

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

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

Vado Associates Ltd  
Bloxham Mill  
Bloxham  
Barford Rd,  
OX15 4FF

Application No: 180917  
Application type: Advertisement Consent

**Applicant:** Whitbread Plc

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

**Proposal:** 1x internally illuminated fascia sign

**At:** Premier Inn 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: 11 July 2018



Head of Planning, Development  
& Regulatory Services

**Application At:** Premier Inn Imperial Way Reading

**Application No:** 180917

**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 approved shall be displayed in accordance with the following approved drawings only:

Drawing No: Reading Gateway - Beefeater & Premier Inn Plans Document dated 01/06/2018 Rev 0 by VADO Associates

Received 4th June 2018

Reason: To clarify which drawings are approved.

4. The maximum luminance from the sign should not exceed 300 cd/m<sup>2</sup>.

Reason: To avoid glare, which could lead to danger to highway users and/or in the interests of amenity in accordance with Policy CS20 of the Reading Borough LDF Core Strategy 2008 (altered 2015) and Policy DM12 of the Sites and Detailed Policies Document 2012 (altered 2015).



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**INFORMATIVES**

1. Your attention is drawn to the terms and conditions of this consent. Any advertisement displayed 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 advertisement control. If you are in any doubt please contact the Council.
2. The decision to grant consent follows the positive and proactive consideration of the application, including issuing the decision within the statutory time period.

Date: 11 July 2018



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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 [www.planningportal.gov.uk/pcs](http://www.planningportal.gov.uk/pcs).