

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Spectrum SG
Epsilon House
West Road
Randsomes Europark, Ipswich
IP3 9FJ

Application No: 171989
Application type: Advertisement Consent

Applicant: Casual Dining Group

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

Proposal: New signage to replace existing. Signage design to be in fitting with Las Iguanas brand specification.

At: Unit R17 The Riverside, The Oracle Bridge Street Reading RG1 2AG

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 January 2018



Head of Planning, Development & Regulatory Services *RE*

Application At: Unit R17 The Riverside, The Oracle Bridge Street Reading RG1 2AG

Application No: 171989

Application type: Advertisement Consent

CONDITIONS & REASONS

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

Planning Pack - Rev A LAS-READ-001 pack comprising 8 pages

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

2. The maximum luminance from the signage shall not exceed 600 cd/m².

Reason: to avoid glare, which could lead to danger to highway users. And/or in the interests of amenity, in accordance with DM12 of the Sites and Detailed Policies Document (2012) and Core Strategy Policy CS20.

3. 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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Reason: in accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.



Date: 3 January 2018

Head of Planning, Development & Regulatory Services *RE*

INFORMATIVES

1. Your attention is drawn to the terms and conditions of this consent. 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 consent 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.

Date: 3 January 2018



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/pcs.