

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

HLP UK Ltd
Newbury Suite 1 Keys Business Village
Keys Park Road,
Hednesford
WS12 2HA

Application No: 180660
Application type: Advertisement Consent

Applicant: Tiger Retail Ltd

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

Proposal: Replacement of existing signage in line with new corporate brand to include fascia panel and sign, projecting sign and frosted window vinyl.

At: 9-10 Broad Street Reading RG1 2BH

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: 20 June 2018

SFB



Head of Planning, Development
& Regulatory Services

Application At: 9-10 Broad Street Reading RG1 2BH

Application No: 180660

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 maximum luminance from the fascia and projecting signs hereby approved shall not exceed 500 cd/m².

Reason: To avoid glare, which could lead to danger to highway users and in the interests of visual amenity in accordance with Policy CS20 of the Reading Borough LDF Core Strategy 2008 (Altered 2015) and Policies DM12 and DM22 of the Sites and Detailed Policies Document 2012 (Altered 2015).

3. The development hereby permitted shall be carried out in accordance with the following approved plans received on 18th April 2018:

Drawing No: HLP/1060/EN142/02 Proposed elevation

Drawing No: HLP/1060/EN142/03 Site and location plan

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

INFORMATIVES



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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 prescribed target or agreed extended timescale for the decision to be issued.



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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.gov.uk/pcs.