

DELEGATED APPLICATION REPORT

Ward: Katesgrove

App Ref: PL/24/1345 Consent to display an advertisement

Address: 70-72 Whitley Street, Reading, RG2 0EQ

Proposal: Replacement of internally illuminated D48 poster with digital display

Applicant: Wildstone Estates Limited

Received date: 08/10/2024

Target Decision date: 10/12/2024

Case Officer: Gary Miles

1. SITE DESCRIPTION

The application site is located at 70-72 Whitley Street, Reading. The existing billboard is attached to the gable end of a building formerly a Public House known as The Wellington Arms. The property is currently occupied by a grocery store trading as Turkish Halal Food Centre. The area surrounding the application site is made up of retail and residential. The site is adjacent to a busy highway, a carpark with recycling facilities and a roadside environment with an actively used cycle lane facility. Two busy traffic signal-controlled pedestrian crossings are located to the east and to the north of the application site.

Site visit date: 14th November 2024



View from Whitley Street southwards towards application site.



View from bus stop, looking south towards application site.



Google Maps Street view looking from The Mount south towards application site (image dated 2009)

2. PROPOSAL AND SUPPORTING INFORMATION

The proposal seeks to convert an internally illuminated hoarding with a modern internally illuminated digital advertisement (D-Poster) on the gable end of 70-72 Whitley Street which will display multiple static advertisements on rotation. The site has hosted an internally illuminated 48-sheet display for a number of years without issue. The proposed panel has the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.1m (d) and will be positioned 4.7m above ground. The proposed poster will be of the same scale and orientation as the existing poster.

The advertisement display would be capable of displaying 6 advertising campaigns at a time, a new image will materialise every 10 seconds. (i.e. six adverts per minute). It is unclear from the supporting documents whether the advertisements would contain any movement, animation or special effects. The displays would be limited to 300 candela/sqm at night and up to 5,000 candela/sqm during daylight



hours. The proposed displays would be operated and regulated remotely.

Plans and documents considered:

Drawing no; 8020-PA-01-Site Location Plan, dated Sept 24

Drawing no. 8020-PA-02-Existing Site Plan, dated Sept 24

Drawing no: 8020-PA-03-Proposed Site Plan, dated Sept 24

Drawing no: 8020-PA-04-Existing and Proposed Elevations, dated Sept 24

Supporting documents:

Covering Letter (Wildstone Estates Limited) dated Oct 24

Appendix 1 - D-Poster

Appendix 2 - Lighting Conditions

Appendix 3 - Model Conditions

Appendix 4 - Gable End D-Poster Examples

Appendix 5 - Proposal Factsheet (Wildstone)

Received by the Local Planning Authority 8th October 2024

3. RELEVANT PLANNING HISTORY

PL/24/0167 - Non-material amendment to condition 6 of application 181351 (Change of use for ground floor commercial unit from use class A4 to A1) – Adjust hours of opening to 6am-11pm Monday to Sunday – Withdrawn March 2024

PL/18/1351 - Change of use for ground floor commercial unit from use class A4 to A1 – Granted September 2018

PL/18/1874 – Install two air conditioning condenser units at ground floor level. Cut a new WC extract grill and install new extract flue on the rear pitched roof – Granted December 2018

4. CONSULTATIONS

RBC Transport Development Control (Highway Authority) (comments received 13/11/24)

The advert would be located within close proximity to a signalised pedestrianised crossing and an access serving an adjacent parking area. In addition to this there are parking bays that are located in close proximity to the site these are extensively used and generate numerous vehicle movements. Therefore, this would be contrary to paragraphs 67 and 68 of the NPPG which states the following:

Paragraph: 067 Reference ID: 18b-067-20140306 Revision date: 06 03 2014

All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline.

Paragraph: 068 Reference ID: 18b-068-20140306 Revision date: 06 03 2014

The main types of advertisement which may cause danger to road users are:

(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;

(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;

ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals;

iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; or

iv. which are subject to frequent changes of the display;

It is the Highway Authority's view that any additional distraction in the form of elevated large scale illuminated displays are more likely to affect public safety and increase the risk of incidents within the vicinity of the site. As such, the proposed advertisements, if allowed, would be a conflict with Reading Borough Local Plan Policy TR3 and Paragraphs 067 and 068 of the National Planning Policy Guidance (NPPG).

RBC Environmental Protection (comments received 3/12/24)

Light – external / floodlighting

I am concerned about the proposed illuminated screens resulting in loss of amenity to nearby residents. Insufficient information has been provided in order for me to assess whether the proposed lighting scheme is likely to adversely impact on nearby residents. I would need site specific information including angles of view of the screens, distances, isolux plan etc. to show that glare and light spill will be acceptable. The application should be refused until more details have been submitted; this information should include a layout plan with beam orientation and a schedule of equipment in the design (luminaire type; mounting height; aiming angles and luminaire profiles) and an isolux contour map to show light spill levels (down to 2 lux if operating between 23:00 and 07:00, or down to 10 lux if operating only between 07:00 and 23:00). The plans should show neighbouring buildings so that the predicted impact on them can be assessed. The applicants should demonstrate that light levels will not exceed the relevant guidance lux levels. The application as it stands is not supported.

The following addresses were consulted by letter:

9 Whitley Street, READING, RG2 0EG
31 Whitley Street, READING, RG2 0EG
4 Spring Terrace, READING, RG2 0BD
5 Spring Terrace, READING, RG2 0BD
3 Spring Terrace, READING, RG2 0BD
13 Whitley Street, READING, RG2 0EG
47 Whitley Street, READING, RG2 0EG
49 Whitley Street, READING, RG2 0EG
15 Whitley Street, READING, RG2 0EG
7 Spring Terrace, READING, RG2 0BD
51 Whitley Street, READING, RG2 0EG
1 Spring Terrace, READING, RG2 0BD



4 Highgrove Street, READING, RG1 5EN
The Pheasant Ph, 225 Southampton Street, READING, RG1 2RB
19 Whitley Street, READING, RG2 0EG
35 Whitley Street, READING, RG2 0EG
6 Spring Terrace, READING, RG2 0BD
37 Whitley Street, READING, RG2 0EG
21 Whitley Street, READING, RG2 0EG
41 Whitley Street, READING, RG2 0EG
23 Whitley Street, READING, RG2 0EG
23-25 Whitley Street, READING, RG2 0EG
6 Highgrove Street, READING, RG1 5EN
29 Whitley Street, READING, RG2 0EG
39 Whitley Street, READING, RG2 0EG
Whitley Street Post Office, 17 Whitley Street, READING, RG2 0EG
3 Whitley Street, READING, RG2 0EG
2 Spring Terrace, READING, RG2 0BD
27 Whitley Street, READING, RG2 0EG
45 Whitley Street, READING, RG2 0EG
5 Whitley Street, READING, RG2 0EG
1 Whitley Street, READING, RG2 0EG
8 Highgrove Street, READING, RG1 5EN
7 Whitley Street, READING, RG2 0EG
21a Whitley Street, READING, RG2 0EG
11 Whitley Street, READING, RG2 0EG
11a Whitley Street, READING, RG2 0EG
72a Highgrove Street, READING, RG1 5EN
13a Whitley Street, READING, RG2 0EG
19a Whitley Street, READING, RG2 0EG
7a Whitley Street, READING, RG2 0EG
Maisonette, 33 Whitley Street, READING, RG2 0EG
A N A Oriental Supermarket, 33 Whitley Street, READING, RG2 0EG
Maisonette, 2 Highgrove Street, READING, RG1 5EN
Maisonette, 49 Whitley Street, READING, RG2 0EG
Flat A, 1 Whitley Street, READING, RG2 0EG
Flat B, 1 Whitley Street, READING, RG2 0EG
Ground Floor Flat, 9 Whitley Street, READING, RG2 0EG
Ground Floor Flat, 51 Whitley Street, READING, RG2 0EG
The Flat, 3 Whitley Street, READING, RG2 0EG
Wok On Wheels, 2 Highgrove Street READING RG1 5EN
Flat A, 43 Whitley Street, READING, RG2 0EG
Flat B, 43 Whitley Street, READING, RG2 0EG
Flat C, 43 Whitley Street, READING, RG2 0EG
Flat 1, 17a Whitley Street, READING, RG2 0EG
Flat 2, 17a Whitley Street, READING, RG2 0EG
Flat 3, 17a Whitley Street, READING, RG2 0EG
Flat 1, 29a Whitley Street, READING, RG2 0EG
Flat 2, 29a Whitley Street, READING, RG2 0EG
Flat 3, 29a Whitley Street, READING, RG2 0EG
Flat 23-25 Whitley Street, READING, RG2 0EG
10 Highgrove Street, READING, RG1 5EN
53 Whitley Street, READING, RG2 0EG
53a Whitley Street, READING, RG2 0EG
Flat 1, 72 Whitley Street, READING, RG2 0EG

Flat 2, 72 Whitley Street, READING, RG2 0EQ
Flat 3, 72 Whitley Street, READING, RG2 0EQ
Flat 4, 72 Whitley Street, READING, RG2 0EQ
Flat 5, 72 Whitley Street, READING, RG2 0EQ
Flat 6, 72 Whitley Street, READING, RG2 0EQ
Flat 7, 72 Whitley Street, READING, RG2 0EQ
Flat 8, 72 Whitley Street, READING, RG2 0EQ
Flat 9, 72 Whitley Street, READING, RG2 0EQ
Flat 10, 72 Whitley Street, READING, RG2 0EQ

No letters of representation have been received.

5. 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.

6. 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. 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
National Planning Practice Guidance

Reading Borough Local Plan (2019)

CC7 (Design and the Public Realm)
CC8 (Safeguarding Amenity)
OU4 (Advertisements)
TR3 (Access, Traffic & Highway-Related Matters)

7. APPRAISAL

Visual Amenity

It is considered that the size and prominent location of the proposed illuminated hoarding with a modern internally illuminated digital advertisement (D-Poster) on the gable end of 70-72 Whitley Street would appear as an unattractive and prominent feature which would have a visual dominance in the street scene, harmful to the visual amenity of the area. The proposal would exacerbate an undesirable proliferation of visual clutter at this location.

The siting and elevated positioning of the large-scale undesirable illuminated hoarding feature is considered to adversely impact the amenity of nearby residents located in Whitley Street, Southampton Street, The Mount, and Spring Terrace, where the nearest residential properties are located less than 12m from the application site and the proposed illuminated digital advertisement.

The proposal is contrary to Policy OU4 (Advertisements) and Policy CC7 (Design and the Public Realm) and Policy CC8 (Safeguarding Amenity) of the Reading Local Plan 2019.

Public Safety

The siting and illuminated digital advertisement (D-Poster) on the gable end of 70-72 Whitley Street which will display multiple static advertisements on rotation adjacent to a busy classified A road near to 2 no. signalised pedestrianised crossings, an access serving an adjacent parking area and a roadside environment would distract drivers in a location where there is conflicting vehicle movement and high flows of traffic. This could result in sudden and unpredictable vehicle movements, increasing the risk of collisions with other vehicles or pedestrians.

The proposal conflict with policy TR3 of the Reading Local Plan 2019 and Policies DM12 (Access, Traffic and Highway-Related Matters) and DM22 (Advertisements) of the Sites and Detailed Policies Document 2012 (altered 2015) and Paragraphs 067 and 068 of the National Planning Policy Guidance (NPPG).

8. CONCLUSION

Having considered the proposals, and taking all of the information from consultees, officers consider that the proposed siting of the illuminated hoarding with a modern internally illuminated digital advertisement (D-Poster) on the gable end of 70-72 Whitley Street adjacent to a busy classified A road 2 no. signalised pedestrianised crossings, an access serving an adjacent parking area and a roadside environment would be harmful in terms of Highway safety. In addition, the proposals would result in harm to visual amenity.

Overall, it is considered that the proposal at this site would harm the interests of visual amenity and be harmful to public safety.

9. RECOMMENDATION

REFUSE

1. The siting of, and images displayed on, the illuminated hoarding with a modern internally illuminated digital advertisement (D-Poster) on the gable end of 70-72 Whitley Street would distract drivers in a location where there is conflicting vehicle movement and high flows of traffic. This would increase the risk of sudden and unpredictable vehicle movements, increasing the risk of collisions with other vehicles or pedestrians. This would result in harm to public safety and would be in conflict with Policies TR3 and OU4 of the Reading Borough Local Plan 2019 and Paragraph: 067 Reference ID: 18b-067- 20140306 Revision date: 06 03 2014 and Paragraph: 068 Reference ID: 18b-068- 20140306 Revision date: 06 03 2014 of National Planning Policy Guidance (NPPG).
1. The internally illuminated digital advertisement on the gable end of 70-72 Whitley Street by virtue of its large size, illumination, orientation, and elevated position, would appear as an unattractive and obtrusive feature in the street scene and would contribute towards an undesirable proliferation of visual clutter at this location. The proposed advertisements would therefore result in harm to the visual amenity, character and appearance of the area, contrary to Policies OU4 and CC7 of the Reading Borough Local Plan 2019.



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