

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Hampshire County Council
Mr Barnaby Wheeler
Hcc Property Services
Three Minsters House
76 High Street, Winchester
SO23 8UL

Application No: 170962
Application type: Advertisement Consent

Applicant: Reading Borough Council

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

Proposal: Direction, place identification, other feature signs and interpretation panels within public pedestrian areas in Reading town centre and the Abbey Quarter

At: Various locations within Reading Town Centre

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: 11 September 2017



Head of Planning, Development
& Regulatory Services

LEB

Application At: Various locations within Reading Town Centre

Application No: 170962

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 consent relates only to the following plans and drawings:

Drawing ref. 1405-E10 - Ext Interpretation Sign Type 1

Drawings ref. Abbey Quarter Interpretation Panel Locations no.s 1 - 8 Drawings ref. Abbey Quarter signage locations no.s 1 - 3

Received on 25th July 2017

Document ref. eq=al - Reading Abbey Quarter Exterior Interpretation Signage Locations Delivery Stage v4 26.07.17

Received on 27th July 2017

Drawing ref. 16_14/AdCon2/B - Town Hall Banners

Received on 10th August 2017

Drawing ref. eq=al - Locations Plan



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Received on 13th June 2017

Document ref. Summary of Exterior Interpretation Signage

Received on 23rd August 2017

Reason: To clarify which plans have been approved.

3. No development shall take place until an Arboricultural Method Statement, in accordance with the relevant recommendations of appropriate British Standards or other recognised Codes of Good Practice, for the installation of signs within the Root Protection Areas of existing trees, has been submitted to and been approved in writing by the local planning authority. The development shall not be carried out other than in accordance with the approved Arboricultural Method Statement.

Reason: to ensure that appropriate protection is given to trees of amenity value within and adjacent to the site in accordance with Policy CS38 of the Core Strategy 2008, 2015.

4. No development shall take place within the site until the applicant, or their agents or their successors in title, has secured the implementation of a programme of archaeological work (which may include more than one phase of work) in accordance with a written scheme of investigation, which has been submitted to and approved in writing by the Local Planning Authority. The development shall only take place in accordance with the detailed scheme approved pursuant to this condition.

Reason: To ensure that any archaeological remains within the site are adequately investigated and recorded or preserved in situ in the interest of protecting the archaeological heritage of the borough in accordance with Policy CS33 of the Core Strategy 2008, 2015.

5. The advertisements hereby permitted shall be removed no later than the expiration of five years from the date of this consent.

Reason: To accord with Regulation 14 (7) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

INFORMATIVES

1. Your attention is drawn to the terms and conditions of this permission. Any development which is carried out but 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. Officers have worked positively and proactively to provide a recommendation for approval to be made within the target timescale for this advertisement consent application.



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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.