

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

**APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT**

Four-By-Two Consultants Ltd  
Unit 4 De Beauvoir Block  
92-96 De Beauvoir Road  
London  
N1 4EN

Application No: 171179  
Application type: Advertisement Consent

**Applicant:** Bravissimo Ltd.

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

**Proposal:** Replacement fascia and projecting sign

**At:** 2 Chain Street Reading RG1 2HX

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



Head of Planning, Development  
& Regulatory Services *J.B.M.*

**Application At:** 2 Chain Street Reading RG1 2HX

**Application No:** 171179

**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. This consent relates to the following drawings only:

Drawing No: Location Plan

Drawing No: Block Plan

Drawing No: Proposed Shopfront Elevation 17040\_200 A

Drawing No: Hanging Sign Detail 17040\_300 A

Received 14th July 2017

Reason: For the avoidance of doubt and to clarify which drawings are approved.

3. The maximum luminance from the fascia sign should not exceed 1000 cd/m<sup>2</sup>.



Date: 30 August 2017

Head of Planning, Development  
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Reason: To avoid glare, which could lead to danger to highway users and in the interests of amenity in accordance with Policy CS20 of the Core Strategy 2008 (altered 2015) and Policy DM12 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 planning permission follows the positive and proactive consideration of the issues raised by this planning application and issuing the decision within the statutory time period.



Date: 30 August 2017

Head of Planning, Development  
& Regulatory Services *J.B.M.*

## 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.co.uk](http://www.planningportal.co.uk)