 cd/m^2 , which is unlikely to cause a distraction to users of the highway. 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 advertisements are acceptable for the reasons set out above.

RECOMMENDATION

GRANT Advertisement Consent

Conditions

1. This consent relates to the following drawings only:

Drawing no. 9101 - Proposed Signage Details

Drawing no. 2002 - Proposed elevations

Drawing no. 2001 - Existing elevations

Site Location Plan

Received on 14th September 2015

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

2. The maximum luminance from the fascia signs with halo illuminated letters and the projecting (hanging) sign should not exceed 1000 cd/m^2 .

Reason: To avoid glare, which could lead to danger to highway users and in the interests of visual amenity in accordance with Policy CS20 of the Reading Borough LDF 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 consent follows the positive and proactive consideration of the issues raised including issuing the decision within the eight week time period.