



Reading
Borough Council
Working better with you

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Colony Architects Ltd
250 South Oak Way
Green Park
Reading
RG2 6UG

Application No: 190523
Application type: Advertisement Consent

Applicant: Project Audio Visual

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

Proposal: Proposed two-sided 6m x 3m LED advertising hoarding on steel support

At: Land At A33 Spring Gardens Whitley Reading RG2 OGH

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: 25-9-19

BCN

Head of Planning, Development
& Regulatory Services

Application At: Land At A33 Spring Gardens Whitley Reading RG2 OGH

Application No: 190523

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. This consent shall operate for a period of five years from the date of this notice.

Reason: By virtue of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

2. The development hereby permitted shall be carried out in accordance with the following approved plans:

Drawing No: 497-4-03-04 P4 - Elevations as proposed rev B

Drawing No: 497-4-02-01 P4 - Block plan as existing and proposed

Date: 25-9-19



BCN

Head of Planning, Development
& Regulatory Services

Reason: As permission is granted in respect of the development as detailed in the approved plans only.

4. The maximum luminance from either side of the advertisement hereby approved shall not exceed 300 cd/m².

Reason: To avoid glare, which could lead to danger to highway users. And/or in the interests of amenity in accordance with Core Strategy Policy CS20 and Sites and Detailed Policies document Policy DM12 and Emerging Local Plan (Reading Borough Local Plan (2019)) Policy TR1 and Policy TR3.

5. There advertising device hereby approved shall only display static imaging with no animated or video advertisements to be shown at any time.

Reason: To protect the visual amenity of highway users in accordance with the LDF Core Strategy Policy CS7 (Design and the Public Realm) LDF SDPD Policy DM12 (Access, Traffic and Highway-Related Matters) LDF SDPD Policy DM22 (Advertisements) and Emerging Local Plan (Reading Borough Local Plan (2019)) Policies CC7, TR3, and OU4.

6. Static advertisements shall not change more frequently than once every ten seconds on both sides of the double sided screen.

Reason: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with the LDF Core Strategy Policy CS7 (Design and the Public Realm) LDF SDPD Policy DM12 (Access, Traffic and Highway-Related Matters) LDF SDPD Policy DM22 (Advertisements) and Emerging Local Plan (Reading Borough Local Plan (2019)) Policies CC7, TR3, and OU4.

INFORMATIVES

1. The local planning authority has worked positively and proactively with the applicant to resolve relevant matters to allow consent to be granted within the agreed extended timescale for the decision to be issued.

2. Your attention is drawn to the terms and conditions of this consent. Any development which is carried out but which differs materially from the approved plans and details, or does not comply with any condition(s) attached to the consent may result in the Council taking action to remedy the breach of planning control. If you are in any doubt please contact the Council.

Date: 25-9-19



BCN

Head of Planning, Development
& Regulatory Services



Reading
Borough Council

Working better with you

3. i) The attention of the applicant is drawn to Section 59 of the Highways Act 1980, which enables the Highway Authority to recover expenses due to damage caused by extraordinary traffic.
- ii) Any works affecting the Highway shall be in accordance with Reading Borough's Council's document "Guidance Notes for Activities on the Public Highway within the Borough of Reading". The applicant should note that compliance with this document is mandatory and licences to work on the Highway will only be issued if the requirements contained within it are met. A copy can be obtained from the Council's website.

Date: 25-9-19

BCN

Head of Planning, Development
& Regulatory Services

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.