

## DELEGATED APPLICATION REPORT

**Address:** Unit 1, Huntley Wharf, Kenavon Drive, , Reading, RG1 3DH

**Application No:** PL/24/1318

**Proposal:** Display of 1 internally illuminated & 4 non-illuminated fascia signs on north elevation and 1 internally illuminated & 2 non-illuminated fascia signs on east elevation, all at ground floor level.

**Applicant:** Tesco

**Date received and valid from:** 04/10/2024

**Target Decision date:** 29/11/2024

**Case officer:** Jonathan Markwell

### 1. Site Description and Surrounding Area

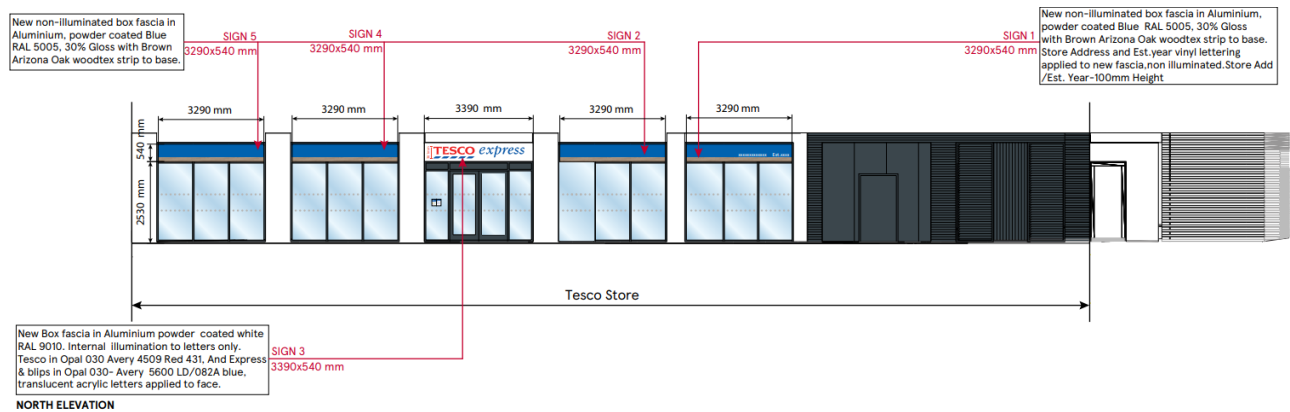
- i. The application site comprises the ground floor level commercial unit at the northern end of the western block of the Huntley Wharf redevelopment site on Kenavon Drive. This third and final phase of the wider site is in the process of being completed. When complete, the development will comprise 765 residential units and a series of retail and related uses. The unit is located close to the roundabout junction between Forbury Road and Kenavon Drive. To the north of the site are retail warehouses / parking within Forbury Retail Park, beyond which is the main rail line between Reading and London. To the east is the middle block, with the ground floor nursery (Monkey Moos) occupied and in active use. To the south, beyond the remainder of the western block is the River Kennet and Chocolate Island. To the west is the dual carriageway Forbury Road and the Grade II listed Reading Prison. There are some changes in land levels to the north-west of the site, with land rising to the aforementioned roundabout.
- ii. The application site is located within the Reading Central Area. The site is also wholly within the East Side Major Opportunity Area (Policy CR13) and the wider site forms the southern half of the Forbury Retail Park sub-area (Policy CR13B). These allocations follow on from the Kenavon Drive Urban Design Concept Statement SPG (2004). The site has a number of other designations, including:
  - iii.
    - Area of Archaeological Importance
    - Air Quality Management Area
    - Potential contaminated land (owing to former Biscuit Factory use, including extensive sidings)
    - Flood Zone 1
    - Smoke Control Zone
    - Within Thames ward
- iv. From a transport perspective, Kenavon Drive is an adopted 30mph single carriageway cul-de-sac which was traditionally linked to supporting bulk industrial and retail units. However, the area is becoming increasingly residential in recent years. Kenavon Drive links onto the highway network at the roundabout junction with Forbury Road, which forms part of the towns Inner Distribution Road (IDR). To the west of the site lies Reading Station, while to the south is the Watlington Street gyratory and the A4. The IDR in this location is an urban 30mph dual carriageway which has a mixture of 2m footpaths and 3-4 m shared cycle ways. The section between Kenavon Drive and the station accommodates two signalised toucan crossings for pedestrians and cyclists. The section towards the A4, only has crossing facilities at the Watlington Street Gyratory.
- v. Kenavon Drive is served, as defined above, by footpaths and shared cycle ways linked to the highway. The site is located under 10 minutes walking distance to the east of Reading town centre and Reading Rail Station. Given the situation of the development site, which is very close to Reading town centre, the site is provided with all the type of local facilities within walking distance. On the northern side of the site, within close proximity to the site

National Cycle Route 5 (NCN5) commences, this provides a link between Reading and Oxford.

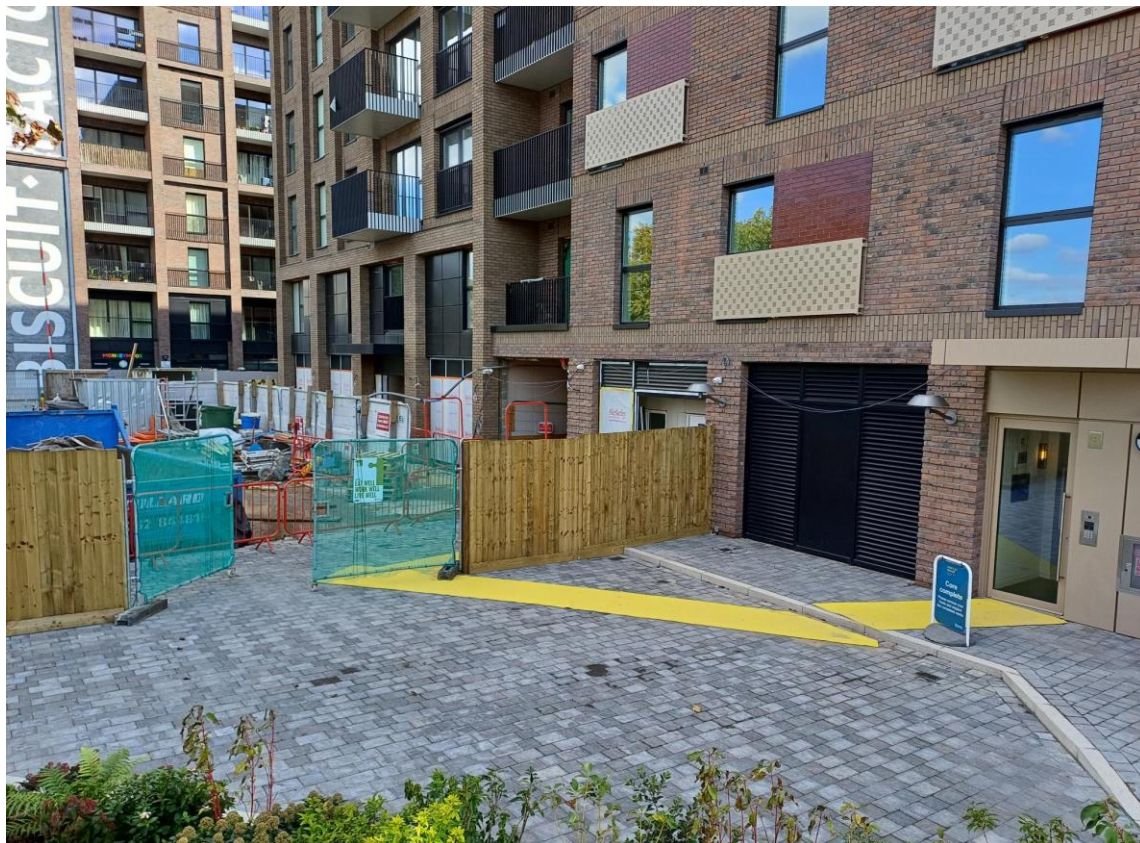
- vi. From a heritage perspective, the main heritage designations in the vicinity of the site include:
- Reading Abbey Ruins (Grade I) (Scheduled Monument);
  - HMP Reading Gaol (Grade II Listed);
  - The Plummery Wall (Grade II),
  - Church of St James (Grade II), St James Roman Catholic School (Grade II) and St James's Presbytery (Grade II);
  -
- vii. More specifically in terms of the setting of these heritage assets, HMP Reading Gaol is located to the west of the site on land once occupied by the precinct of Reading Abbey (and which therefore is also designated as a Scheduled Ancient Monument). The main prison building on the site is the Victorian red brick building with a radial plan, which is listed Grade II and is a landmark building due to its distinctive height, plan form and surrounding walls. The site also includes large blocks, car parking, hard-standing and green sports pitches and surrounding high walls which make the site enclosed and inward facing. The prison is currently vacant at the time of writing.

## 2. The Proposals

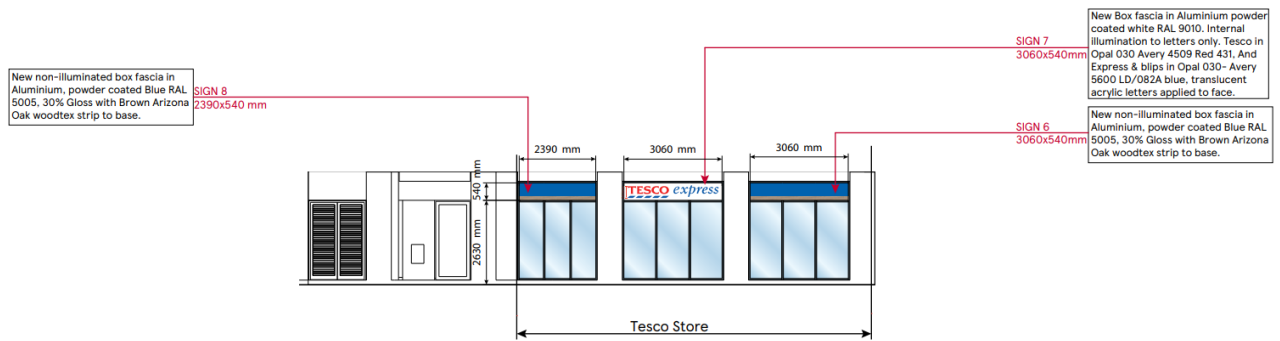
- i. Advertisement consent is sought for the display of 1 internally illuminated & 4 non-illuminated fascia signs on north elevation (fronting onto Kenavon Drive) and 1 internally illuminated & 2 non-illuminated fascia signs on east elevation (side elevation), facing towards the middle block of the Huntley Wharf development, all at ground floor level.
- ii. More specifically, on the north elevation sign 1 (as per the numbering on the elevation plan shown below) comprises a non-illuminated fascia sign with a powder coated blue aluminium finish and brown oak strip to the base. The store address and year established date will be specified in the bottom right corner. Signs 2, 4 & 5 are identical non-illuminated fascia sign with a powder coated blue aluminium finish and brown oak strip to the base. Sign 3 is a white aluminium powder coated fascia sign, with red/blue lettering specifying the name of the store 'TESCO express'. Only the letters will be internally illuminated, with the static illuminance levels being proposed to be 350 cd/m.



Proposed north elevation showing signs 1-5



Site photograph 04/10/2024 – showing the current north elevation



EAST ELEVATION

Proposed east elevation showing signs 6-8



Site photograph 04/10/2024 – showing the current east and north elevations, with the signage areas just visible above the existing site hoarding.

- iii. On the east elevation signs 6 and 8 (as per the numbering on the elevation plan shown above) are identical (in appearance, slightly different in width) non-illuminated fascia signs with a powder coated blue aluminium finish and brown oak strip to the base. Sign 7 is a white aluminium powder coated fascia sign, with red/blue lettering specifying the name of the store 'TESCO express' Only the letters will be internally illuminated, with the static illuminance levels being proposed to be 350 cd/m.

### 3. Public Consultation

- i. Neighbour Consultation
- ii. No statutory requirement for any for this type of application. No responses received.

#### **4. Internal / External Consultations**

RBC Transport – No objection – All the proposed signage is below 10m2. The maximum value of luminance from the proposed illuminated signage is stated at 350 cd/m2. There are no transport objections to this application subject to the condition below.

##### **AD1 ADVERT LUMINANCE**

The maximum luminance of advertisements displayed should not exceed 350 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.

#### **5. Plans and information considered**

- i. The applicant has submitted the following for consideration:

Location Plan Planning Portal Reference PP-13418510v1

02\_HUNT\_02A Existing Site Plan ADV

02\_HUNT\_02B Existing Plan ADV

03\_HUNT\_03A Existing Elevation

02\_HUNT\_02C Proposed Plan ADV

03\_HUNT\_03B Proposed Elevation

Fascia V2.1 Rev B Fascia Details

Fascia V2.1 Rev B Fascia Details-2

Fascia V2.2 Rev B Sections & Details

Application form

As all received on 04/10/2024

#### **6. Relevant Planning History**

There is an extensive planning history relating to the redevelopment of this site, following the original permission, with those relevant to this application detailed below:

170509 - Demolition of the two existing retail (Homebase and former Toys R Us) structures and the erection of new buildings ranging between 2 and 11 storeys in height, providing 765 (18 x studio, 302x1, 409x2 and 36x3- bed) residential units (Class C3), 5 commercial units (1x flexible Class A1- A4, B1 or D1-D2, 1x flexible D1 or D2, 1x flexible Class A1- A5, 1x flexible Class A3 or A4, 1x flexible A1-A5 or D1-D2 uses), various works to the public realm, including a new riverside square, landscaping, accesses, parking and associated works. This application is accompanied by an Environmental Statement. (amended description). Granted following completion of s106 legal agreement 10/10/18.

PL/23/0421 - Display of non-illuminated 'M O N K E Y M O O S' sign on west elevation at ground floor level. Granted 06/06/2023.

PL/24/1163 - Non-material amendments to permission 170509 (granted on 10/10/2018) to amend the wording of Condition 61 (hours of use of non-residential uses) to allow Unit CO1 (west block, north elevation, ground floor level) to operate from 0600-2300 hours daily when occupied for Class A1 uses. Agreed 30/09/2024.

#### **7. 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.

## **8. Relevant Planning Guidance**

- i. 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.
- ii. 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.
- iii. Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.
- iv. The '*National Planning Policy framework*' ("NPPF") states clearly that its content is to be a material consideration in the determination of applications. The 'NPPF' states that due weight should be given to the adopted policies of the Local Plan according to their degree of consistency with the 'NPPF' (the closer the policies in the plan to the policies in the 'NPPF', the greater the weight that may be given). Accordingly, the 'NPPF' and the following development plan policies and supplementary planning guidance are relevant:

## **9. Relevant Policies**

- i. The application has been assessed against the following policies:

### **National**

National Planning Policy Framework 2023

National Planning Policy Guidance

### **Reading Borough Local Plan 2019**

CC7 Design and the Public Realm

CC8 Safeguarding amenity

EN1 Protection and enhancement of the Historic Environment

TR3 Access, Traffic and Highway-Related Matters

OU4 Advertisements

CR2 Design in the Centre

CR13 East Side Major Opportunity Area

## **10. Appraisal**

### Amenity

- i. The NPPG (Paragraph: 079 Reference ID: 18b-079-20140306) provides clarification as to the exact context amenity should be considered. In summary, it includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Furthermore, at the local level,

policies CC7, OU4 and CR2 require that development be compatible with the character and appearance of the surrounding environment in order to maintain the visual amenities of the area. Furthermore, Policy EN1 seeks to ensure that historic features (including their settings) will be protected and where possible enhanced (e.g. Reading Prison and the Plummary Wall). In particular, Policy OU4 states:

*“Advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable”.*

- ii. With the above in mind, it is considered that the signs are typical of those one would expect for the occupation of this unit, with the fascia signs limited to the ground floor of the building in the signage zone above the shopfront on both the north and east elevations. All except two of the signs will be non-illuminated, with the internally illuminated signs in the central space of each elevation and that associated with the north elevation being above the proposed customer entrance point. The level of illumination is specified by the applicant to be 350cdm<sup>2</sup>, which is within the limits recommended within the table within the supporting text of Policy OU4 (paragraph 4.7.29) and this level is recommended to be secured via condition. The advertisements are considered to respect the building they are located on and their surroundings and settings in all of the terms referenced by Policy OU4, including the setting of the aforementioned listed buildings and structures. In short, the proposals are considered acceptable in amenity terms.

#### Public Safety

- iii. RBC Transport Planning has no objections to the proposals, subject to a condition regarding the maximum luminance levels, as detailed above. The NPPG (in particular Paragraph: 068 Reference ID: 18b-068-20140306 to 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 with regard to paragraph 068 responses):
- iv. The main types of advertisement which may cause danger to road users are:
- v. (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, the signs are set a distance away from the highway and at an acute angle to the nearby roundabout.**
- vi. (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**
- vii. (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**
- viii. (d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology: **No**
  - i. where the means of illumination is directly visible from any part of the road; **Two signs are shown to be internally illuminated.**
  - 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; **The signs are relatively modest in size, with only the**

**letters internally illuminated. The level of illumination is within the recommended levels referenced in the supporting text to Policy OU4.**

- iv. which are subject to frequent changes of the display; **No, the adverts proposed are static**
- ix. (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **No**
- x. (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**
- xi. (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** or
  - 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**
- xii. (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:
  - 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** or
- xiii. 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**
- xiv. Paragraphs 072 and 073 (Reference ID: 18b-072 (&073)-20140306) of the PPG provides guidance as to ways in which advertisements can affect railway safety. Whilst the application site is close to the mainline railway and Reading Station, the distances involved and the nature of the advertisements means no adverse impacts on railway safety is anticipated.
- xv. Paragraphs 074 and 075 (Reference ID: 18b-074 (&075) -20140306 of the PPG provides guidance as to the considerations LPA's should give to public safety in relation to waterways, docks and harbours. The site is relatively close to the River Kennet, but is too distant to overhang or obstruct a waterway, interfere with navigation or cause confusion in the interpretation of navigation lights or beacons to vessels.
- xvi. Paragraph: 078 Reference ID: 18b-078-20140306 of the PPG states that the prevention of crime is a public safety consideration and local planning authorities should consider whether granting express consent could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras. None of these impacts are envisaged in this instance.
- xvii. In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds.

xviii. Conclusion

- xix. Having regard to the material considerations and all matters raised, the Local Planning Authority considers that the balance of considerations therefore weigh in favour of granting advertisement consent subject to conditions. In addition to the standard conditions, additional conditions relate to the level of illumination and for the adverts to be displayed in the manner shown on the plans submitted.

## 11. Recommendation

Grant advertisement consent subject to conditions:

### 1. 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.

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

02\_HUNT\_02C Proposed Plan ADV  
03\_HUNT\_03B Proposed Elevation  
Fascia V2.1 Rev B Fascia Details

As all received on 04/10/2024

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.

3. The maximum luminance from the internally illuminated advertisements displayed (1 on the north elevation and 1 on the east elevation) shall not exceed 350 cd/m<sup>2</sup> 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.

Informatives:

1. Your attention is drawn to the terms and conditions of this consent. Any advertisement displayed which differs materially from the approved plans and details, or does not comply with any condition(s) attached to the consent may result in the Council taking action to remedy the breach of advertisement control. If you are in any doubt please contact the Council.

2. The decision to grant consent follows the positive and proactive consideration of the application, including issuing the decision within the statutory time period.