

DELEGATED HOUSEHOLDER APPLICATION REPORT

Ward: Whitley

App Ref: PL/24/0591/ADV

Address: Unit 7, Proctor End North, Reading, RG2 0GG

Proposals: Consent to display an advertisement

Case Officer: James Schofield

Decision date: Originally 09/09/2024; Extension of time agreed until 12/09/2024

1. SITE DESCRIPTION AND CONTEXT

The proposed development site relates to a verge within a retail park adjacent to its entrance on Sentinel End (road). It is within an Air Quality Management Area.

2. PROPOSALS

The application seeks advertisement consent to install a free-standing directional sign advertising an existing retail park to road users. Plans considered;

Drwg No. 003 Site location plan

Drwg No. 004 Signage location plan

Drwg No. 001 Sentinel End entrance

Drwg No. 002 Sentinel End entrance Current/Proposed

Drwg No. 003 Sentinel End entrance Current/Proposed

As received on the 7th of May 2024

3. CONSULTATION

Neighbours

The planning officer posted the site notice on the 19th of August 2024 and the consultation period ran to the 9th of September 2024.

Transport

No objections due to scale, position, and lack of illumination resulting in no impact on the intersection.

4. RELEVANT PLANNING HISTORY

162257/FUL - Erection of a 557sqm building for use within Class A1/A2/A3/A5, with associated parking and landscaping - Permitted 03/03/17

171581/APC - Approval of details reserved by condition 18 of 162257/FUL - Discharged 18/10/17

181805/APC - Approval of details reserved by condition 18 of 162257/FUL - Discharged 10/5/2019

191200/FUL - Various external alterations including provision of 7no. condenser Units - Permitted 17/9/2019

210688/ADV - Retrospective application of 4No. internally LED illuminated digitally printed (blockout) slimline flexface boxes and 1No. large orange vinyl window graphic - Permitted 16/7/2021

211009/ADV - 1no internally illuminated SMD LED Digital Display at Wren Kitchens - Permitted 13/8/2021

Equality Act

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.

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. The Development Plan for Reading relevant to the application site comprises the *Reading Borough Local Plan (2019)*.

Accordingly, the 'NPPF' and the following development plan policies and supplementary planning guidance are relevant. 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.

National Planning Policy

National Planning Policy Framework (2023)

National Planning Practice Guidance

Reading Borough Local Plan (adopted 2019):

CC7: Design and the Public Realm

TR3: Access, Traffic and Highway-Related Matters

OU4: Advertisements

6. APPRAISAL

8.1 Principle of development

The application seeks permission to install a free-standing directional sign for an existing retail park. Such works are supported in principle by policies of the Reading Borough Local Plan (2019) subject to a number of criteria ensuring the effects of the development are not harmful. This will be considered in more detail in the following sections.

8.2 Amenity

Policy CC7 of the Reading Borough Local Plan (2019) requires development to be of a high design quality that maintains and enhances the character and appearance of the area in Reading in which it is located.

The appearance of the proposed advertisement is considered to be sympathetic to the wider retail/commercial area. The sign would not be overly dominant and no harmful design impacts would arise. The proposal is considered to comply with Policies CC7 and OU4 of the Local Plan 2019.

8.2 Public Safety

The transport officer advised that the position and scale of the proposal will ensure there is not detrimental impact on road users. Furthermore, the proposed signage would be located in a position that would not cause a physical obstruction to members of the public using the highway. As such, the proposal is acceptable in terms of Policy TR3 of the Reading Borough Local Plan (2019).

9. CONCLUSION

In light of the above assessment the proposal is considered to accord with the requirements of the development plan and is therefore recommended for approval subject to conditions.

10. RECOMMENDATION

GRANT subject to conditions:

1. A1 Standard Advert Condition
2. AD2 Approved Plans