

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Pearce Signs Limited
31 Heathlands Road
Chandlers Ford
Hampshire
SO53 1GU

Application No: 180474
Application type: Advertisement Consent

Applicant: Easy Hotel

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

Proposal: 1 internally illuminated fascia sign and 1 replacement totem sign in front forecourt.

At: 132-138 Caversham Road Reading RG1 8AY

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: 6 June 2018



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

Application At: 132-138 Caversham Road Reading RG1 8AY

Application No: 180474

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 and drawings:

003108 Rev: R01 - Item: 00.2 (Items 01 and 03 only, not item 2 - window panels)

003108 Rev: R01 - Item: 01.1

003108 Rev: R01 - Item: 03.1

As received: 14/03/2018

Easyhotel Reading - Proposed signage locations (Items 01 and 03 only, not item 2 - window panels)

As received: 29/05/2018



Date: 6 June 2018

Head of Planning, Development
& Regulatory Services *JRM*

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

5. The maximum luminance from the signs hereby permitted shall not exceed 200 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. The local planning authority has worked positively and proactively with the applicant to resolve relevant matters to allow permission to be granted within the agreed extended timescale for the decision to be issued.

3. For the avoidance of doubt, it is advised that the 4 window panels (item 02 on plans 003108 Rev: R01 - Item: 00.2 & Easyhotel Reading - Proposed signage locations) are not approved by this advertisement consent. The 4 window panels are considered to fall outside of the definition of an advertisement, as per section 336(1) of the Town and Country Planning Act 1990 (as amended), and therefore have not been considered as part of this advertisement consent application. As per the description of development, this application is solely in relation to 1 fascia sign (Item 01) and 1 totem sign (Item 03).



Date: 6 June 2018

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

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