

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

DP9 Ltd
100 Pall Mall
London
SW1Y 5NQ

Application No: 171222
Application type: Advertisement Consent

Applicant: Inception (Reading) Sarl C/O Moorgarth Group Limited

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

Proposal: Display of 11 canopy awnings with tenant names (9 on Queens Walk & 2 on Dusseldorf Way elevations)

At: Units 3-9 Queens Walk 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: 29 September 2017



Head of Planning, Development & Regulatory Services *RE*

Application At: Units 3-9 Queens Walk Reading

Application No: 171222

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 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



Date: 29 September 2017

Head of Planning, Development & Regulatory Services *RE*

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.

3. The advertisements hereby approved shall be displayed in accordance with the following approved drawings only:

330 Rev 01 Proposed Queens Walk Public Realm Site Location Plan

331 Rev 01 Existing Queens Walk Public Realm Plan & Elevation

335 Rev 01 Proposed Queens Walk Public Realm Plan & Elevation Typical Bay Elevation & Section

As received 20/07/17

333 Rev 02 Proposed Queens Walk Public Realm Plan & Elevation

0334 Rev 00 Proposed Queens Walk Public Realm Dusseldorf Way Elevations

As received 04/08/17

Reason: To clarify which drawings are approved.

INFORMATIVES

1. Your attention is drawn to the terms and conditions of this consent. Any advertisement displayed 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 advertisement control. If you are in any doubt please contact the Council.

2. The decision to grant consent follows the positive and proactive consideration of the application, including determining the application within the recommended eight week time period.

Date: 29 September 2017



Head of Planning, Development & Regulatory Services *RE*



Reading
Borough Council

Working better with you

3. It is noted that tables, chairs, planters and wind breaks are shown on the plans. All have been confirmed to be temporary/moveable and therefore fall outside the scope of this application.

4. As the awnings overhang Council owned land the applicant will require a separate licence from the Council, along with the separately proposed tables, chairs, planters and wind breaks. Please contact the Council to discuss this further.

Date: 29 September 2017

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/pes.