

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

CMC Projects LLP
New Cambridge House
Bassingbourn Road
Litlington
SG8 0SS

Application No: 170644
Application type: Advertisement Consent

Applicant: WH Smith Retail Ltd

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

Proposal: 2 No replacement fascia signs Broad Street Elevation, 1 No replacement hanging sign Broad Street Elevation, 1 No replacement fascia sign Friar Street Elevation, 1 No replacement hanging sign Friar Street Elevation

At: 39 Broad Street Reading RG1 2AD

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: 4 July 2017



Head of Planning, Development
& Regulatory Services

Application At: 39 Broad Street Reading RG1 2AD

Application No: 170644

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: 3124 - Site Location Plan

Received 24th April 2017

Drawing No: WHS/002/2017 rev.2 - Front Elevation Signs A and B Drawing No: WHS/002/2017 rev.2 - Rear Elevation

Drawing No: WHS/002/2017 rev.2 - Front and Rear Elevation Projecting Signs

Received 10th May 2017

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

SFB

Date: 4 July 2017



Head of Planning, Development
& Regulatory Services

3. The maximum luminance from the fascia sign and projecting sign should not exceed 700 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. Part of the unit to which the application relates forms part of a Listed Building and therefore Listed Building Consent (LBC) will be required for the proposed works and any work required to facilitate the proposed development. For the avoidance of doubt, the approval of this advertisement consent does not imply the granting of Listed Building Consent. Listed Building Consent will need to be applied for under a separate application

2. 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.

3. The decision to grant consent follows the positive and proactive consideration of the issues raised including issuing the decision within the eight week time period.

4. These works may require separate approval under the Building Regulations. Please contact the Council's Building Control service for further advice on (0118) 937 2449.

SFB

Date: 4 July 2017



Head of Planning, Development
& Regulatory Services

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.