

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Omega Signs Limited
Newmarket Approach
Leeds
LS9 0RJ

Application No: 181428
Application type: Advertisement Consent

Applicant: Mercedes Benz UK

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

Proposal: Various illuminated and non-illuminated signs for redeveloped Mercedes-Benz dealership (4 x internally illuminated fascia signs; 1 x internally illuminated wall panel with logo; 2 x internally illuminated pylon signs; 1 x free standing single sided internally illuminated entry sign; 3 x non-illuminated free standing signs; 4 x flag and associated flag poles)

At: Mercedes Centre Richfield Avenue Reading RG1 8EQ

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: 28 September 2018

Head of Planning, Development
& Regulatory Services *J.B.M.*

Application At: Mercedes Centre Richfield Avenue Reading RG1 8EQ

Application No: 181428

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:

- Title: Reading, Mercedes-Benz
No.: 26004v01
The pack comprises 4 pages in total.
- Drawing No.: 0100
Revision: P2
Title: Site Location Plan
As received: 13/08/2018



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

3. The maximum luminance from the sign hereby permitted shall not exceed 400 cd/m.

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. 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. i) The attention of the applicant is drawn to Section 59 of the Highways Act 1980, which enables the Highway Authority to recover expenses due to damage caused by extraordinary traffic.

ii) Any works affecting the Highway shall be in accordance with Reading Borough's Council's document "Guidance Notes for Activities on the Public Highway within the Borough of Reading". The applicant should note that compliance with this document is mandatory and licences to work on the Highway will only be issued if the requirements contained within it are met. A copy can be obtained from the Council's website.

3. 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 timescale for the decision to be issued.



Date: 28 September 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.co.uk/