

DELEGATED APPLICATION REPORT

Ward: Whitley

App Ref: PL/24/0471 Consent to display an advertisement

Address: B&Q, Unit 1, Reading Gate Retail Park, Acre Road, Reading, RG2 0LG

Proposal: Replacement Signage

Applicant: Kneller

Received date: 15-04-2024

Target Decision date: 08-10-2024

Case Officer: James Schofield

1. SITE DESCRIPTION AND CONTEXT

2. The proposed development site relates to a retail park and the signage for one of its units. It is within an Air Quality Management Area.

3. PROPOSALS

The application seeks advertisement consent to replace a number of signs including one internally illuminated sign. Plans considered;

Location Plan

Dwg No. 01_B&Q_Reading

As received on the 16th of April 2024

4. 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 provided a condition is included limiting the maximum luminance from the illuminated sign shall not exceed 600 cd/m².

5. RELEVANT PLANNING HISTORY

None relevant.

6. LEGAL AND PLANNING POLICY CONTEXT

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.

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 number of signs for an existing unit within a 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 advertisements are considered to be typical of the wider retail/commercial area and not problematic. The signage 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 no detrimental impact on road users is considered likely to result provided we include a condition limiting the maximum luminance from the illuminated

sign will not exceed 600 cd/m². 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
3. AD1 Advert Luminance