

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Firstplan
Bramah House
65-71 Bermondsey Street
London
SE1 3XF

Application No: 181548
Application type: Advertisement Consent

Applicant: Brewdog Bars Ltd

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

Proposal: 1 no. Fascia Sign, 1 no. Projecting Sign

At: Brewdog PH 11 Castle Street Reading RG1 7SB

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**

SFB

Date: 19 December 2018



Head of Planning, Development
& Regulatory Services

Application At: Brewdog PH 11 Castle Street Reading RG1 7SB

Application No: 181548

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 permitted shall be carried out in accordance with the following approved plans received on 30th August 2018:

Site location plan

2597-200-01 Front elevation signage as existing and proposed 2597-200-02 Signage as proposed

17361/MS/gc Ref PP-07247950 & PP-07247955 letter from M Sherman, Firstplan dated 24th August 2018

Email from the agent dated 6th December 2018 regarding proposed materials and a method statement for the proposed works.

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

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3. The maximum luminance from the externally illuminated signage shall not exceed 100 cd/m².

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

INFORMATIVES

1. Your attention is drawn to the terms and conditions of this permission. Any development which is carried out but which differs materially from the approved plans and details, or does not comply with any condition(s) or planning obligation(s) attached to the permission may result in the Council taking action to remedy the breach of planning control. If you are in any doubt please contact the Council.

2. The local planning authority has worked positively and proactively with the applicant to resolve relevant matters to allow permission to be granted within the prescribed target or agreed extended timescale for the decision to be issued.

3. Please note that the granting of this advertisement consent application does not in any way prejudice the pending decision in relation to a current listed building consent application at the site (Ref 181549).

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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/>