

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Technical Signs
Hille Business Centre
132 St Albans Road
Watford
WD24 4AE

Application No: 170850
Application type: Advertisement Consent

Applicant: Fulham Shore

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

Proposal: Display of 4 internally illuminated fascia signs, 2 non-illuminated fascia signs, 2 high-level internally illuminated projecting signs, 1 graphic on the south elevation and 4 menu box signs (retrospective)

At: The Real Greek/Franco Manca, The Oracle Bridge 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**

SFB

Date: 26 July 2017



Head of Planning, Development
& Regulatory Services

Application At: The Real Greek/Franco Manca, The Oracle Bridge Street Reading

Application No: 170850

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 maximum luminance from the fascia and projecting signs hereby approved shall not exceed 500 cd/m².

Reason: To avoid glare, which could lead to danger to highway users and in the interests of visual amenity in accordance with Policy CS20 of the Reading Borough LDF Core Strategy 2008 (Altered 2015) and Policies DM12 and DM22 of the Sites and Detailed Policies Document 2012 (Altered 2015).

INFORMATIVES

SFB

Date: 26 July 2017



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& Regulatory Services

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 consent follows the positive and proactive consideration of the application, including enabling revised plans to be submitted during the course of the application (reflecting works displayed at the site prior to advertisement consent being granted) and issuing the decision within the recommended eight week time period.
3. The applicant is advised to explore whether separate planning permission should be sought for the two restaurant units operating from this site since 15th June 2017. This is owing to condition 62 of permission 97/00017/FD (alternative reference 970419) at the wider site stating that there shall be no subdivision of the department stores into separate units unless agreed in writing by the Local Planning Authority.
4. The advertisements already displayed at the site are in accordance with the following approved drawings:

Proposed signs (Projecting signs and menu boards) 595681-5 Rev B
Received on 21st June 2017

Proposed signs (elevations and details) 595681-2 Rev D
Proposed signs (side elevation and sections) 595681-3 Rev C
Proposed signs (side elevation and sections) 595681-4 Rev C
Site and Block Plans 595681-6 Rev A
Received on 28th June 2017

This clarifies which drawings are approved.

SFB

Date: 26 July 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.