

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Simply Planning
15 Buckingham Gate
London
SW1E 6LB

Application No: 170800
Application type: Advertisement Consent

Applicant: The Oracle Shopping Centre Ltd

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

Proposal: Display of 12 fascia signs and 10 wayfinding totem signs (all internally illuminated) to The Oracle Shopping Centre, following removal of existing signage (amended description).

At: 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: 21 August 2017



Head of Planning, Development & Regulatory Services *RE*

Application At: The Oracle Bridge Street Reading RG1 2AG

Application No: 170800

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 advertisements hereby approved shall be displayed in accordance with the following approved drawings and details only:

External Signs Planning Submission (70 pages) by Holmes Wood dated 11/08/17, as received 15/08/17

Sign Schedule by Simply Planning, as received 15/08/17

B151712-D01-01 - Cycle Stand Relocation Location Plan, as received 15/08/17

Letter from Simply Planning, dated and received 19/06/17

Letter from Simply Planning, dated and received 15/08/17

Reason: To clarify which drawings are approved.



Date: 21 August 2017

Head of Planning, Development & Regulatory Services *RE*

3. The maximum luminance from each fascia sign hereby approved shall not exceed the level hereby stated:

- EXT05 - Bridge Street Façade - 450 cd/m²
- EXT06 - Riverside Car Park entrance - 346 cd/m²
- EXT08 - Riverside Car Park entrance - 334 cd/m²
- EXT09 - South east corner Vue Cinema on A329 - 369 cd/m²
- EXT13 - Riverside Car Park secondary entrance - 242 cd/m²
- EXT15 - Riverside Car Park primary entrance - 186 cd/m²
- EXT16 - Riverside Car Park façade - 374 cd/m²
- EXT18 - Riverside Rotunda entrance - 399 cd/m²
- EXT24 - Broad Street entrance - 346 cd/m²
- EXT26 - Broad Street entrances - 287 cd/m²
- EXT31 - Holy Brook Car Park entrance - 279 cd/m²
- EXT50 - Shopmobility entrance on Yield Hall Place - 140 cd/m²

(Location references as per drawing 090705-SP-001 - Site Location Plan Level 1)

Reason: To avoid glare, which could lead to danger to highway users and in the interests of visual amenity in accordance with Policy CS20 of the Reading Borough LDF Core Strategy 2008 (Altered 2015) and Policies DM12 and DM22 of the Sites and Detailed Policies Document 2012 (Altered 2015).

4. The maximum luminance from any totem sign hereby approved shall not exceed 220 cd/m².

Reason: To avoid glare and in the interests of visual amenity in accordance with Policy CS20 of the Reading Borough LDF Core Strategy 2008 (Altered 2015) and Policies DM12 and DM22 of the Sites and Detailed Policies Document 2012 (Altered 2015).

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 consent follows the positive and proactive consideration of the application, including issuing the decision within the recommended eight week time period.



Date: 21 August 2017

Head of Planning, Development & Regulatory Services 

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/pes.