

DELEGATED PLANNING APPLICATION REPORT

Ward: Abbey

App Ref: 240373/ADV

Address: 7 Greyfriars Road, Reading, RG1 1NU

Proposals: Greyfriars Gate - New signage above front entrance, New signage next to Front door, New Wall mounted Shop Style sign.

Case Officer: Mr Gary Miles

Date received (valid from): 1 April 2024 Target Decision date: 27 May 2024

1. SITE DESCRIPTION

The property is a Class E, office block located on the westerly side of Greyfriars Road in the town centre. The location of the property is predominantly office and retail with residential around the corner in Vachel Road and Stanshawe Road both located at right angles to the application address.

Site visit date: 16th April 2024

2. PROPOSAL AND SUPPORTING INFORMATION

The proposal includes the installation internally illuminated fascia sign, surface mounted measuring 0.05m deep by 0.2m in height and 4.45m in width, the maximum illuminance level will be 600 candela.

A projecting/hanging sign shall be mounted 3.9m above ground level and project from the building by a maximum of 0.69m, the sign itself will measure 0.54m in height by 0.69m in width and 0.1m in depth, non-illuminated.

An additional fascia sign shall be surface mounted, dark grey in colour with white logo and building tenant lettering.

Plans considered:

Drawing no: PL.1200-Location Plan-dated Mar 2024

Drawing no: PL.1210-Block Plan-dated Mar 2024

Drawing no: PL.1300-Existing Ground Floor Plan-dated Mar 2024

Drawing no: PL.1301-Existing Upper Floor Plan-dated Mar 2024

Drawing no: PL.1310-Proposed Ground Floor Plan-dated Mar 2024

Drawing no: PL.1311-Proposed Upper Floor Plan-dated Mar 2024

Drawing no: PL.1500-Existing Elevations-dated Mar 2024

Drawing no: PL.1510-Existing Elevations-dated Mar 2024

Drawing no: PL.2010-Proposed External Signage-dated Mar 2024

Drawing no: PL.2020-Existing External Signage-dated Mar 2024

Received by the Local Planning Authority on 25th March 2024.

3. RELEVANT PLANNING HISTORY

940846 - Change of use from shop to hot food/drink (Class A3 use). (Retrospective) - Permitted 1994

4. CONSULTATIONS

4.1 Internal Consultees:

Transport:

The maximum luminance from the signs as detailed in the application form hereby **consented shall not exceed 600cdm²**. There are no Transport objections to this application.

5. LEGAL AND PLANNING POLICY 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. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. The following local and national planning policy and guidance is relevant to this application:

National Policy and Guidance

National Planning Policy Framework

National Planning Practice Guidance

Reading Borough Local Plan (2019)

CC7: Design and the Public Realm

CC8: Safeguarding Amenity

OU4: Advertisements

6. 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.

7. APPRAISAL

The main issues are considered to be:

- i) Amenity
- ii) Public safety

7.1 Amenity

The proposed replacement signage and lighting is considered to be appropriate for the application site and the overall character of the building and surrounding area. The proposed internally illuminated signs shall not exceed 600cd/m².

The proposed fascia's and signage colour is deemed acceptable and will not be detrimental to the building or wider streetscene.

The proposals are considered compliant with policies CC7 and OU4 of the Reading Borough Council Local Plan (2019).

7.2 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) those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway; NO*
- (b) 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; NO*
- (c) 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); NO*
- (d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology:*
 - i. where the means of illumination is directly visible from any part of the road;*
 - ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; NO*
 - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; NO*
 - iv. which are subject to frequent changes of the display; NO*
- (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; NO*
- (f) 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 advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road; NO*
- (g) 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. 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 NO*
 - ii. those incorporating large arrows or chevrons with only the arrow or chevron made of retroflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts. NO*
- (h) 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. contain a large arrow or chevron (or have a pointed end and have only a few words of message); NO*
 - ii. invite drivers to turn right on a main road, or where there is fast moving traffic; NO*
 - iii. invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely; or NO*
 - 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. NO*

In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds, policies CC8 and OU4 of the Reading Borough Council Local Plan (2019).

8. Conclusion

The proposal has been assessed and the works are considered to be in line with the above policies and therefore Advertisement Consent can be granted subject to conditions.

Recommendation

APPROVE

Subject to the following conditions:

1. A1: Standard Advert Requirements
2. AD1: Advert Luminance
3. AD2: Approved Plans (Adverts)