

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Pegasus Group
The Columbia Centre
Station Road
Bracknell
RG121LP

Application No: 181191
Application type: Advertisement Consent

Applicant: Shaylor Group

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

Proposal: Non illuminated signage

At: New Century Place East Street 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: 19 September 2018



Head of Planning, Development & Regulatory Services *RE*

Application At: New Century Place East Street Reading

Application No: 181191

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

9020 Rev E New Century Place 1 External signage

9030 Rev D New Century Place 2 External signage

9040 Rev D New Century Place 1 + 2 External signage

9050 New Century Place 1 + 2 External signage Red line boundary

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

3. The signs/advertisements hereby approved shall not at any time be either internally or externally illuminated.



Date: 19 September 2018

Head of Planning, Development & Regulatory Services *RE*



Reading
Borough Council

Working better with you

Reason: as no details have been submitted and in the interests of residential amenity, views in the Conservation Area and the character of the area.

Policies: CS7, CS33, DM22

INFORMATIVES

1. Your attention is drawn to the terms and conditions of this consent. Any works which is carried out but 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 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 a consent to be granted within the prescribed target or agreed extended timescale for the decision to be issued.
3. Please note that this is an Advertisement Consent and its approval does not approve or convey a planning permission in respect of the use of the buildings.

Date: 19 September 2018

Head of Planning, Development & Regulatory Services *RE*

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.gov.uk/pcs.