

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Farrow Silverton
6 Hale Lane
Mill Hill
London
NW7 3NX

Application No: 160286
Application type: Advertisement Consent

Applicant: Bluegrass BBQ

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

Proposal: Display of externally illuminated fascia sign on front elevation & non-illuminated fascia sign on rear elevation, internally located & illuminated neon signs on front & rear elevations, painted signage on side and rear elevations (retrospective) (amended description).

At: 15 Gun Street Reading RG1 2JR

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: 19 May 2016



Head of Planning, Development
& Regulatory Services

Application At: 15 Gun Street Reading RG1 2JR

Application No: 160286

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CONDITIONS & REASONS

1. The maximum luminance from each sign should not exceed 600 cd/m². The neon signs at the front and rear of the building shall remain statically lit at all times.

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).

2. 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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Reason: in accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.



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Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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.

INFORMATIVES

1. The advertisements hereby approved have already been displayed, as per the following approved drawings and specifications:

- 07/894/101 - Location Plan & Site Plan, as received 16/02/16
- 07/894/205.E - Proposed elevations, as received 12/05/16
- 'Final Photos' of front and side elevation (modified to remove elements omitted during the application), as received 12/05/16
- Email from Farrow Silverton Architects, Ref '15 Gun Street - neons in windows', dated & received 14/03/16
- Email from Farrow Silverton Architects, Ref '15 Gun Street, Reading (160285/160286/160288)', dated & received 18/03/16

2. The following elements, as implemented at the site in November/December 2015, were omitted from consideration during the course of the application:

- Painted on sign at first floor level on the front (Gun Street) elevation (located between the B & Q neon signs. This is circular in shape, with a directional arrow at the bottom pointing towards the entrance. The main lettering states 'low 'n' slow' with smaller lettering above stating 'we cook it' and below stating '...the genuine way'.
- Painted on graphic on the east side elevation at first floor level. This depicts a picture of a smoking gun on a trailer, together with wording either side stating 'Where low 'n' slow meats Gun Street' '16 hr smoked meat' and wording below stating 'nobody beats our meats'
- On the rear (southern) most boundary a totem pole sign, rising to 3.5m in height, is attached to the inner wall overlooking the Holy Brook. This includes



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signs (non-illuminated) / structures stating 'Bluegrass', 'Real BBQ', 'Morning Noon 'n' night', 'Entrance on Gun Street'.

These works are not permitted at the site, having been considered unacceptable by officers during the course of this application and chosen by the applicant to be omitted from consideration prior to this formal decision being issued. As such, it is advised that these elements should be entirely removed within three months of this decision notice. If this does not occur within three months of this decision notice, steps will be taken by the Council to take action to remedy these breaches of advertisement consent control. If you are in any doubt please contact the Council.

3. The Local Planning Authority has worked positively and proactively with the applicant to allow elements of the original submission considered unacceptable to be omitted during the course of the application. This has enabled a positive officer recommendation to be made and for the application to be determined within the statutory recommended timeframes.

4. Separate Planning Permission (Ref 160285) and Listed Building Consent (Ref 160288) accompany this advertisement consent permission.

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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/pes.