

DELEGATED APPLICATION REPORT

Ward: Battle Ward

App Ref: PL/24/1715 Consent to display an advertisement

Address: 602 OXFORD ROAD, READING, RG30 1EG

Proposal: Internally illuminated aluminium sign frame with acrylic front and vinyl letters (retrospective)

Applicant: Mr Bhajan Singh

Received date: 23/12/2024

Target Decision date: 17/02/2025

Case Officer: Gary Miles

1. SITE DESCRIPTION

The application site consists of a Class E convenience store trading as M.K Food & Wine, located on the Oxford Road opposite the junction with Brock Gardens. The property is a terraced property, constructed of brick and render with tiled pitched roof. Residential property is directly above and directly adjacent to one side, with 'Chillem' restaurant and take-away located on the opposing side.

The application site has a small private frontage filled with a proliferation of clutter, including various items such as commercial and domestic refuse bins, floor standing signs, existing wall mounted projecting sign, delivery crates and other paraphernalia which abuts directly onto the Oxford Road - a busy public highway.

The shop currently has an existing illuminated aluminium lighting box 'M.K. Food and Wine' which is fixed to front elevation with the new 'M.K. Food & Wine' lighting box mounted directly over the top which partially shows the existing sign behind.

The property is not listed, nor located within a conservation area, the area adjacent to the application site is predominantly residential.

Site visit date: 10th January 2025



Front elevation, showing proliferation of clutter and existing shop front with new and old illuminated signs and wall mounted projecting sign.



Front elevation with site notice in-situ.

2. PROPOSAL AND SUPPORTING INFORMATION

The application consists of retrospective Advertising Consent for an internally illuminated aluminium sign frame with acrylic front and vinyl letters. The sign measures 4.1m in length by 0.76m in height and 0.17m in depth, the sign will be lit internally to a maximum 500 cd/m2.

Plans and documents considered:

Drawing: Site Location Plan, dated Dec24

Drawing: Existing Front Elevation, dated Dec 24

Drawing: Signage Detail, dated Dec 24

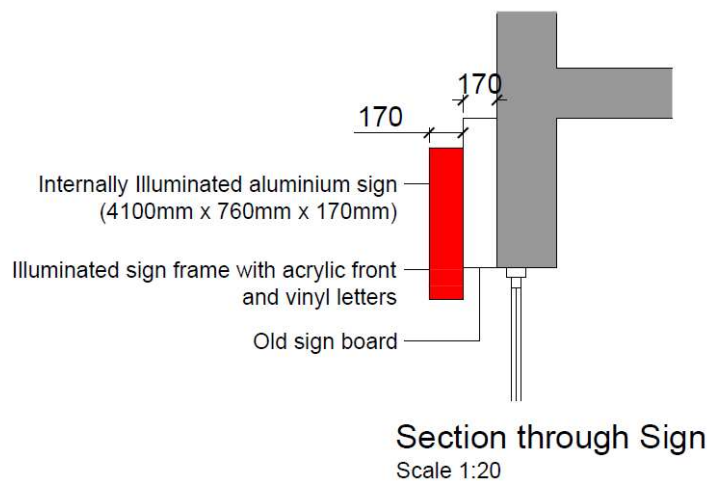
Received by the Local Planning Authority 23rd December 2024

Officers note the drawing titled “Existing Front Elevation” is not a true representation of the physical signage as installed on site that forms the retrospective application and could therefore be considered misleading.

Plans



EXISTING FRONT ELEVATION



3. RELEVANT PLANNING HISTORY

PL/01/0434 – Advertisement Consent – 1x double-sided free-standing advertising display unit - Refused 2001

PL/00/0865 - Advertisement Consent – Provision of free standing double-sided internally illuminated advertising panel – Refused 2000

PL/98/0027 - Advertisement Consent – 1x 6 sheet double sided, free standing, rear illuminated unit – Refused 1998

4. CONSULTATIONS

The following officers were consulted internally:

RBC Transport Development Control

The proposed signage is of similar size and design to the existing fascia sign however, the proposed signage will be illuminated, though the maximum luminance should be no greater than 300 cd/m².

There are no transport objections to the proposed.

A planning site notice was attached to the council street furniture (pole and sign) directly in front of the address on 10th January 2025 and left in place for a minimum of 3 weeks for the duration of the public consultation.

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)

7. APPRAISAL

Visual & Residential Amenity

The design and prominent location of the proposed internally illuminated aluminium sign frame with acrylic front and vinyl letters appears as an unattractive and prominent feature which has a visual dominance in the street scene, harmful to the visual amenity of the area. The proposal exacerbates an undesirable proliferation of visual clutter as described at this location.

The siting and positioning of the undesirable internally illuminated aluminium sign frame with acrylic front and vinyl letters, adversely impacts the residential amenity of nearby residents located in Oxford Road where the nearest adjacent residential property is located less than 1m from the application site, and less than 2m from the proposed internally illuminated aluminium sign frame with acrylic front and vinyl letters.

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.

8. CONCLUSION

Having considered the proposals, and taking all the information into account, officers consider that the retrospective application for the illuminated aluminium sign frame with acrylic front and vinyl letters attached to the front elevation of 602 Oxford Road, results in harm to visual amenity and harm to the character and appearance of the streetscene.

9. RECOMMENDATION

REFUSE

1. The siting of the illuminated aluminium sign frame with acrylic front and vinyl letters located on the front elevation of 602 Oxford Road by virtue of its size, illumination, orientation, and prominent position, appears as an unattractive and obtrusive feature in the street scene and contributes towards an undesirable proliferation of visual clutter at this location. The proposal is harmful to the character and appearance of the area, contrary to Policies OU4 and CC7 of the Reading Borough Local Plan 2019.
2. The siting of the illuminated aluminium sign frame with acrylic front and vinyl letters located on the front elevation of 602 Oxford Road by virtue of its illumination and prominent positioning adjacent to residential properties, appears as an unattractive and intrusive feature at this location. The proposal is harmful to residential amenity, contrary to Policies OU4 and CC8 of the Reading Borough Local Plan 2019.