

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Whittam Cox Architects
Mrs Liz Bown
Carrwood Court
Carrwood Road
Chesterfield
S41 9QB

Application No: 171102
Application type: Advertisement Consent

Applicant: ASDA Stores Ltd

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

Proposal: Display of four internally illuminated fascia signs, one internally illuminated box sign, replacement vinyl to existing totem signs and window graphics

At: Asda Honey End Lane Reading RG30 4EL

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: 30 August 2017



SDV
Head of Planning, Development
& Regulatory Services

Application At: Asda Honey End Lane Reading RG30 4EL

Application No: 171102

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:

Drawing No: 01 - Proposed Elevations

Drawing No: 02 - Proposed Site Plan

Drawing No: 03 - Proposed Signage

Drawing No: 04 - Proposed Signage

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

4. Advertisements: restriction on illumination as identified in the plans submitted:

4 x Fascia's at locations A/B/C/D

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The maximum luminance from the fascia signs should not exceed 800 cd/m² .

1 x box sign at location 24 - The maximum luminance from the box sign should not exceed 800 cd/m² .

All other signs shall be non-illuminated.

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

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 advertisement consent follows the positive and proactive consideration of the issues raised by this advertisement consent application and issuing the decision within a reasonable time period.

Date: 30 August 2017



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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.