

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

ParkingEye Ltd
40 Eaton Avenue
Matrix Park
Buckshaw Village
PR7 7NA

Application No: 170737
Application type: Advertisement Consent

Applicant: ParkingEye Ltd

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

Proposal: Installation of car park management signage comprising 4no. non- illuminated wall mounted signs (800mm long x 600mm wide).

At: The Forbury Hotel 26 The Forbury Reading RG1 3EJ

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: 3 October 2017



Head of Planning, Development
& Regulatory Services *J.P.M.*

Application At: The Forbury Hotel 26 The Forbury Reading RG1 3EJ

Application No: 170737

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. This consent relates to the following drawings only:

C-19476-002 Rev B Site Plan;
C-19476-004.1 Rev B Signage Details (Sign Type 1);
C-19476-004.1 Rev B Signage Details (Sign Type 2);
C-19476-004.1 Rev B Signage Details (Sign Type 1 & 2);
C-0000-006 Rev A Phantom Camera Details
received on 16th May 2017;

C-19476-003 Rev C Signage Plan
received on 15th August 2017.



Date: 3 October 2017

Head of Planning, Development
& Regulatory Services *J.B.M.*

Reason: For the avoidance of doubt and to clarify which drawings are approved.

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.

Date: 3 October 2017



Head of Planning, Development
& Regulatory Services *J.P.M.*

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.co.uk