

DELEGATED APPLICATION REPORT FOR CONSENT TO DISPLAY AN ADVERTISEMENT

App Ref: PL/25/0094

Address: 251, A33 Relief Road Reading RG2 0RR

Proposals: 1 x non-illuminated fascia signs and 3 x externally illuminated wall mounted signs

Case Officer: Mishga Marshall

Date received (valid from): 21/01/2025

Target Decision date: 18/03/2025

SITE DESCRIPTION

The application site relates to an existing self-storage facility located on the east side of the A33, formally housing 'Lock'n Store' and now 'Shurgard'. Bounding the site to the north, west and south is a dense strip of vegetation and trees that follows Holy Brook.

PROPOSAL AND SUPPORTING INFORMATION

Advertisement consent is sought for 1 x non-illuminated fascia signs and 3 x externally illuminated wall mounted signs. The adverts comprise:

Advert 1 - An externally illuminated signs, comprising 3mm thick aluminium composite letters finished in White matt (Ral 9003) annotating "SHURGARD SELF-STORAGE" on the north elevation of the building. The lettering is to be illuminated via inward facing linear LED bar lights from above, to 400 Lumens, and 30 Lux minimum at ground level, colour index 4000K.

Size: 11000mm X 2460mm- Letter Height: 1350mm "SHURGARD" - 550mm "SELF STORAGE"

Advert 2 -Two externally illuminated signs, comprising 3mm thick aluminium composite letters finished in White matt (Ral 9003) annotating "SHURGARD SELF-STORAGE" on the east and south elevations of the building. The lettering is to be illuminated via inward facing linear LED bar lights from above, to 400 Lumens, and 30 Lux minimum at ground level, colour index 4000K.

Size: 15970mm X 3580mm- Letter Height: 1950mm "SHURGARD" - 800mm "SELF STORAGE" 3

Advert 3 - A non-illuminated illuminated fascia sign in powdercoated Red (RAL 3020) with 200mm White lettering annotating "SHOP" on the south elevation of the building.

Size: 2000mm X 380mm - The illuminated signage would be a combination of photo-cell and time switch so the signs are on when dark and off during daylight, but always off between 00.00 - 05.00.

Whilst the plans show some-cladding of the building with red panels, this is not included in the proposal's description as part of this application for advertisement consent.

The proposals are to align this store with Shurgard's current brand and marketing strategy.

PLANNING CONSTRAINTS

- Air Quality Management Area
- Area of Biodiversity Value
- Classified Highway Network

SITE VISIT

Site visit date: 31/01/2025

PLANS AND DOCUMENTS CONSIDERED RECIEVED [20/12/2024 & 23/01/2025]

E1781-READ-S-LOC Rev 3 Location Plan 14/01/25

E1781- READ-S- BLK Rev 3 Block Plan & Sign Identity Key 14/01/25

E1781-READ-S-STH Rev 3 South Elevation - Existing & Proposed 14/01/25

E1781-READ-S-NTH Rev 3 North Elevation - Existing & Proposed 14/01/25

E1781-READ-S-EST Rev 3 East Elevation - Existing & Proposed 14/01/25

E1781-READ-S-WST Rev 3 West Elevation - Existing & Proposed 14/01/25

RELEVANT PLANNING HISTORY

PL/08/1138 - Erection of class B8 self storage depot - Approved

PL/09/1020 - Discharge of condition 12 of planning consent 08/01446/FUL - Condition Discharged

PL/10/1473 - Discharge of condition 4 of planning permission 08/01446/FUL - Condition Discharged

PL/11/0545 - Extension of time application relating to planning permission 08/01446/FUL for the erection of a class B8 self storage depot. - Approved

PL/13/0779 - Discharge of Condition 2 (Amended elevational drawings) of planning permission 11/01036/EXT. - Withdrawn

PL/13/0899 - REQUEST TO DISCHARGE CONDITIONS 3 (MATERIALS), 4 (ARCHAEOLOGY), 7 (CYCLE STORAGE), 8 (CONSTRUCTION METHOD STATEMENT), 12 (CONTAMINATION REPORT), 13 (CONTAMINATION REMEDIATION), 16 (BREEAM), 20 (SURFACE WATER DRAINAGE), 21 (EXTERNAL LIGHTING), 24 (BOUNDARY TREATMENT), 26 (FLOODING), 27 (FLOOD MANAGEMENT) AND 28 (PILING) OF PLANNING PERMISSION 11/01036/EXT. - Conditioned Discharged

PL/13/1092 - Non material amendment to planning permission 11/01036/EXT for the introduction of horizontal bands of glazing cladding in the North and East elevation above ground floor level and reconfiguration of parking and pedestrian path. - Agree

PL/13/1111 - Discharge of conditions 18, 19, and 22 of planning permission 11/01036/EXT. - Condition Discharged

PL/13/1505 - Erection of class B8 self storage depot as permitted by planning permission 08/01446/FUL (and as extended by 11/01036/EXT and amended by 131092/NMC) but without complying with Condition 2 (Amended Elevation Drawings). - Approved

PL/14/1178 - Erection of 10 illuminated and non-illuminated fascia signs. - Approved

PL/99/2104 - Erection of modular building to be used as an office in association with the use of the site as a depot for scaffolding contracting and the hire and sale of builders equipment - Approved

PL/25/0095 - Application for Approval of Details Reserved by Condition 3 (Samples of Materials) as outlined in application reference PL/13/1505, granted permission 04/12/2013. - Pending Consideration

CONSULTATION

Site Notice Erected: 31/01/2025

No objections received.

Internal Consultations:

RBC Transport: The proposed illumination levels is 250 cd/m which is acceptable. AD1 ADVERT LUMINANCE Condition requested.

RBC CCTV: No objection, given the illumination levels do not interfere with cameras.

Thames Valley Police: No response.

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

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.

The following local and national planning policies and guidance are relevant to this application:

National Policy

National Planning Policy Framework 2024

National Planning Practice Guidance 2014 onwards

Reading Borough Local Plan 2019

CC7: Design and the Public Realm

OU4: Advertisements

TR3: Access, Traffic and Highway-Related Matters

Appraisal:

Design Considerations

Policy CC7 states that all development must be of high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located.

Policy OU4 states that 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.

The proposed signage would include 1 x non-illuminated fascia signs and 3 x externally illuminated wall mounted signs. The proposed fascia would replace the existing and the letters would be larger than what is currently present. It would have externally illuminated letter on the northern elevation of the site. As well as two larger externally illuminated signs of similar design on the east and south elevations of the site.

Whilst the signage would be relatively large, it is not considered to overwhelm or overly dominate to an unacceptable degree and is considered acceptably in the context of the building and its location along the A33. These signs are not considered to be obtrusive. The material and colour is not considered to be harmful over and above the current context and it is not considered to result in such significant material harm to the character and appearance of the area or street scene to warrant a refusal.

The proposed illumination level are 250cd/m² with 30 Lux minimum at ground level. In view of Policy OU4 (Advertisements), the site is considered to be within Zone E3: Medium district brightness areas (e.g. district and local centres and urban areas) which restricts illumination levels to 300 cd/m². As such it is considered this should be conditioned to this effect to protect visual amenity and avoid excessive glare. No windows or existing signs would be obstructed

Given the above, the proposal is considered to be acceptable in design terms in accordance with Policies CC7 and OU4 of the Reading Borough Local Plan 2019.

Highways / Access

Policy TR3 states that in determining proposals involving a new or altered access onto the transport network, improvement works to the transport network, the creation of new transport infrastructure or the generation of additional trips on the transport network, consideration will be given to the effect on safety, congestion and the environment.

The proposed adverts are not considered to obscure sightlines and/or distract passersby, they would also be within the constraints of illumination levels as restricts by policy OU4. The applicant has also highlighted that the illuminated signage would be a combination of photo-cell and time switch so the signs are on when dark and off during daylight, but always off between 00.00 - 05.00.

Given the above, the proposal is considered to be acceptable in access and highways terms in accordance with Policies TR3 and OU4 of the Reading Borough Local Plan 2019.

Public Safety

The site is located along the A33, mostly surrounded by vegetation obscuring three elevations. However, the site is in direct view on a multistorey residential development to the east, which is separated by the A33. Whilst visible, the fascia signage is not considered to cause obstruction or distraction to road/footway/cycle users. As part of this assessment the Transport Officer

was consulted, they advised that there would be no objections subject to conditions controlling luminance levels. Furthermore, RBC CCTV stated no objection subject to the illuminations levels being low enough to not interfere with cameras. It is not considered the proposed adverts would interfere with cameras and/or restrict public safety measures.

As such the proposal is considered to be acceptable in public safety terms in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

RECOMMENDATION

The development has been assessed and the works are considered to be in accordance with the above relevant policies and Advertisement Consent can be granted.