

APPLICATION FOR ADVERTISEMENT CONSENT- DELEGATED OFFICER REPORT

Ward: Whitley Ward

App ref: PL/24/0850

Address: Unit 11, Brunel Retail Park, Rose Kiln Lane, Reading, RG2 0HS

Proposal: Application for advertisement consent for the display of 2 internally illuminated fascia signs and 2 projecting/ hanging signs.

Case Officer: Louise Coveney-Fuller

Applicant: Starbucks Coffee Company (UK) Ltd

Date valid: 11/07/2024 **Expiry date:** 05/09/2024

Site Visit Date: 18/07/2024

Site Visit Photo:



(Officer note: Case Officer displayed Site Notice on the 18/07/2024)

Site Description

The application site is Unit 11 located within Brunel Retail Park. The surrounding area is a retail industrial estate with a mixture of shops. The unit has been the base for a number of different business over the years most recently Subway and Costa Coffee and it is to become a Starbucks in due course.

Proposal

Advertisement consent is sought for the display of 2 internally illuminated fascia signs and 2 projecting/ hanging signs. The signs are to be internally illuminated static.

The case officer assessment is based on the following plans:

Drawing Numbers:

A-2001 Rev. (Proposed Elevations)

##/SBS.I1, ##/SBS.J1 and ##/SBS.N2 S (Signage Pack Drawings) dated 08/02/2021

A1001 Rev (Proposed Site Plan)

185.108/01.1 (Location Plan)

All received 11.07.2024 by the Local Planning Authority.

Relevant Planning History

230953- Amalgamation and change of use of Units 7, 8, 9, 10 and 11 from Class E to Class B8; installation of mezzanine floorspace; associated external works including reconfiguration of car park and cycle parking and landscaping works. - Approved with conditions -08/12/2023

020816-Three internally illuminated flex face sign case signs, one non-illuminated mesh pictorial sign, one non-illuminated opening hours sign, one cycle stand sign, and replacement panels on existing tenants sign. -Approved with Conditions- 14/10/2002

950109-Two illuminated and two non-illuminated signs. -Approved with Conditions - 25/10/1995

Consultations

Internal Consultee: Transport

There are no transport objections to this application subject to the condition below.
The maximum luminance of advertisements displayed should not exceed 300 cd/m2 above ambient light levels.

REASON: *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.*

Legal and Planning Policy 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 this application:

National Policy

National Planning Policy Framework (2024)
National Planning Practice Guidance

Reading Borough Local Plan (2019)

CC7: Design and the Public Realm
CC8: Safeguarding Amenity
OU4: Advertisement

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.

Planning Considerations

The main planning considerations in this case are considered to be:

- Impact on amenity
- Impact on public safety

Impact on amenity

The proposed signage is appropriate for the application site and the overall character of the building and surrounding area.

The fascia signs will be internally illuminated with LEDs mounted within letter to provide even illumination throughout full face. The two projecting signs will also be internally illuminated, levels of which will be controlled via condition.

The proposed colour of the adverts, reflective of the brand, is considered acceptable and will not be detrimental to the building or wider retail park.

For these reasons, the proposed adverts are not considered to have an adverse impact on the character and appearance of the surrounding area. As such, are compliant with policies CC7 and OU4 of the Reading Borough Council Local Plan (2019).

Impact on 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, 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; **The proposed signage is set back a sufficient distance from the road affixed to a building.**
 - 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; **NO**

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. **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: **NO**

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; **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**

Therefore, 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).

Conclusion

The proposed advertisements would not impact amenity or public safety. Therefore, it is recommended advertisement consent subject to conditions be given, subject to the following conditions detailed below within the recommendation section and outlined on the decision notice.

This assessment has been made based on the plans outlined below:

Drawing Numbers:

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##/SBS.I1, ##/SBS.J1 and ##/SBS.N2 S (Signage Pack Drawings) dated 08/02/2021

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Officer Recommendation

APPROVE Subject to the following conditions:

Approved Plans (Adverts)
Advert Luminance
Standard Advert Requirements