

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Whittam Cox Architects
Carrwood Court
Carrwood Road
Sheepbridge
Chesterfield
S41 9QB

Application No: 182231
Application type: Advertisement Consent

Applicant: CityBlock

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

Proposal: 1 x externally illuminated fascia sign and 2 x externally illuminated high level building mounted lettering signs (retrospective) and 1 x externally illuminated totem sign (proposed)

At: Berkshire House 252-256 Kings Road Reading RG1 4HP

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: 26 April 2019



SDV

Head of Planning, Development
& Regulatory Services

Application At: Berkshire House 252-256 Kings Road Reading RG1 4HP

Application No: 182231

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 permitted shall be carried out in accordance with the following approved plans:

SK-00-00-002 - Site Location Plan Signage Application - dated 23/07/2018

Type 1 Flat Cut Lettering

Type 2 Tray Sign

Received by the Local Planning Authority on 20th December 2018

A-00-21-201 rev RD1 - North Elevation - dated 09/09/2016

Received by the Local Planning Authority on 14th January 2019

Date: 26 April 2019



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A-00-21-204 rev RD1 - West Elevation - dated 09/09/2016
Received by the Local Planning Authority on 15th January 2019

Totem Sign Version 6 - dated April 2019
Received by the Local Planning Authority on 18th April 2019

SK-00-00-004 rev B - Proposed Site Plan - dated 23/07/2018
Received by the Local Planning Authority on 23rd April 2019

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

3. The maximum luminance from the advertisements hereby permitted shall not exceed 600 cd/m².

Reason: In the interests of amenity in accordance with Core Strategy Policy CS20 and Sites and Detailed Policies document Policy DM12.

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 issues raised including issuing the decision within an agreed extended time period.

Date: 26 April 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/>