

DELEGATED APPLICATION REPORT

Ward: Abbey Ward

App Ref: PL/25/0359 Consent to display an advertisement

Address: Unit 1, 4-6, Broad Street, Reading, RG1 2BH

Proposal: New tiled white 200x200mm fascia panel within grey powder coated frame. 1no internally illuminated Red 'TORTILLA' letters, and non illumination 'Burritos and Tacos' tag line. 1no new red internally illuminated projecting sign with white logo and tagline text

Applicant: Mr Jon Ransom

Received date: 06/03/2025

Target Decision date: Originally 01/05/2025; EOT agreed until 18 June 2025.

Case Officer: James Schofield

1. SITE DESCRIPTION AND CONTEXT

The site to which this application relates to restaurant on Broad Street. The building is 4 storeys and appears to be late 19th to early 20th century. The proposal site is within the Market Place/London Street Conservation area and is next to a Grade II Listed Building (1154597) but is not listed itself. The site is within an area of archaeological potential.

Site Visit: 30/04/2025



2. PROPOSAL

New tiled white 200x200mm fascia panel within grey powder coated frame. 1 no internally illuminated Red 'TORTILLA' letters, and nonilluminated 'Burritos and Tacos' tag line. 1 no new red internally illuminated projecting sign with white logo and tagline text

The agent supplied the following plans, photographs and information:

Location Plan

Drawing No. J002469_A4_00 Proposed Shopfront **Superseded**

Drawing No. J002469_A1_01 Existing Shopfront

Received 6th March 2025

Drawing No. J002469_A4_00 Proposed Shopfront

Received 10th of June 2025

3. CONSULTTEES

The following were consulted:

- Transport Development Control
 - Illumination condition suggested limiting level to 600 cd/m².
- Heritage
 - No objection.
- Thames Valley Police
 - Thames Valley Police indicated that illumination could lead to impairing the usefulness of CCTV cameras at night. They raised the point that this is a high footfall area and the cameras which could be affected are very important for their work in keeping the public safe. They also made the point that provided the level of illumination is limited, there should be no detrimental effect on the functioning of these cameras.

EXTERNAL

A site notice was displayed 30th of April 2025 receiving no comment.

4. RELEVANT PLANNING HISTORY

Ref: PL/20/0155

Description: 1 Fascia sign and 1 projecting sign.

Decision: 27/03/2020, Approve with conditions.

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. The Development Plan for Reading relevant to the application site comprises the *Reading Borough Local Plan (2019)*.

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 Development Framework (LDF) (Core Strategy and Sites and Detailed Policies Document) 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

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.

Relevant Policies

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
- TR3 Access, Traffic and Highway-Related Matters

Guidance and other Documents

Design Guide for Shopfronts
Market Place/London Street Conservation Area Appraisal

7. APPRAISAL

The main issues to be considered are:

8.1 Public Safety

The proposed signage is located in a position that would not cause a physical obstruction to members of the public using the highway - as the fascia and lighting are not near a public highway or within typical head height. The signs are proposed to be internally illuminated.

However, because internally illuminated signage can harm the effectiveness of the CCTV network, and this is a priority area. It is important to limit the level of illumination further than the 600 cd/m² suggested by the Transport Officer. It is the view of the Planning Officer that due to the proximity to an important camera in the CCTV network, the level of illumination should be limited to no more than 200 cd/m² to ensure the effectiveness of the cameras in the interest of public safety.

Overall, the proposals are considered to accord with Policy TR3, provided a condition is included requiring that illumination does not exceed 200 cd/m².

8.2 Historic interest

Further to the consultation response received from the RBC Heritage Consultant, amended plans specifying the details of the signage were requested and received by the Planning Officer. The final design and materials to be used in the advertisement are sufficiently sympathetic to the wider historic context of this part of Broad Street.

As such, no harm to nearby listed buildings or the conversation area is deemed likely to result from the proposal. As such, the proposed advertisements fail to accord with Policies CC7, EN1, EN3 or OU4.

8. RECOMMENDATION

GRANT

9. CONDITIONS

1. A1 Standard advert
2. AD2 Approved Plans
3. AD1 Advert luminance