

DELEGATED OFFICER REPORT

Ward: Church Ward

App ref: PL/25/1483

Address: The Sportsman PH, 201 Shinfield Road, Reading, RG2 7DS

Proposal: Advertisement consent for the Installation of replacement signs to include, New pictorial panel and amenity boards to existing post, 1x name board, 2x amenity boards, 1x wall mounted corex sign, 2x double sided post mounted corex signs, 1x fascia sign, 1x welcome sign.

Case Officer: Louise Coveney-Fuller

Agent: Mrs Gillian Shepley

Expiry Date: 12/12/2025

Application Site

The application site is a Public House and is located on Shinfield Road on a traffic light junction. It is visible from various public vantage points. The surrounding area is mixed in terms of usage consists of residential dwellings and retail units. Adverts are a common design feature within the area.

Proposal

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Relevant Planning History

None.

External Consultations

A site notice was displayed at the application site, and this remained in place for the consultation period.

No letters of representation have been received.

Internal Consultations

RBC transport – no objections subject to a luminance condition.

Legal and Planning Policy Context

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.

The following local and national planning policy and guidance are relevant as material considerations to this application insofar as they are material to visual amenity and public safety:

National Policy

National Planning Policy Framework (2024)
National Planning Practice Guidance

Reading Borough Local Plan (2019)

CC7: Design and the Public Realm
CC8: Safeguarding Amenity
OU4: Advertisements
OU5: Shopfronts and Cash Machines
TR1: Achieving the Transport Strategy
TR3: Access, Traffic and Highway-Related Matters

SPD

Design Guide for Shopfronts Adopted January 2022

Local Plan Update

The current version of the Local Plan (adopted in November 2019) turned five years old on Tuesday 5th November 2024. The Local Plan was reviewed in March 2023 and around half of the policies in the plan are considered still up to date. However, the rest need to be considered for updating to reflect changing circumstances and national policy. A consultation version of the draft updated version of the Local Plan was published on 6th November 2024.

Although there is a five-year period for carrying out a review of a plan after it is adopted, nothing in the NPPF or elsewhere says that policies automatically become “out of date” when they are five years old. It is a matter of planning judgement rather than legal fact whether a plan or policies within it are out-of-date. This will depend on whether they have been overtaken by things that have happened since the plan was adopted, either on the ground or through changes in national policy, for example.

It is considered in respect of the Local Plan policies pertinent to this application listed above that they remain in accordance with national policy and that the objectives of those policies remains very similar in the draft updated Local Plan. Therefore, they can continue to be afforded weight in the advice given below and are not considered to be ‘out of date’.

Planning Considerations

The main planning considerations in this case are considered to be:

- Impact on public safety.
- Impact on amenity

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.

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 advertisements are a combination of replacement and new signs. The signage is appropriately scaled and proportioned in relation to the host building and its surrounding context. However, to maintain an appropriate balance between visibility and visual amenity, and to reduce the overall luminance impact on the street scene, a condition will be imposed regarding the brightness of the luminance. Accordingly, the proposal complies with Policies CC7 and OU4 of the Local Plan 2019.

No objections are raised by Highways in relation to the proposed adverts subject to a condition requiring the illumination levels by limited to 600cd/m². As such, the proposal complies with Policy TR3 of the Local Plan 2019.

Conclusion

It is recommended that advertisement consent be granted subject to conditions be detailed on the decision notice.