

Your ref: 191324
Our ref: MS/PLAN/CBH/GC

02 September 2019

Reading Borough Council
Civic Offices,
Bridge St,
Reading RG1 2LU



now part of



Peter Brett Associates LLP
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Dear Mr. Schofield,

IN RESPONSE TO YOUR EMAIL DATED 23 AUGUST 2019. AMMENDED APPLICATION FOR ADVERTISEMENT CONSENT TO REPLACE EXISTING EXTERNAL SIGNAGE AT CAVERSHAM BRIDGE HOUSE, WATERMAN PLACE, READING. SUBMITTED BY EMAIL ONLY.

Peter Brett Associates, now part of Stantec (PBA), is pleased to submit an amended application for consent to display an Advertisement(s) under the Town and Country Planning (Control of Advertisement) (England) Regulations 2007, to replace the existing external signage at Caversham Bridge House, Waterman Place, Reading RG1 8DN.

This application is accompanied by the following documentation:

1. Completed application forms and ownership certificates
2. Site Location Plan
3. Site Block Plan
4. Details of existing signage elevation- Appendix 1
5. Details of proposed signage elevation- Appendix 2
6. Existing Plans - E01 & E02 (amended)
7. Proposed Plans – P01 & P02 (amended)

Item 1 was submitted with the initial documentation, as such has not been included with this amendment. Items 2-7 address the application sufficiency comments.

The initial application was submitted via the Planning Portal under reference PP-08064647.

Site Description and Context

The site is located at the north western edge of the Reading Central Area on Waterman Place, which connects to the A4155 and Richfield Avenue via a roundabout junction to the west of the site boundary.

Caversham Bridge House, Reading, is a circa 1980's 3 storey office building with underground and surface car/cycle parking, and associated amenity space. Externally the building consists of a grey brick plinth, with red brick walls and aluminium windows.

A previous application for advertising consent (app no: 140055) was permitted in March 2014 for 9 x fascia signs. Details of this signage are attached as Appendix 1 to this letter.

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Registered Office: Peter Brett Associates LLP, Buckingham Court, Kingsmead Business Park, London Road, High Wycombe, Bucks HP11 1JU
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Proposed Signage

This application details the proposed change in signage on the site. Appendix 2 outlines the particulars of the proposed signage, including scale, location, and visual detail. The proposed signs are intended to replace current building signage, the sign locations remain consistent with existing signage excluding a minor modification to the position of the side elevation sign. Details of this signage are attached as Appendix 2 to this letter.

Concluding Remarks

We look forward to receiving acknowledgement of our submission in due course and trust that the application can proceed to determination swiftly. In the meantime, please do not hesitate to contact us if you wish to discuss the application further.

Yours sincerely

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For and on behalf of

PETER BRETT ASSOCIATES LLP