

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

**APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT**

Futurama Signs  
Olympia House  
Lockwood Cour  
Middleton Grove  
Leeds  
LS11 5TY

Application No: 180515  
Application type: Advertisement Consent

**Applicant:** Seat UK

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

**Proposal:** 1 X internally illuminated pylon, 1 x non-illuminated directional sign, 1 x non-illuminated demonstration sign, 2 x non-illuminated Try Me flags, 1 x internally illuminated corner brand clip, 1 x internally illuminated dealer name clip, 1 x internally illuminated welcome arch

**At:** 236 Peppard Road Emmer Green Reading RG4 8UA

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: 18 May 2018



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

**Application At:** 236 Peppard Road Emmer Green Reading RG4 8UA

**Application No:** 180515

**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, received on 22nd March 2018:

Citygate, Reading - 132830 SEATUK-096 Pages 1-15 Rev. A

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

3. The maximum luminance from the sign hereby permitted shall not exceed 400cd/m<sup>2</sup>.



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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) & 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 prescribed target or agreed extended timescale for the decision to be issued.
3. Any incidental works affecting the adjoining highway shall be approved and licenced by the Council's Highways section at 19 Bennet Road, Reading, RG2 0QX, telephone 01189372138, before any development is commenced.
4. The plans also indicate that various parts of the building would be painted. Such works fall outside the realms of advertisement consent and therefore has not been considered.

Date: 18 May 2018



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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](http://www.planningportal.gov.uk/pcs).