

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

**APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT**

JCDcaux  
11 York Gardens  
Bristol  
BS8 4LL

Application No: 181962  
Application type: Advertisement Consent

**Applicant:** JCDcaux

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

**Proposal:** Double-sided freestanding forum structure, featuring 2 x Digital 86" screen positioned back to back. The Digital screen is capable of displaying illuminated, sequential content, supplied via secure remote connection.

**At:** 108-113 Broad Street Reading RG1 2BB

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: 5 June 2019



Head of Planning, Development & Regulatory Services *RE*

**Application At:** 108-113 Broad Street Reading RG1 2BB

**Application No:** 181962

**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 advertisement consent hereby granted shall be carried out in accordance with the following approved plans and documents:

Outdoor LCD 2m2 double sided digital unit Forum Model Technical Description

Received 9th November 2018

Digital CIP Scale 1:1250

Received 5th February 2019

Digital CIP Scale 1:200 Revised

Received 6th March 2019

Reason: because consent is granted in respect of the development as detailed in the approved plans only.

Date: 5 June 2019



Head of Planning, Development & Regulatory Services *RE*

3. The maximum luminance from the double screen hereby permitted shall not exceed 250 cd/m<sup>2</sup> between 17:00 to 06:00 hours and 600 cd/m<sup>2</sup> between 06:01 - 16:59 hours.  
Reason: To protect the visual amenity of highway users 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).

4. No flashing or audio advertisements will be displayed at any time on either side of the permitted double sided screen.

Reason: To protect the visual and aural amenity of highway users in accordance with 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).

5. The screen facing oncoming traffic on Station Road (south facing) will only display static advertisements. No animated or video advertisements are permitted on this south facing screen.

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).

6. Static advertisements will 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).

### **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 prescribed target or 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.

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.

Date: 5 June 2019



Head of Planning, Development & Regulatory Services *RE*



**Reading**  
Borough Council

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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.

4. The proposed upgrading of the bus shelter should be carried out in partnership with the Local Authority.

Date: 5 June 2019

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 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/>