

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

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

Firstplan  
Bramah House  
65-71 Bermondsey Street  
London  
SE1 3XF

Application No: 170638  
Application type: Advertisement Consent

**Applicant:** Honest Burgers Ltd.

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

**Proposal:** 3no. fascia signs and 3no. projecting signs

**At:** Unit 2 3-5 King Street Reading

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 July 2017



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

**Application At:** Unit 2 3-5 King Street Reading

**Application No:** 170638

**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: Site Location Plan 2461/00.01

Drawing No: Block Plan 2461/00.02

Drawing No: Proposed External Elevation A 2461/05.01-2

Drawing No: Proposed External Elevation B 2461/05.02-2

Drawing No: Proposed Projecting Signage 2461/05.06

Received 21st April 2017

Drawing No: Proposed External Elevation C - Market Place 05.03 Rev B

Received 4th July 2017



Date: 21 July 2017

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

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

3. The maximum luminance from each sign should not exceed 1000cd/m2.

Reason: to avoid glare, which could lead to danger to highway users and/or 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. Before the projecting sign is erected a licence must be obtained, under Section 177/178 of the Highways Act 1980, for any part of it that overhangs the highway. A licence can be obtained from the Council's Highways section at 19 Bennet Road, Reading, RG2 0QX, telephone 0118 937 2138.

3. The decision to grant Advertisement Consent follows the positive and proactive consideration of the issues raised by this planning application.

Date: 21 July 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)