

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Savills
Hawker House
Reading
RG1 8BW

Application No: 181563
Application type: Advertisement Consent

Applicant: Kier Reading LLP

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

Proposal: 17 no. signs, 8 no. illuminated, 9 no. non-illuminated - mix of fascia, pole, directional, parking and height barrier signs.

At: Site Of Worton Grange 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: 10 December 2018



SDV

Head of Planning, Development
& Regulatory Services

Application At: Site Of Worton Grange Imperial Way Reading

Application No: 181563

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 development hereby consented shall be carried out in accordance with the following approved plans:

Drawing No: All received 5th September 2018

- Site Location Plan - Drawing no: 1894-P-20, received 5th September 2018
- Costa Drive Thru Pack Revision 4, prepared by Benson Signs [proposed site plan, elevations & sign details], received 5th September 2018

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

4. i) The maximum luminance from the following signs hereby permitted shall not exceed 600 cd/m: Double sided key seller sign, double sided menu sign, double sided



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pole sign, fascia tray sign, wall letters, tray sign, and height barrier sign including A1 Poster Frame.

ii) The maximum luminance from the the following sign hereby permitted shall not exceed 300 cd/m: Fascia tray sign.

Reason: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users. 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 applicant should ensure that there is suitable tree protection, when signs are installed, which complies with BS 5837: 2012. The detail is set out in section 6.2, i.e. install suitable barriers (e.g. Heras) around the trees whilst work is taking place and Appendix 2 of the Arboricultural Method Statement and Tree Protection Plan - Document no: 1072687-ARB-D001, Rev A, dated 22nd June 2016, prepared by Mouchel, received 20/11/18 [project wide document].

2. With regard to sign foundations these should be installed no closer than 2 metres to the root-ball of the trees or 2.5 metres where possible, with an allowance of 350mm of topsoil above the foundations to enable the reinstatement of the ground-cover shrubs where the signs are located.

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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/>