

Item No.	Application No. and Parish	Statutory Target Date	Proposal, Location, Applicant
(2)	20/01327/ADV Newbury Town Council	12 August 2020 <sup>1</sup>	Installation of associated signage comprising 1no. externally illuminated fascia sign and 1no. externally illuminated projecting sign.  11 - 13 Market Place, Newbury RG14 5AA  Cashino Gaming Ltd
<sup>1</sup> Extension of time agreed with applicant until 16 November 2020			

The application can be viewed on the Council's website at the following link:  
<http://planning.westberks.gov.uk/rpp/index.asp?caseref=20/01327/ADV>

**Recommendation Summary:** To **DELEGATE** to the Head of Development & Planning to **GRANT** ADVERTISEMENT CONSENT subject to Conditions.

**Ward Member(s):** Councillor Martha Vickers  
Councillor Andy Moore

**Reason for Committee Determination:** This application is related to 20.01326/FUL planning application which has 10 or more objections and a petition of objection of at least 20 signatures to a recommendation determination of Approval.

**Committee Site Visit:** Owing to social distancing restrictions, the option of a committee site visit is not available. Instead, a collection of photographs is available to view at the above link

#### Contact Officer Details

**Name:** Jeffrey Ng  
**Job Title:** Planning Officer  
**Tel No:** (01635) 519111  
**Email:** jeffrey.ng1@westberks.gov.uk

## 1. Introduction

- 1.1 This is an advertisement consent application for the installation of 1no. externally illuminated fascia sign and 1no. externally illuminated projecting sign at 11-13 Market Place, Newbury. This signage is associated with the proposed change of use of the premises sought under application 20/01326/FUL which is item 1 on this agenda.

## 2. Planning History

- 2.1 The table below outlines the relevant planning history of the application site.

Application	Proposal	Decision
13/01498/ADV	New externally illuminated fascia sign and an externally illuminated projecting sign.	Approved

## 3. Procedural Matters

- 3.1 A separate consent process within the planning system controls the display of advertisements. The only issues that can be considered when determining such applications is their effect on amenity and public safety, so the regime is lighter touch than the system for obtaining planning permission for other forms of development. The cumulative impact of advertisements in a specific area may be taken into account when amenity is being considered.
- 3.2 This item has been brought to committee because the advertisements are mentioned in the description of the associated planning application which gathered a significant number of objections. It is possible that interested parties may not have realised that separate comments should have been submitted in respect of this application.
- 3.3 All advertisements are subject to standard conditions in Schedule 2 of the Advertisement Regulations. All advertisements must comply with any other relevant statutory provisions (e.g. listed building consent, where necessary).

## 4. Consultation

### ***Statutory and non-statutory consultation***

- 4.1 The table below summarises the consultation responses received during the consideration of the application. The full responses may be viewed with the application documents on the Council's website, using the link at the start of this report.

<b>Newbury Town Council</b>	The Council has raised objection as the proposal Members feel that it is not in keeping with the aspirations of the Market Place and the future progression of the atmosphere in the Market Place.
<b>WBC Highways</b>	No comments to make.

<b>WBC Conservation</b>	No objection.
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### ***Public representations***

4.2 No representations have been received.

## **5. Planning Policy**

5.1 Planning law requires that applications for planning permission be determined in accordance with the development plan, unless material considerations indicate otherwise. In the case of applications of advertisement consent only those policies which relate to amenity and public safety fall to be considered. The following policies of the statutory development plan are relevant to the consideration of this application.

- Policies ADPP1, ADPP2, CS13, CS14 of the West Berkshire Core Strategy 2006-2026 (WBCS).

5.2 The following material considerations are relevant to the consideration of this application:

- National Planning Policy Framework (NPPF)
- Planning Practice Guidance (PPG)
- Outdoor advertisements and signs: a guide for advertisers (2007)
- WBC Quality Design SPD (2006)
- Newbury Town Council Design Statement (2017)
- Shopfronts and Signs SPG (West Berkshire Council, July 2003)

## **6. Appraisal**

### ***Public Safety***

6.1 Paragraph 067<sup>1</sup> of the Planning Practice Guidance All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline.

6.2 Highways has made no comments to the proposal. It is not considered that the proposal would not have any adverse impact on public safety.

### ***Amenity***

6.3 "Amenity" is not defined exhaustively in the Regulations. It includes aural and visual amenity (Regulation 2(1)) and factors relevant to amenity to include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (Regulation 3(2)(a)). It is, however, a matter of

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<sup>1</sup> Reference ID: 18b-067-20140306

interpretation by the local planning authority as it applies in any particular case. In practice, “amenity” is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

- 6.4 The Conservation Officer has raised no objection to proposed signage and it is not considered that it would have an adverse impact on the character of the Newbury Conservation Area and the occupants of the surrounding buildings. The signage would be read in the context of other similar advertisements already on display in this commercial area.

## **7. Conclusion and Full Recommendation**

- 7.1 It is considered to be in accordance both national and local planning policies.
- 7.2 To delegate to the Head of Development and Planning to PERMIT ADVERTISEMENT CONSENT APPLICATION subject to the conditions listed below.

### ***Standard Advertisement Consent Conditions***

1	Any advertisements displayed, and any site for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.
2	Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3	Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.
4	No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5	No advertisement shall be sited or displayed so as to secure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

### ***Proposed Additional Conditions***

1	<p><b>Approved Documents</b></p> <p>The development hereby permitted shall be carried out in all respects in accordance with the following plans/drawings:</p> <ul style="list-style-type: none"><li>• Drawing Ref. MP/NEW/01 Existing Floor Plans and Shopfront Elevation (Rev. A) dated 12 June 2020</li><li>• Drawing Ref. MP/NEW/04 Proposed Fascia Sign and Projecting Sign Details (Rev. D) dated 30 September 2020</li><li>• Drawing Ref. MP/NEW/06a Block Plan dated 12 June 2020</li></ul>
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	Reason: To ensure that the development is carried out in accordance with the submitted details and to enable the Local Planning Authority to control the development and monitor the site to ensure compliance with the planning permission.
2	<p><b>Materials as specified</b></p> <p>The materials to be used in the development hereby permitted shall be as specified on the plans and/or the application forms.</p> <p>Reason: To ensure that the external materials are visually attractive and respond to local character. This condition is imposed in accordance with the National Planning Policy Framework 2019 , Policy CS14 of the West Berkshire Core Strategy (2006-2026), Supplementary Planning Document Quality Design (June 2006) and Supplementary Planning Guidance 04/2 House Extensions (July 2004).</p>

### ***Informatives***

1	In determining this application the Local Planning Authority has worked positively and proactively with the applicant by: scoping of the application and assessing the proposals against relevant Development Plan policies and the National Planning Policy Framework including its associated planning practice guidance and European Regulations. Further, the Local Planning Authority has: identified all material considerations and determined the application within the timeframe agreed with the applicant. This approach has been in accordance with the requirements of paragraph 38 of the National Planning Policy Framework 2019.
2	For further information regarding the discharge of the conditions or any other matters relating to the decision, please contact the Customer Call Centre on: 01635 519111.