

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

A & Q Partnership
The Lux Building
2-4 Hoxton Square
London
N1 6NU

Application No: 170919
Application type: Advertisement Consent

Applicant: HSBC CRE

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

Proposal: Advertisement consent for replacement signage - HSBC to HSBC UK, consisting of 3 internally illuminated fascia signs, 6 non-illuminated fascia signs, 2 internally illuminated hanging signs and 1 window vinyl.

At: 26-28 Broad Street Reading RG1 2BU

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: 7 August 2017



Head of Planning, Development & Regulatory Services *RE*

Application At: 26-28 Broad Street Reading RG1 2BU

Application No: 170919

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

Drawing No: 16 033 0063 PA 01 - Location and Block Plan

Drawing No: 16 033 0063 PA 01 - Existing Front Elevation

Drawing No: 16 033 0063 PA 02 - Existing Side Elevation

Drawing No: 16 033 0063 PA 04 rev.B - Proposed Broad Street Elevation Drawing No: 16 033 0063 PA 05 rev.B - Proposed Queen Victoria Street Elevation

Received 6th June 2017

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



Date: 7 August 2017

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3. The maximum luminance from any fascia sign or projecting sign hereby permitted shall not exceed 150 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. Please note that the granting of this advertisement consent application does not in any way prejudice the pending decision in relation to a current listed building consent application at the site (Ref 170920).

2. It is considered that the internal vinyl graphic does not in itself require advertisement consent and hence it is not specifically referenced in this decision.

Date: 7 August 2017



Head of Planning, Development & Regulatory Services *RE*

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.