

DELEGATED APPLICATION REPORT - Application Nos.: 240546/ADV

Address: 452 Basingstoke Road, RG2 0QE

Proposal: Installation of display signage at the car park entrance points.

Case officer: Alison Amoah

Date received (valid from date): 26th April 2024

Target Decision date: 28th June 2024 (ext)

Site Description and Surrounding Area:

The site is the P&G warehouse, lab and offices which has been expanded in recent years. The original frontage building is Locally Listed. Immediately adjacent is a commercial area. To the rear of Car Park x on Commercial Road is a block of flats (15 Commercial Road). The closest residential properties to the front of the site are ca x m away to the north-east.



Proposal:

The proposal comprises 3. no. car park signs to show the number of spaces available within the car parks.

The signs are in situ as follows; they were installed following the submission of this advertisement consent application.



Gate D

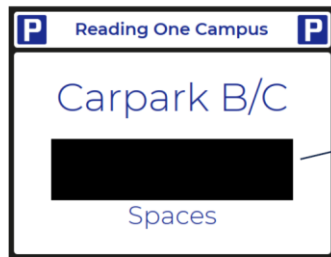


Gate F



Gate A

Gate D Sign

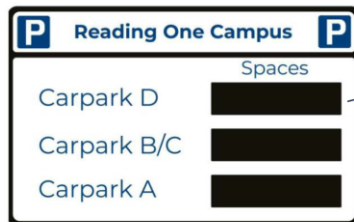


500 mm high x 650 mm wide x 150 mm deep

1 x LED display

New sign fixed to fence. Base of sign 2.2m above ground

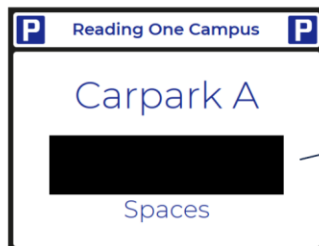
Gate F Sign



810 mm high x 1300 mm wide x 150 mm deep

3 x LED displays

New lamp post 3m high (No lamp) with sign fixed to post. Base of sign 2.2m above ground. Post is set back 500 mm from building line and 3m from building



500 mm high x 650 mm wide x 150 mm deep

1 x LED display

New sign fixed to fence. Base of sign 2.2m above ground

Plans and other information considered: *As received 26th April 2024*

- Location Plan
- Nortech Product Data Sheet VMS-RGB-10A - High Intensity Full Colour Variable Message Sign
- Car Park Sign Details for Planning Application
- 01290-1-R11 - RMC Site Plan Existing [Proposed locations of signage]

Relevant Planning History:

There is extensive history on this site. The following are the most relevant permissions:

162108/FUL - Part retention and refurbishment of the existing Gillette building, erection of a two storey research and development building (Class B1/B8), with associated access, surface car parking, servicing, landscaping and engineering works - Approved 13/10/2017

200860/NMA - Non-Material Amendment to permitted application 162108 to increase the number of car parking spaces and reinstate a vehicle entry - Agreed 8/7/2022

Consultation Responses:

Public consultation is not required for advert consent. However, letters were sent to the residents of 15 Commercial Road (Flats 1-5). No comments were received.

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

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.

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 these applications:

Adopted Reading Borough Local Plan (2019):

CC7: Design and the Public Realm

CC8: Safeguarding Amenity

EN1: Protection and Enhancement of the Historic Environment

EN4: Locally Important Heritage Assets

EN6: New Development in a Historic Context

TR3: Access, Traffic and Highway-Related Matters

OU4: Advertisements

Appraisal:

The main issues for consideration are:

- a) Amenity; and
- b) Safety

a) Amenity

The proposed signage is considered to be appropriate for the location at the entrance to the car parks and is very modest in scale. There is other signage within the locality including a new P&G sign in front of the Locally Listed original main building.

The position of the sign for the main frontage car park (middle image above - Car Park F) needs to be visible on approach to the car park, so its siting in an alternative location, away from the Locally Listed building is very limited. It is considered that the overall scale of this sign is such that it does not detract or harm the Locally Listed Building to such a degree to justify a refusal, and has been considered within the existing context with railings and other signage.

The signs are internally illuminated, but covering a very small area behind the letters only and the signs are at an angle.

It is considered that the scale, material and colour of the signs would not be harmful to the wider area and would not have significant detrimental effects on visual amenity.

On the above basis, the proposed signs are considered to comply with Adopted Reading Borough Local Plan Policies CC7, CC8, EN1, EN4, EN6, TR3 and OU4.

b) 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. The car park signage would not distract drivers as to have an effect on safety. They would not obscure any existing road signs, or sight lines of CCTV cameras. Therefore, it is concluded that there would be no detrimental effect with regard to highway safety and the signage is therefore, considered to accord with Adopted Reading Borough Local Plan Policies TR3 and OU4.

RECOMMENDATIONS:
GRANT

Proposed conditions:

- 1) Standard advert conditions
- 2) Approved plans

Informatives:

T&Cs

Positive and proactive