

Delegated Application Report

Address: Unit 11a, Oracle, Reading, RG1 2AT

Application No: 240820/ADV

Proposal: 1 x proposed internally illuminated flex faced box fascia sign. 2 x proposed non illuminated folded aluminium panels to left and right hand side of front elevation and 2 x non illuminated canvas awnings to left & right of front elevation

Target Date: 02/09/2024

Case Officer: Matt Burns

Site Description and Surrounding Area:

The site is a unit (Bella Italia) at 'Riverside' level within the Oracle shopping development. The site is surrounded by mostly restaurant units and is located within the Reading Central Area, Central Core and Primary Shopping Area of the town centre.

Proposal

Advertisement consent is sought for 1 x proposed internally illuminated flex faced box fascia sign. 2 x proposed non illuminated folded aluminium panels to left and right hand side of front elevation and 2 x non illuminated canvas awnings to left & right of front elevation. All proposed advertisements would display the Bella Italia brand name in white lettering on a dark green background with gold detailing.

Plans/ Documents Submitted:

Document ref. C-PS10785-01 – Rev F - Pages 1 to 8 inclusive.
Received by the Local Planning Authority on 8th July 2024

Plan ref. PP-13169726V1 – Location Plan
Received by the Local Planning Authority on 25th June 2024

Relevant Planning History:

07/01388/ADV - 4 new illuminated fascia signs. Re-cover existing canopies with Bella Italia colours and graphics. Install 1 no. illuminated menu box – Granted.

Consultation Responses:

RBC Transport: No objection, subject to a condition to restrict the luminance from the proposed internally illuminated fascia sign such that it shall not exceed 300 cd/m2.

Public Notification

No statutory consultation is required for advertisement consent applications.

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

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'.

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

Reading Borough Local Plan (2019):

CC7: Design and the Public Realm

CC8: Safeguarding Amenity

TR3: Access, Traffic and Highway-Related Matters

OU4: Advertisements

Appraisal

The main issues are considered to be:

- i) Amenity
- ii) Public safety

i) Amenity

Policy OU5 states:

*Shopfronts, individual features of shopfronts and cash machines will respect the character of the building on which they are located **and their surroundings, as well as the wider street, in terms of design, colours, materials, lighting, and location.** Features that positively contribute to the character of the building and street will be retained and, where possible, restored. Safety and security will be maintained and enhanced.*

The proposed signage is very similar to the existing permitted signage on the building. No additional signage is proposed as part of the application which just seeks to replace existing signage in the same layout and proportions. The main proposed change is the colour scheme which replaces the existing blue themes and backgrounds to the signs with a dark green colour scheme with white text and gold detailing. As per the existing situation the only illuminated sign proposed is the main fascia sign.

The replacement fascia signage is reflective of the position, scale, proportion, appearance and type of illumination found to other riverside units within the Oracle and it is not considered that

the proposals would cause any adverse harm to the visual amenity of the surrounding area and would accord with Policies CC7 and OU4.

ii) Public Safety

A condition is recommended to secure that the luminance of the proposed internally illuminated fascia sign would not exceed 300 cd/m². Subject to this condition Transport Officers are satisfied that the proposals would not cause a distraction to highway users and that this level of luminance is appropriate for the town centre location. The proposed awnings reflect the position and proportions of existing awnings and those found to other riverside units and would not impede upon the pedestrian route along the river.

The proposed advertisements are considered acceptable in terms of Policy OU4, TR3, CC7 and CC8.

RECOMMENDATION

GRANT advertisement consent subject to the following conditions:

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Conditions

1. The advertisements hereby consented shall be carried out in accordance with the following approved plans:

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Received by the Local Planning Authority on 8th July 2024

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REASON: For the avoidance of doubt and to ensure that the advertisement is carried out in accordance the details hereby approved in accordance with Policy OU4 of the Reading Borough Local Plan 2019

2. The maximum luminance from the advertisements hereby consented shall not exceed 300 cd/m².

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.

3. The Standard Conditions:

- i. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- ii. No advertisement shall be sited or displayed so as to:

- a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: in accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

iii. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

iv. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

v. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Informatives

1. Your attention is drawn to the terms and conditions of this consent. Any development which is carried out but which differs materially from the approved plans and details, or does not comply with any condition(s) or planning obligation(s) attached to the consent may result in the Council taking action to remedy the breach of planning control. If you are in any doubt please contact the Council.
2. The local planning authority has worked positively and proactively with the applicant to resolve relevant matters to allow consent to be granted
3. Any changes to the location and number of pavement seating and balustrade barriers on the public highway may require a new pavement street cade license from the Highway Authority. The applicants should contact the Councils Highways Section to discuss arrangements for this and links to the required forms can be found at the following link <https://www.reading.gov.uk/business/licences/street-cafe-licence/>