

DELEGATED APPLICATION REPORT FOR CONSENT TO DISPLAY AN ADVERTISEMENT

App Ref: PL/25/0679

Ward: Whitley Ward

Address: UNIT 2B, READING GATE RETAIL PARK, READING, RG2 0QG

Proposals: Four individual letters, internally illuminated, to be displayed above the front entrance of the store

Case Officer: Mishga Marshall

Date received (valid from): 07/05/2025

Target Decision date: 02/07/2025

SITE DESCRIPTION

The application site relates to a commercial unit at Reading Gate Retail Park. The unit previously housed 'Carpet Right Floor & Beds', to now be used to house 'NEXT'.

PROPOSAL AND SUPPORTING INFORMATION

Advertisement consent is sought for four individual letters, internally illuminated, to be displayed above the front entrance of the store. The signage would comprise of white faced foamboard with opal acrylic letters on existing grey background, internally illuminated 330 cd/m².

PLANNING CONSTRAINTS

- Flood Zones 2 & 3
- Contaminated Land
- Air Quality Management Area
- RBC Borough Boundary

SITE VISIT

Site visit date: 16/05/2025

PLANS AND DOCUMENTS CONSIDERED RECIEVED [07/05/2025]

- Application Form detailing Fascia Sign
- p4f/uk/1249809/1677567 Next Reading Gate Advert Location map 11250 dated 07 May 2025
- Existing Signage
- DJ-0525-027 Front Elevation (New Advert Drawings) 02/05/2025

RELEVANT PLANNING HISTORY

PL/25/0171 - Insertion of mezzanine floor and external alterations to front and rear elevations - Approved with Conditions

PL/24/1628 - Creation of 924 sq. m of additional floor space at mezzanine level and alterations to the shopfront. - Pre Application

PL/00/1004 - Installation of one internally illuminated fascia and 6 poster box signs to front elevation, and non-illuminated sign at the 'goods-in' area at rear of building; 4 panel signs attached to existing free-standing sign. - Refused

PL/00/0479 - Alterations to shopfront of existing unit - Approved

CONSULTATION

Internal & External Consultations:

RBC Transport: No Objection but 300cd/m² max luminance condition advised.

RBC CCTV: No Comment.

Thames Valley CCTV: No Comment

Thames Valley Police: No Comment.

No neighbour notifications were undertaken as part of these applications and no comments have been received.

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

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 is not considered to be an obtrusive feature on the building or result in harm to character and appearance of the wider street scene which is predominantly commercial/industrial. The material and colour are not considered to be harmful. No windows or existing signs would be obstructed. RBC Transport advised that the advert not pass 300cd/m² max luminance, this will be conditioned.

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.

Public Safety

Whilst visible, the fascia signage is not considered to cause obstruction or distraction to road/footway/cycle users. 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.