

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Morgan Signs & Design Ltd
Unit A4 Walsall Enterprise Park
Walsall
WS2 9HQ

Application No: 170653
Application type: Advertisement Consent

Applicant: M and B

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

Proposal: Redecoration of the exterior and replacement signage, to include 7 externally illuminated timber fascia, 2 non-illuminated timber fascia, 2 internally illuminated acrylic hanging signs and 2 aluminium menu-cases. Resubmission of 162304

At: Reflex Bar Ph 4 Friar Street Reading RG1 1DB

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**

SFB

Date: 19 June 2017



Head of Planning, Development
& Regulatory Services

Application At: Reflex Bar Ph 4 Friar Street Reading RG1 1DB

Application No: 170653

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.

3. The development hereby permitted shall be carried out in accordance with the following approved plans:

Location Plan

Sheet 1 of 6 rev. 3 - Proposed Friar Street frontage - photo representation

Sheet 2 of 6 rev. 3 - Proposed Blagrove Street frontage - photo representation

Sheet 3 of 6 rev. 3 - Proposed fascia, elevations and sections Sheet 4 of 6 rev. 3 - Proposed fascia, elevations and sections Sheet 5 of 6 rev. 3 - Proposed projecting signage, menu cases and café barrier, elevations and sections

Sheet 6 of 6 rev. 3 - Existing elevations - photo representation Received 25th April 2017

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

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4. The maximum luminance from the external illumination of the fascia signs and the internal illumination of the hanging signs should not exceed 100 cd/m² .

Reason: In the interests of amenity in accordance with Core Strategy Policy CS20 and Sites and Detailed Policies document Policy DM12.

INFORMATIVES

1. For the avoidance of doubt the proposed works to repaint the shop front of the premises are not covered under this application

SFB

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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/pes.