

DELEGATED PLANNING APPLICATION REPORT

Ward: Coley

App Ref: 240306/ADV

Address: Reading Link Retail Park, Rose Kiln Lane, Reading

Proposals: 9m Totem with corporate logos

Case Officer: Mr Anthony Scholes

Date received (valid from): 8 March 2024 Target Decision date: 3 May 2024

1. SITE DESCRIPTION

Site visit date: 10/01/2024

Site visit photos:



The subject site is a retail park within close proximity to the A33 (Basingstoke Road) and Rose Kiln Lane, leading to Berkeley Avenue. The retail park is amidst some redevelopment with a recent addition of Starbucks on the northern portion of the site, and a proposed gym on the southern portion of the site.

2. PROPOSAL AND SUPPORTING INFORMATION

The proposed development is for a new totem sign to house the logos for the businesses on the site. This would be in the form of an L shaped, 2m wide, 9m tall totem pole with two sides of signage. It is proposed within the vegetated portion of the site, and to the south of the existing totem which is proposed to be removed.

Plans considered

Dwg No. 24-035 - Sorbon Est. Reading Totem, dated 24/01/24

Dwg No. RLRP_TOTM_102 - New and re-positioned totem sign at Reading Link Retail park, Rose Kiln Lane, Reading Dated 27/02/2024

As Received 18/03/2024

3. CONSULTATIONS

RBC Transport Officers:

No objections.

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

- 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.

Relevant Policies

The application has been assessed against the following policies:

National

National Planning Policy Framework 2021;

National Planning Policy Guidance 2014 onwards;

NPPG: Advertisements;

Reading Borough Local Plan (November 2019)

- CC7: Design and the Public Realm
- CC8: Safeguarding Amenity
- OU4: Advertisements

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APPRAISAL

Appraisal

a) Advertisements

Advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable. All adverts shall comply with the following criteria:

Advertisements will not obstruct windows, any other sign already located on the building, or cut across significant architectural features such as historic fascias, windows, pilasters, cornices or scrolls.	Complies
Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts.	N/A
Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the special historic interest.	N/A - Proposal site is not Listed or within a Conservation Area.
Advertisements will not reduce visibility for users of the highway or accesses onto the highway.	Complies
Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway.	Complies - No objections are raised by the Transport Team subject to condition relating to maximum luminance of the signage.
Advertisements should not obscure the sight lines of cameras installed for public safety.	Complies

In addition to the table above, Policy OU4 above noted that the cumulative impact of adverts will be taken into account, and a proliferation of adverts will not be acceptable. In this instance, the proposed 9m tall totem sign will replace an existing totem sign on the site within the same vegetated area, though further south than that of the existing sign. The proposed sign would be taller than the existing, however, would not amount to a dominant structure within the commercial context of the site. The removal of the existing sign is confirmed by the applicant and will be ensured by condition to ensure no proliferation of signage in the area.

As per the Professional Lighting Guide 05: The Brightness of Illuminated Advertisements, Institute of Lighting Professionals, 2015; "Where the illuminated advertisement consists of fret cut, individual letters or individual elements such as exposed light sources (e.g. cold cathode tubes) the illuminated area shall be defined as the background of the advertisement. That is the area of the background in a simple geometric shape or a combination of such shapes in which the letters or elements are completely contained."

In accordance with paragraph 4.7.29 of the Reading Borough Local Plan, policy OU4 sets out the maximum illumination levels for illuminated signage in certain zones of Reading. These zones are defined in paragraph 4.7.30 as follows:

- Zone E1: Intrinsically dark areas.

- Zone E2: Low district brightness areas (e.g. rural-urban fringe).
- Zone E3: Medium district brightness areas (e.g. district and local centres and urban areas).
- Zone E4: High district brightness areas (e.g. the core of the centre).

The proposal site is considered Zone E3, due to the predominantly commercial setting of the surrounding area. Therefore, in accordance with policy OU4, the maximum illumination levels where the area of the illuminated area for the sign is more than 10m² is 300 cd/m², where the area is less than 10m² the maximum illumination levels is 600m².

The maximum illumination level for this sign will be secured via condition to the approval of this application to protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policy CC7 and OU4 of the Reading Borough Local Plan 2019. The applicant specified on the application form and plans that the illuminance levels would be up to 300 cd/m² for each sign. A condition will therefore be included to ensure that the illuminance levels of the signs do not exceed 300 cd/m².

NPPG: Advertisements - [Considerations affecting public safety](#)

The NPPG (in particular in this instance Paragraph: 068 Reference ID: 18b-068-20140306 & Paragraph: 078 Reference ID: 18b-078-20140306) provides guidance as to the considerations affecting public safety. These are detailed below (in *italics*), together with officer responses in relation to the proposal (in **bold**):

The main types of advertisement which may cause danger to road users are:

(a) <i>those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway</i>	Complies
(b) <i>those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature</i>	Complies
(c) <i>those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface)</i>	Complies
(d) <i>those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology</i>	
i) <i>where the means of illumination is directly visible from any part of the road</i>	Complies - Maximum luminance to be secured via condition as detailed above
ii) <i>which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals</i>	Complies
iii) <i>which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather</i>	Complies
iv) <i>which are subject to frequent changes of the display</i>	Complies
(e) <i>those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message</i>	Complies
(f) <i>those requiring close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those</i>	Complies

<i>advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road</i>	
(g) <i>those which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, and may therefore be subject to removal by the traffic authority under section 69 of that Act, for example</i>	
<i>i) those embodying red circles, crosses or triangles, or any traffic sign symbol; or those in combinations of colours which might otherwise be mistaken for traffic signs; or</i>	Complies
<i>ii) those incorporating large arrows or chevrons with only the arrow or chevron made of retroreflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts</i>	Complies
(h) <i>those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs, for example, advertisements which</i>	
<i>i) contain a large arrow or chevron (or have a pointed end and have only a few words of message)</i>	Complies
<i>ii) invite drivers to turn right on a main road, or where there is fast moving traffic</i>	Complies
<i>iii) invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely</i>	Complies
<i>iv) are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road junction or other traffic hazard</i>	Complies
<i>The prevention of crime is a public safety consideration and local planning authorities should consider whether granting express consent could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras.</i>	
Complies	

Conclusion

The development has been assessed and the works are considered to be in accordance with the above relevant policies and Advertisement Consent can be granted.

RECOMMENDATION

Approve