

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN & COUNTY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007**

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Turley
The Pinnacle
20 Tudor Road
Reading
RG1 1NH

Application No: 200667
Application type: Advertisement Consent

Applicant: Hermes Property Unit Trust

READING BOROUGH COUNCIL as Local Planning Authority **give consent** for the display of the following advertisements:

Proposal: Erection of 2 x hanging signs, 2 x projecting sign and 2 x fascia associated with retail units at Unit 45a and 47 and Unit 45, 47, and 49

At: 45-49 Church Street Caversham Reading RG4 8BA

Subject to such conditions and for such reasons as may be attached

**OTHER STATUTORY CONSENTS MAY BE REQUIRED
PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE**

Date: 12 October 2020



Head of Planning, Development & Regulatory Services *RE*

Application At: 45-49 Church Street Caversham Reading RG4 8BA

Application No: 200667

Application type: Advertisement Consent

CONDITIONS & REASONS

1. The Standard Conditions:

- i. 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.
- ii. No advertisement shall be sited or displayed so as to:
 - a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- iii. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- iv. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- v. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The advertisements hereby consented shall ONLY be displayed in accordance with the following approved plans and documents:

26669-A-E10-001 dated 1 April 2020
26669-A-E10-002 dated 31 March 2020
26669-A-P12-001 dated 13 November 2019
26669-A-P12-002 dated 9 December 2019
26669-A-P12-102 dated 17 April 2020
Design Guide Revision A dated April 2020

REASON: In the interests of visual amenity and highway safety in accordance with Policies TR4, OU4, OU5, EN1 and EN6.

3. The maximum luminance from the advertisements hereby consented shall not exceed 600 cd/m².

REASON: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policies TR3, CC7, EN1 and EN6 and OU4 of the Reading Borough Local Plan 2019.

Date: 12 October 2020



Head of Planning, Development & Regulatory Services *RE*



Reading
Borough Council

Working better with you

INFORMATIVES

1. The local planning authority has worked positively and proactively in determining the application.

Date: 12 October 2020

Head of Planning, Development & Regulatory Services *RE*

NOTES

APPEALS TO THE SECRETARY OF STATE

If you are aggrieved by the decision of the Council to refuse consent for the proposed display of advertisements or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990 within 8 weeks of the date of this notice.

Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>.

If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.