

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Mrs Shepley
Ashleigh House
Beckbridge Road
Normanton
WF6 1TE

Application No: 180678
Application type: Advertisement Consent

Applicant: Mitchells & Butlers

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

Proposal: 3 x externally illuminated fascia signs (1 each on north, east and south elevations), 2 x externally illuminated post signs (1 each on north and east forecourts), 3 x non-illuminated fascia signs on north elevation & 2 x internally illuminated menu boxes on north elevation (retrospective)

At: Abbot Cook Ph 153 London Road Reading RG1 5DE

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: 7 June 2018



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

Application At: Abbot Cook Ph 153 London Road Reading RG1 5DE

Application No: 180678

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

Drawing No: Proposed Signage 130447 (Rev H) Page 1 of 6

Drawing No: Proposed Signage 130447 (Rev H) Page 2 of 6

Drawing No: Proposed Signage 130447 (Rev H) Page 3 of 6

Drawing No: Location (Block) Plan 130447 (Rev H) Page 5 of 6

Received 22nd April 2018

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 signs hereby permitted (3 x externally illuminated fascia signs [1 each on north, east and south elevations], 2 x externally illuminated post signs [1 each on north and east forecourts], & 2 x internally illuminated menu boxes on north elevation) shall not exceed 200 cd/m.

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

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. Approved works may require separate approval under the Building Regulations. Please contact the Council's Building Control service for further advice on (0118) 937 2449.

3. The decision to grant consent follows the positive and proactive consideration of the application, including issuing the decision within the statutory time period.

Date: 7 June 2018



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& 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/