

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

GJS Design Consultancy Ltd
205 Park Road East
Calverton
Nottingham
NG14 6PS

Application No: 171605
Application type: Advertisement Consent

Applicant: Tesco Stores Ltd

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

Proposal: 3 x aluminium fascia signs internally illuminated, 2 x aluminium panels with full gloss laminated digital graphic

At: Tesco Superstore Portman Road Reading RG30 1AW

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: 15 November 2017



SDV
Head of Planning, Development
& Regulatory Services

Application At: Tesco Superstore Portman Road Reading RG30 1AW

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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 permitted shall be carried out in accordance with the details shown on the following approved plans: 2 sheets of "New Vision" plans provided ref: TSP3P received 15 September 2017

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

3. The maximum luminance from the signage hereby permitted shall not exceed 300 cd/m.

Reason: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users. LDF Core Strategy Policy CS7 (Design and the Public Realm) & LDF SDPD Policy DM22 (Advertisements).

Date: 15 November 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.