

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Sapphire Signs Ltd
Bontoft Avenue
Hull
HU5 4HF

Application No: 181391
Application type: Advertisement Consent

Applicant: Selco Builders Warehouse

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

Proposal: Consent to display 8No. mixed illuminated signs to Front/Side/Rear elevations and 2No. grounds signs and 1No. Free standing sign.

At: Selco Portman Road Reading RG30 1EA

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: 3 October 2018



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Head of Planning, Development
& Regulatory Services

Application At: Selco Portman Road Reading RG30 1EA

Application No: 181391

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. Luminance

i. The maximum luminance from each of the signs hereby permitted shall not exceed 200 cd/m.

ii. The illuminated signs nos. 8 & 9 (as set out in the application form) on the Portman Road elevation shall not be illuminated outside the business hours:

Mon - Fri 6:30am - 8pm

Sat 7am - 4pm

Sun 10am - 4pm

Reason: To protect the visual amenity of adjacent residents and avoid excessive glare. 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)



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3. The Advertisements hereby permitted shall be displayed in accordance with the following approved plans received 9th August 2018 only:

Site Location Plan

Proposed Signage, prepared by Sapphire Creative Signmaking, dated 03/07/2018

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

4. Remove existing signs

Before any of the following signs as approved are installed on the Portman Road elevation and frontage:

- * Fascia Signs 7 (as set out in the application form) - set of 6 round signs
- * Fascia Sign 8 (as set out in the application form) - 2.5m x 2.5m yellow box
- * Replacement totem sign 5m high

the existing fascia signs, i.e. Totem sign and A Board signs, on the Portman Road elevation and frontage, shall be removed from the site.

Reason: In the interests of visual amenity and to avoid the proliferation of signage on this part of the site would be harmful to the public realm in accordance with Policy CS7 and DM22.

INFORMATIVES

1. The local planning authority has worked positively and proactively with the applicant to resolve relevant matters to allow consent 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.