



Reading
Borough Council
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**TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007**

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

To: RPS CgMs
C G M S Holdings Ltd Bastion House
140 London Wall
London
EC2Y 5DN

Application No: 170798
Application type: Advertisement Consent

Applicant: Shurgard UK Ltd,

READING BOROUGH COUNCIL as Local Planning Authority **APPROVE** advertisement consent for part of the following display of advertisements and **REFUSE** advertisement consent for part of the following display of advertisements (**SPLIT DECISION**).

Proposal: 2X illuminated fascia signs, 2X non-illuminated fascia signs and 1X totem.

At: 75-77 Caversham Road Reading RG1 8AN

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 *LEB*



Application At: 75-77 Caversham Road Reading RG1 8AN

Application No: 170798

Application type: Advertisement Consent

CONDITIONS & REASONS

1. REFUSE advertisement consent for the double side totem as shown on Drawing No. 16159GA-D-003 K Proposed Elevations, Drawing No. 16159GA- 90-001D Building Signage Specification and Totem Standard Extracts received 18th May 2017 and Drawing No. 16159GA-D-006 A Totem Location Plan and Drawing No. Proposed Elevations 16159GA-D-003 L received 25th July 2017 for the following reason:

Due to its location on a prominent corner of Caversham Road and Northfield Road and its size in terms of height, the totem is considered to be an unduly dominant and obtrusive feature in the street scene, and detrimental to the visual amenity of the area. The totem is therefore contrary to Policy CS7 of the Core Strategy 2008 (altered 2015) and DM22 of the Sites and Detailed Policies Document 2012 (altered 2015).

2. GRANT advertisement consent for 2 x illuminated fascia signs and 2 x non-illuminated fascia signs as shown on Drawing No. 16159GA-D-003 K Proposed Elevations and Drawing No. 16159GA-90-001D Building Signage Specification received 18th May 2017 subject to the following conditions:

1. Levels of luminance

The maximum luminance from the illuminated fascia signs should not exceed 1000cd/m².

Reason: to avoid glare, which could lead to danger to highways users and in the interests of amenity in accordance with Policy CS20 of the Core Strategy 2008 (altered 2015) and DM12 of the Sites and Detailed Policies Document 2012 (altered 2015).

2. 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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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

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c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: in accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

INFORMATIVES

1. a) The applicant is advised that the approved consent relates to the fascia signage and does not relate to the red cladding shown on the proposed elevations, which has not been included in the description of works.

b) 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.

c) Any works affecting the highway shall be in accordance with Reading Borough's Council's document "Guidance Notes for Activities on the Public Highway within the Borough of Reading". The applicant should be made aware that compliance with this document is mandatory and licences to work on the highway will only be issued if the requirements contained within it are met. A copy can be obtained at: <http://www.reading.gov.uk/ltp/General.asp?id=SX9452-A782F664>

(within the Transport Strategy area of the Transport Section on the Reading Borough Web Site).

d) The decision to issue a split consent follows the positive and proactive consideration of the issues raised including issuing the decision within the agreed time period.



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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.