

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Peter Brett Associates LLP
Caversham Bridge House
Waterman Place
Reading
RG1 8DN

Application No: 170728
Application type: Advertisement Consent

Applicant: Porcelanosa UK Ltd

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

Proposal: Display of internally illuminated fascia sign to building frontage

At: 21 Rose Kiln Lane Reading RG2 0LE

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: 30 June 2017


SDV
Head of Planning, Development
& Regulatory Services

Application At: 21 Rose Kiln Lane Reading RG2 0LE

Application No: 170728

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 advertisement hereby permitted shall be displayed in accordance with the following approved plans:

Drawing No: 150589 201 Rev. D - Proposed Elevations

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

4. The maximum luminance from the fascia sign shall not exceed 600 lm/m².

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

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5. The signage hereby approved shall not be illuminated other than by Halo Illumination comprising illumination of the background to the text of the advertisement only. No part of the face of any letter or logo shall be illuminated and no part of the light source shall be visible once the signage has been installed.

Reason: Due to the size and prominence of the signage and to avoid visually obtrusive illumination detracting from the visual amenity of the area. Policies CS7 and DM22

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. The decision to grant advertisement consent follows the positive and proactive consideration of the issues raised by this advertisement consent application in seeking additional information and issuing the decision within a reasonable time period.

Date: 30 June 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.