

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

To: Sapphire Signs
Bontoft Avenue
Hull
HU5 4HF

Application No: 181529
Application type: Advertisement Consent

Applicant: Wren Kitchens,

READING BOROUGH COUNCIL as Local Planning Authority **APPROVE** advertisement consent for part of the following display of advertisements and **REFUSE** advertisement consent for part of the following display of advertisements (**SPLIT DECISION**).

Proposal: Retrospective application for 1 no fascia sign, internally illuminated via LEDs and 3 no. sets of vinyls applied externally to the windows.

At: Wren Kitchen Unit 1 Imperial Way 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**

Date: 6 February 2019



Head of Planning, Development
& Regulatory Services

Application At: Wren Kitchen Unit 1 Imperial Way Reading

Application No: 181529

Application type: Advertisement Consent

CONDITIONS for vinyl signs only

1. The development hereby consented shall be carried out in accordance with the following approved plans as received 30th August 2018

Drawing No: 16875 - 1G - Proposed Signage [6 sheets], prepared by Sapphire Creative Signmaking

However, in all cases, excluding fascia sign 1:

Reason: because consent is only granted in respect of the printed vinyls applied externally to glazing as detailed in the approved plans and **not** to the fascia sign.

2. 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.

Date: 6 February 2019



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REASONS for refusing fascia sign no.1

1. Fascia sign no.1, by virtue of its high level position and size, results in harm to the appearance of the building and the character of the wider area and therefore has a detrimental effect on visual amenity. When seen in the context of approved signage fascia sign no.1 leads to an unattractive and cluttered appearance for the building and this is also harmful to the character and appearance of this retail park contrary to policies CS7 (Design and the Public Realm) and DM22 (Advertisements).

INFORMATIVES

1. The local planning authority has worked positively and proactively with the Applicant's agent and has explained why this split decision has been reached within the agreed extended timescale for the decision to be issued.
2. This application has been submitted retrospectively and the Local Planning Authority is aware that refused signage fascia no.1 is on the building. The display of an advertisement without the appropriate advertisement consent is a serious breach of planning regulations and risks enforcement action being taken to require the removal of the sign.

Date: 6 February 2019



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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 must be made using a form which you can obtain from the Planning Inspectorate at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN, 0303 444 5000 or online at <https://acp.planninginspectorate.gov.uk/>