Reading
BOROUGH COUNCIL

TOWN AND COUNTRY PLANNING ACT 1990
TOWN & COUNTY PLANNING (CONTROL OF ADVERTISEMENTS) (AMENDMENT) REGULATIONS 1994

APPLICATION FOR DISPLAY OF AN ADVERTISEMENT

To: 22 , Hanover Square
London
WIA 2BN

Application No: 03/00285/ADV/BP

Applicant: Jones Lang Lasalle

READING BOROUGH COUNCIL as local planning authority GRANT permission for the display of the following advertisements:

Proposal: A fascia sign comprising individual metal letters and a free standing directory sign situated at the entrance.

At: 173-174 Friar Street Reading

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

David Gworthy

Date: 10th June 2003

Head of Planning and Transport

Reading
BOROUGH COUNCIL

At: 173-174 Friar Street Reading

Application No: 03/00285/ADV

CONDITIONS & REASONS

1. The development shall be carried out in accordance with the drawing(s) received by the local planning authority on 19 March 2003, as clarified by the correspondence from Steve Marsh Design received on 2 June 2003 and as amended by the correspondence from Jones Lang LaSalle received on 27 May 2003, unless otherwise agreed in writing by the local planning authority. Reason: as amendments have been made to the original submission and to clarify which elements of the scheme are approved.

2. All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority. Reason: in the interests of protecting the appearance of the area.

3. Any hoarding, placard, board or other device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the satisfaction of the local planning authority. Reason: in the interests of protecting the appearance of the area.

4. 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. Reason: in the interests of amenity.

5. 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.

6. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, waterway or aerodrome (civil or military). Reason: in accordance with Regulation 13 (1) of the Town and Country Planning (Control of Advertisements) Regulations 1992.

7. NOTES RELATING TO A PERMISSION TO DISPLAY ADVERTISEMENTS

a) If the applicant is aggrieved by the decision of the local planning authority, he/she may within one month of receipt of this notice or such longer period as the Minister may allow, appeal in writing to the Secretary of State for the Environment in accordance with Regulation 15 and Schedule 4 of the Town and Country Planning (Control of Advertisements) Regulations 1992.

David Gworthy

Date: 10th June 2003

Head of Planning and Transport

Reading BOROUGH COUNCIL

b) Before any advertisement is displayed on land in pursuance of the consent hereby granted, the permission of the owner or other person entitled to grant permission must be obtained.

c) Application may be made for renewal of consent at any time within a period of six months before the expiry of this consent.

d) Any condition of consent which restricts the display of advertisements by reference to a specified time period shall override any exemption (deemed) by Class 14 of Schedule 3 of the Town and Country Planning (Control of Advertisements) Regulation 1992.

e) A person displaying an advertisement in (contravention) of the Regulations shall be liable on summary conviction of an offence under Section 224(3) of the Town and Country Planning Act 1990 (as amended by the Planning & Compensation Act 1991) to a fine not exceeding level 3 on the standard scale and, in the case of a continuing offence, one-tenth of level 3 on the standard scale for each day during which the offence continues after conviction.

THESE NOTES ARE FOR INFORMATION ONLY AND ARE EXTRACTED FROM THE TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992. YOU MAY VIEW THESE REGULATIONS IN FULL AT THIS OFFICE OR YOU CAN PRUCHASE A COPY FROM YOUR NEAREST HMSO BOOKSHOP.

INFORMATIVES

1. In reaching the above decision, the Local Planning Authority has taken account of the following Development Plan policies and proposals:- Reading Borough Local Plan (1998):- Policies CUD15 (Advertisements) (ADV1 (Fascia Signs and Signs on Commercial Premises), ADV7 (Advertisements and Traffic/Pedestrian Movement)) and CUD14 (Standards of Design in Development).

Date: 10th June 2003

David Gworthy

Head of Planning and Transport

DELEGATED APPLICATION REPORT

APPLICATION NUMBER: 03/00285/ADV/BP.

THE PROPOSAL

A fascia sign comprising individual metal letters over the Friar Street entrance to the Bristol and West Arcade and a free standing directory sign also situated at the entrance.

SITE DESCRIPTION AND SURROUNDING AREA

The site is the entrance to the Bristol and West Arcade on Friar Street. It is on the edge of the Market Place/London Street Conservation Area. The surrounding area comprises a mixture of A1, A2 and A3 uses. Reading Town Hall and St. Laurence's Church are located opposite the site.

RELEVANT SITE HISTORY

No relevant history.

REPONSE TO CONSULTATIONS

The Transport Strategy Section have no objection to this application.

RESPONSE TO PUBLICITY

No representations were received.

DISCUSSIONS WITH AGENT

Following submission of a range of different plans, the agent confirmed that only the fascia sign and the free standing sign were the subject of this application and that the other signage submitted is either internal or is not required.

POLICIES

Reading Borough Local Plan Policies:

- **ADV1** (Fascia Signs and Signs on Commercial Premises),
- **ADV2** (Projecting Signs)
- **ADV7** (Advertisements and Traffic/Pedestrian Movement)
- **CUD14** (Standards of Design in Development)

APPRAISAL

The fascia sign is not considered to have a detrimental impact on the appearance of the host building or the surrounding area. The sign will not be illuminated and the metal letters will be no more than 300mm tall. It will not be visually intrusive and is considered to be acceptable.

The free standing sign will be 1.3 metres tall, 700mm wide and 100mm deep. This sign will be predominantly red with cream lettering. It is considered to be of an

acceptable design and appearance. Its installation will enable the removal of the fairly cluttered selection of free standing signs currently used to advertise businesses within the arcade. Its installation will therefore be of benefit to the street scene. The stand will be located just within the entrance to the arcade and will not therefore be as visually intrusive as the existing free standing signs.

The sign's position off the pavement in the middle of the entrance will ensure that it is not an undue hazard to pedestrians.

RECOMMENDATION

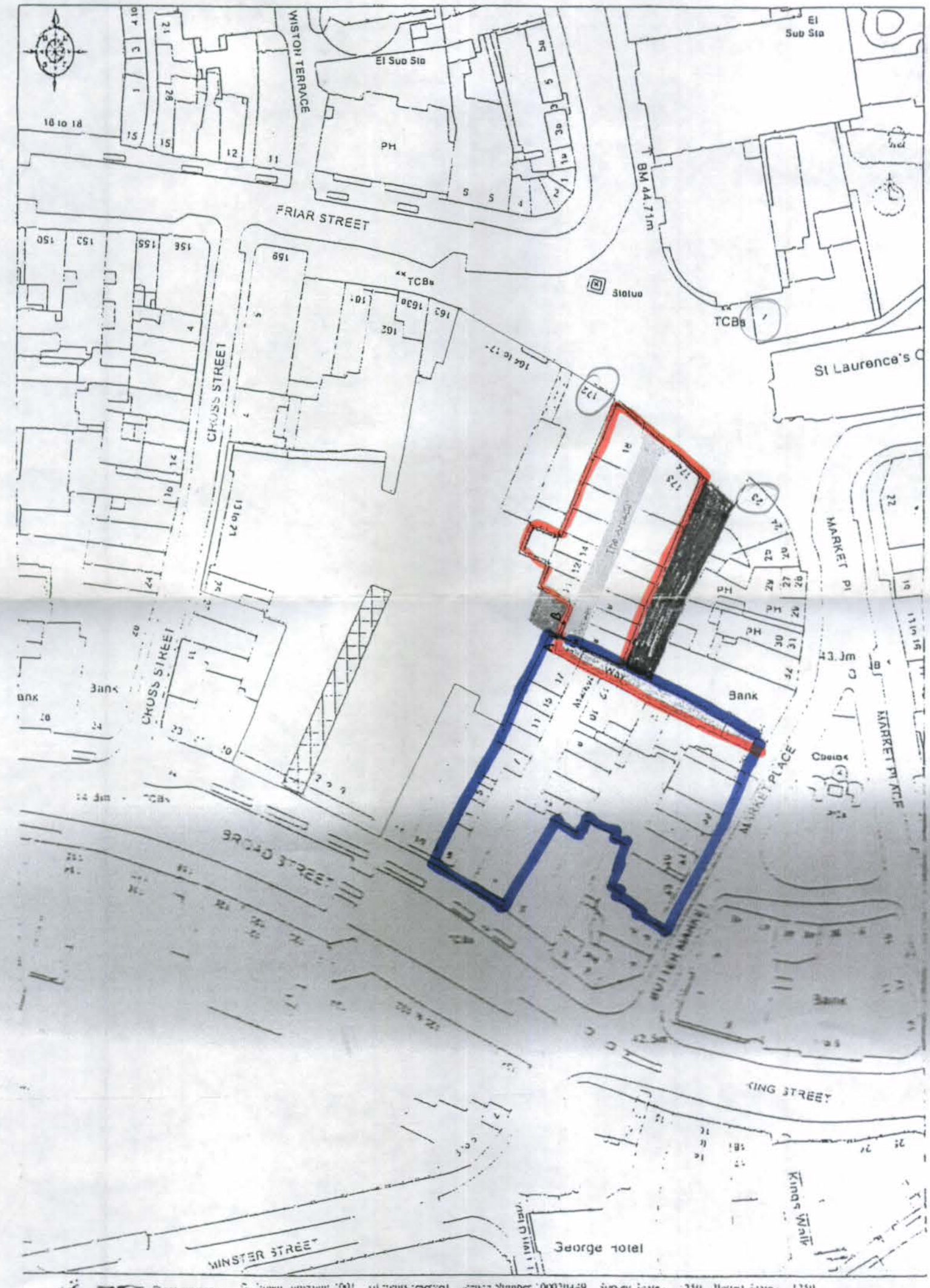
Grant.

10/6/03.

PLAN 1

Debenham Tie Leung

International Property Advisers



12-16 BROAD STREET
READING

030285



SteveMarsh
d.e.s.i.g.n

105a Middle Street
Deal,Kent. CT14 6JW
Tel/Fax: 01304 361187
email:design@marsh1.fsbusiness.co.uk

Date: 15/05/03

Title: Projection sign locations

Visual checked by:.....

030285



BRISTOL & WEST ARCADE

SteveMarsh
d.e.s.i.g.n

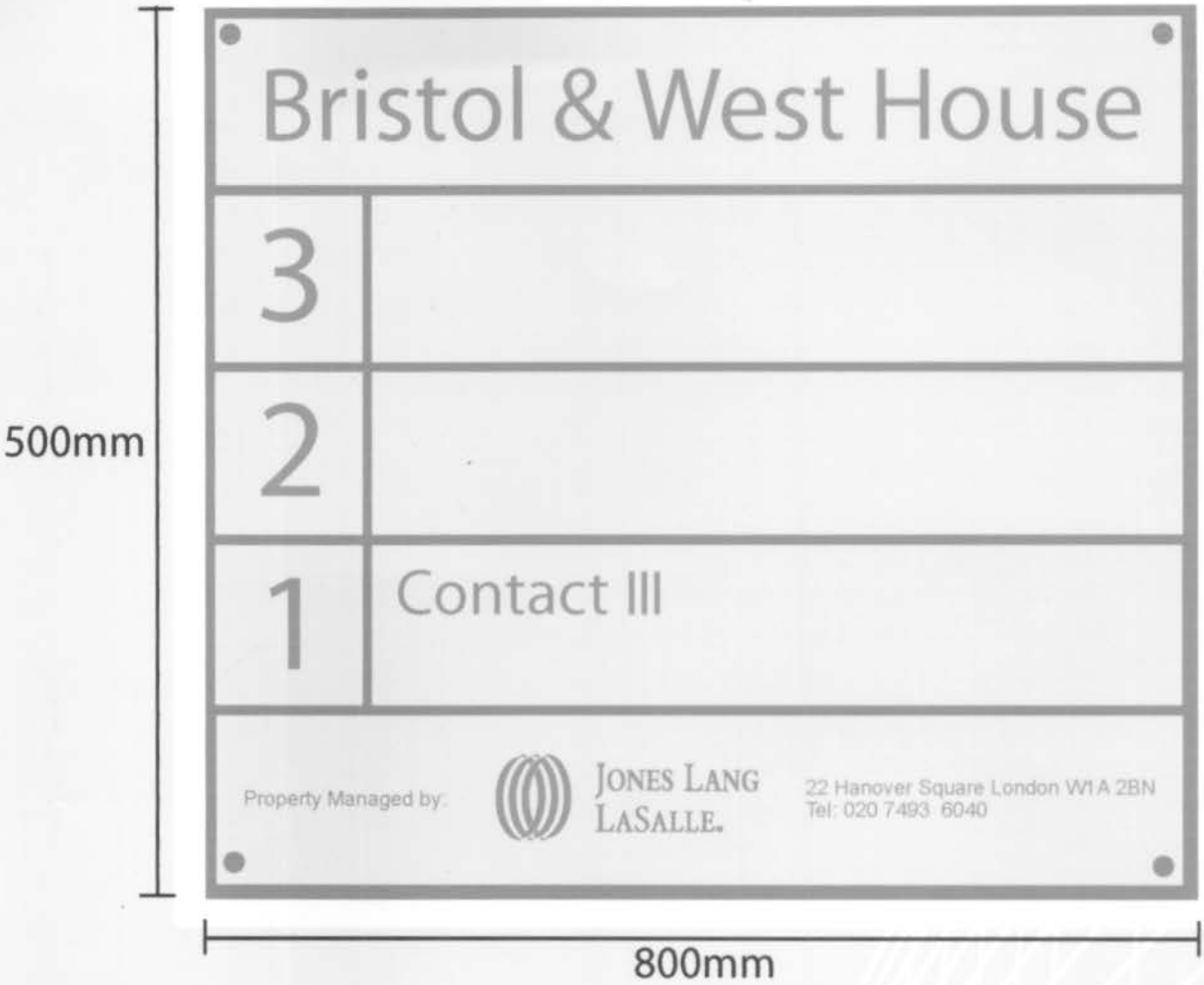
105A Middle Street
Deal, Kent. CT14 6JW
Tel / Fax: 01304 361187
Email: design@marsh1.fsbusiness.co.uk

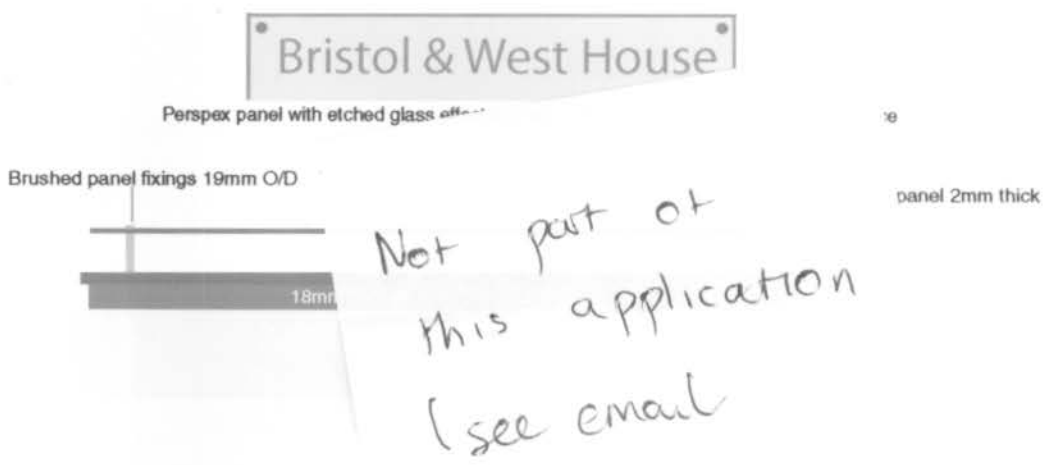
Date: 16/01/03

Title: Bristol & West Arcade - Metal Letters

Visual checked by:

030285





Not part of this application (see email

SteveMarsh d.e.s.i.g.n

105a Midc

Tel/Fax 01

..rsbusiness.co.uk

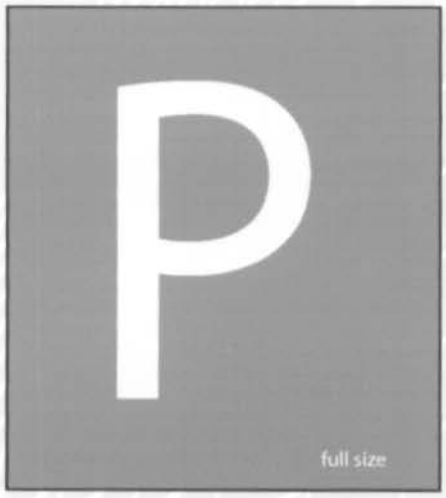
Date: 06/02/

Title: Bristol & West House Directory Board

Visual checked by:







SteveMarsh
d.e.s.i.g.n

105a Middle Street,Deal,Kent CT14 6JW
Tel/Fax 01304 361187 email:design@marsh1.fsbusiness.co.uk

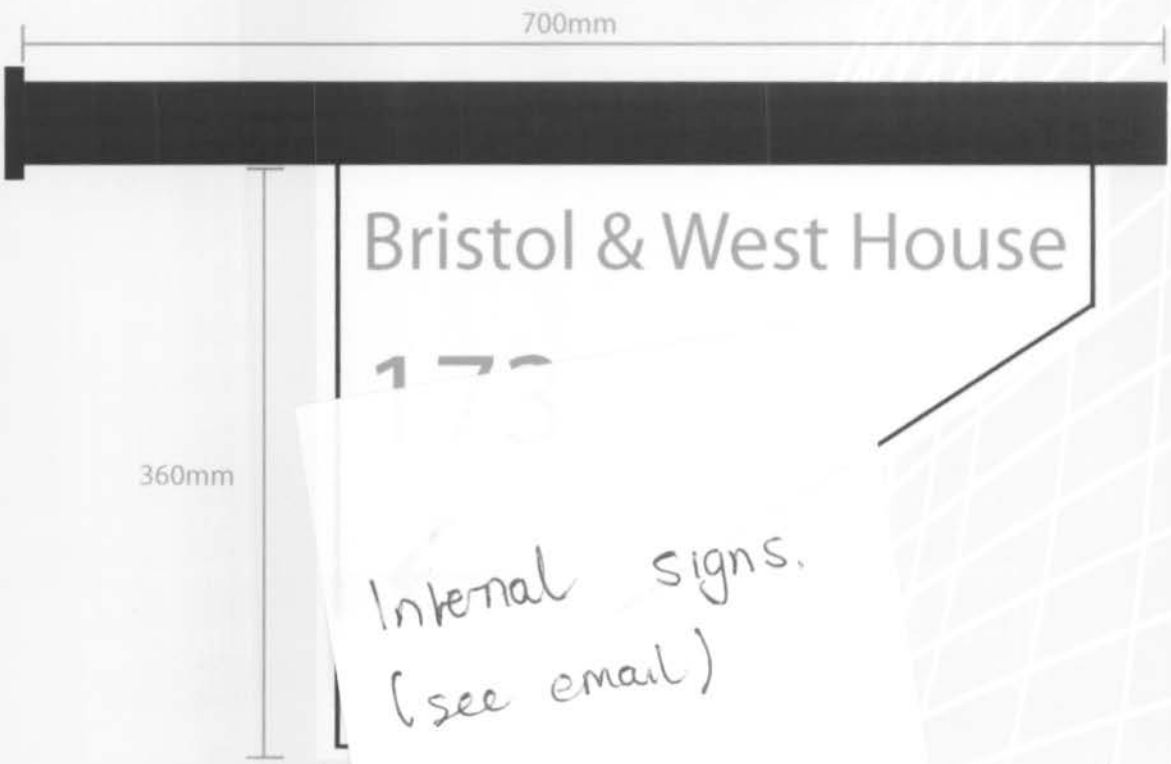
Date: 04/02/03

Title: Front stand

Visual checked by:

030285





Internal signs.
(see email)

SteveMarsh
d.e.s.i.g.n

1
Te
mail:design@marsh1.fsbusiness.co.uk

Date: 6/2/03

Title: Projection Signs

Visual checked by: