

DELEGATED APPLICATION REPORT FOR CONSENT TO DISPLAY AN ADVERTISEMENT

App Ref: PL/25/0152

Address: 83 BROAD STREET, READING, RG1 2AP

Proposals: Install new internally illuminated projecting sign, new foot locker signage on rails, installation of new UK decals to windows, install new double side internally illuminated hanging striper to LHS window entrance.

Case Officer: Mishga Marshall

Date received (valid from): 29/01/2025

Target Decision date: 26/03/2025

Agreed EOT Decision date: 10/04/2025

SITE DESCRIPTION

The application site is a commercial unit at ground floor and basement levels only, within the Board Street High Street. The building is not listed nor in a conservation area. The surrounding area is commercial, no trees will be affected by the proposed development.

PROPOSAL AND SUPPORTING INFORMATION

Advertisement consent is sought for comprises:

New 'Foot Locker' Signage on rails - internally illuminated white LED letters, with a stainless-steel outline 4mm thick and built-up returns RAL 9005 (jet black). Max illumination levels shall be secured by condition.

New 'Foot Locker' decals - 2No. 3m frosted crystal reverse cut 'footlocker.co.uk' vinyl text applied onto the inside face of glazing.

Internal striper - 5mm black and white faces fixed with clear adhesive. Stainless steel outline 4mm thick and built-up returns black RAL 9011.

Projecting sign - 1000 x 450mm internally illuminated LED projecting sign. 10mm clear px step inlaid logo (polished edges) with 5mm opal 050 px backing panel fixed in place. 2mm aluminium panels in black RAL 9011 outside and white inside. Shroud to be in black RAL 9005

Existing ALU to be retained - installation of new digital screen Samsung QM75R. max illumination levels shall be secured by condition.

PLANNING CONSTRAINTS

- Air Quality Management Area
- Area of Archaeological Potential
- Central Core
- Existing Active Frontage

SITE VISIT

Site visit date: 12/02/2025

PLANS AND DOCUMENTS

- P00 Location plan 27/01/2025
- P01 Block plan 27/01/2025
- P02 REV 1 Existing elevations 31/01/2025

Received by the LPA 3 February 2025

- P03 REV 2 Proposed shopfront 05/03/2025

Received by the LPA 6 March 2025

RELEVANT PLANNING HISTORY

PL/17/1571 - Erection of rear extension to enclose existing external staircase and associated works. - approved

PL/17/1602 - Replacement fascia signage, projecting signage, decals - approved

PL/17/1603 - Replacement shopfront and installation of 2 x shutters - approved

PL/05/0286 - Retrospective application for new fascia sign - approved

PL/01/1007 - New aluminum shopfront - approved

PL/01/1438 - Illuminated fascia letters and non-illuminated projecting sign - approved

CONSULTATION

Site Notice Initiated: 07/03/2025

No public letters of representation received.

Internal Consultations:

RBC Transport: No Objection Luminance condition requested.

RBC CCTV: Requested for the turning off of the advertising when the store is closed.

Thames Valley Policy: Requesting a stipulation be entered that they turn off the illuminated sign when they close each evening.

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

EN1: Protection and Enhancement of the Historic Environment

EN3: Enhancement of Conservation Areas

OU4: Advertisements

OU5: Shopfronts and Cash Machines

TR3: Access, Traffic and Highway-Related Matters

SPD Design Guide for Shopfronts Adopted January 2022

OFFICER ASSESSMENT:

Design Considerations

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 new fascia signage and projecting sign is not considered to be obtrusive in terms of material and colour. The fascia signage would sit comfortably and would not appear disproportionate or incongruous. There is a mix of signage within the area, and it is not considered to be so out of place to significantly harm the character of the street scene. Additionally, the fascia lettering would not be excessive in size and would be individually affixed to the fascia which is appropriate. The projecting sign content would be fairly simple. A condition is proposed to state that no part of the signs shall be illuminated other than individual lettering as well as one to control level of illumination.

In relation to the proposed digital screen signage, it is evident that there are many examples of similar examples in and around the proposal site, such as those opposite the unit, at 73-74 Broad Street (KFC), 72 Broad Street (No1 Currency Exchange) and 201 Broad Street (Metro Bank), as well as those on the neighbouring street 2 St Mary's Butts (Headmasters). With this in mind and given the positioning of the proposed digital unit behind unit window, in this instance the proposed is considered to be acceptable; however illuminations level shall be conditions for visual amenity and public safety.

Given the above, the proposal is considered to be acceptable in design terms in accordance with Policies CC7, EN3 and OU4 of the Reading Borough Local Plan 2019.

Public Safety

Whilst visible, the fascia signage is not considered to cause obstruction or distraction to road/footway/cycle users. Transport Officers were consulted, and a request for illumination level condition requested, as such, a condition controlling luminance levels will be included for ongoing public safety. In conclusion, the proposal is considered to be acceptable in public safety terms in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

Conclusion

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. The signage is not considered to have a detrimental impact on amenity or public safety.