

The proposed change of use of premises from Use Class B1(c), B2 and B8 to Use Class E (c)(iii), B2 and B8 and associated external alterations to front elevation and the display of 1 No. illuminated fascia sign at

Unit 1B | Mayfield Trade Centre | Reading | RG2 0RJ

Planning Statement

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1 Introduction

- 1.1 This statement has been prepared by Boon Brown on behalf of Consol Ltd and is in support of an application for the proposed change of use of premises from Use Class B1(c), B2 and B8 to a solarium (Use Class E(c)(iii), B2 and B8 and associated external alterations to front elevation and the display of 1 No. Illuminated fascia sign at Unit 1B, Mayfield Trade Centre, Reading RG2 0RJ.
- 1.2 The proposed use class of a solarium is Class E (c)(iii). The subject building was permitted with B1(c), B2 and B8 use (Ref. 94/0838/FD), as defined within the Town and Country Planning (Use Classes) Order 1987, as amended.
- 1.3 The Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 amended the Town and Country Planning (Use Classes) Order 1987. Former Use Classes A, B1 and D, applicable to retail, office and non-residential institutions and assembly and leisure uses respectively, were removed and new use classes were introduced in their place. The new Class E encompasses commercial, business and service and it is considered that Use Class B1(c) now falls within Use Class E.
- 1.4 A lawful development certificate application is currently under consideration (ref. PL/24/1423) for the subject building. The Local Planning Authority has advised they consider the proposed change of use from Use Class B1(c), B2 and B8 to Use Class E(c)(iii), B2 and B8 is not permitted development following the imposition of condition 12 of planning ref. 94/0838/FD and therefore a planning application to change the use is required.
- 1.5 The application site is within a designated 'Core Employment Area' (EM2c – A33 South of Basingstoke Road) as defined by Policy EM2 of the Reading Borough Local Plan. Policy EM3 states the loss of employment land within Core Employment Areas will not be supported. Policy EM4 seeks to ensure that a variety of sizes and types of employment premises are available. Although the employment land permitted by Policy EM3 is for B1, B2 and B8 uses, the policy states that related alternative commercial use or use which complements the employment use of the area may be considered that would not result in a significant reduction in jobs. The proposed use as a solarium would add to the mix of premises which provide employment, therefore, it is compliant with policy in the Core Strategy and the proposal is acceptable in principle.
- 1.6 The use of the unit as a solarium would not result in any change to the character of the area, be detrimental to any neighbouring properties nor would there be any highway or parking concerns as a result of the change of the use.
- 1.7 As the proposal is compliant with policy contained within the adopted Local Plan and would not result in any other adverse impacts, it is respectfully contended that planning permission ought to be granted.
- 1.8 The application comprises the following documents submitted alongside this statement:
 - Application form
 - Plans:
 - Site Location Plan
 - Block Plan
 - Ref. 4643-PL02 – Existing Elevations and Floor Plans
 - Ref. 4643-PL03 – Proposed Elevations and Floor Plans
 - Ref. Proof Sheet/19324

2 Site & Surroundings

2.1 Location

- 2.1.1 The site refers to Unit 1B which is a currently vacant unit and is part of a 5-unit scheme, known as Mayfield Trade Centre. The Trade Centre was granted planning permission in 1995 under 94/0838/FD. Figure 1 below shows the outline of the trade park in blue with the unit in red whilst Figures 2 and 3 show a photo of the Trade Centre.



Figure 1 | Site Location



Figure 2 | Units 1 – 3 Mayfield Trade Centre



Figure 3 | Units 4 & 5 Mayfield Trade Centre

2.1.2 The subject site is a mid-terrace property on the Mayfield Trade Centre, which occupies a corner parcel of land that is situated to the south of Acre Road and east of the A33 (Basingstoke Road). The built complex presently comprises a mixture of retail, industrial and warehousing outlets (B1, B2 and B8). To the east of the site, beyond the A33 is Reading Gate Retail Park. Neighbouring occupiers include Johnstones Decorating, Salon Services and Easy Floor Store.



Photo 1 | Subject site (Unit 1B)

- 2.1.3 The site is served by an existing vehicular access from the A33 (Basingstoke Road) into Acre Road to the north of the site which directs vehicles to past the side of the application building into the car park. Parking has been provided for vehicles to the front of the building.



Photo 2 | Access from Acre Road to the application site (Unit 1B)

- 2.1.4 The subject building has not been identified as being within a Conservation Area or Flood Zone 2 of 3, nor is it a Listed Building.

3 Planning History

3.1 Relevant Planning History

- 3.1.1 There is a large amount of planning history which is not considered to be directly relevant to this proposal however, the relevant planning history of the subject building is summarised below.

Planning Reference	Description	Decision
94/0838/FD	Erection of five industrial/warehouse units, including roadway and parking (Use Class B1(c)/B2 and B8).	Approved – 25.05.1995

3.2 Implication of Planning Context

- 3.2.1 The 'Mayfield Trade Centre' development was approved in 1995 (Planning Ref. 94/0838/FD). The following condition (12) was imposed on the decision notice:

12 The use of the buildings and land shall be restricted to Use Classes B1(c), B2 and B8 of the Town and Country Planning (Use Classes) Order 1987 and no part of the development shall be occupied for uses falling within Use Classes B1(a) or B1(b) or any other Use Class set out in the schedule to the Town and Country Planning (Use Classes) Order 1987 and notwithstanding the provision of Article 3 of that Order and Section 55(2) (i) of the Town and Country Planning Act 1991 as amended. Reason: in the interests of amenity and to enable the Local Planning Authority to control future uses of the building.

Figure 4: Condition 12 of the planning application ref. 94/0838/FD

- 3.2.2 The condition restricts the use of any of the units to Use Classes B1(c), B2 and B8 use, as defined within the Town and Country Planning (Use Classes) Order 1987, as amended.
- 3.2.3 As mentioned in paragraph 1.4 of this statement, a lawful development certificate for the proposed use is currently under consideration (ref. PL/24/1423) for the subject unit. The Local Planning Authority has advised that they are of the opinion that the proposed use as a solarium (Use Class E (c)(iii)) would not accord with the condition imposed on planning ref. 94/0838/FD therefore a planning application to change the use is required.

3.3 Change in Legislation

- 3.3.1 The Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 amended the Town and Country Planning (Use Classes) Order 1987 and introduced significant changes to the system of 'use classes'. Former Use Classes A, B1 and D, applicable to retail, office and non-residential institutions and assembly and leisure uses respectively, were removed and new use classes were introduced in their place. The new Class E encompasses commercial, business and service, while the new F1 and F2 apply to learning and non-residential institutions and local community use respectively.
- 3.3.2 It is considered that the approved use of the Unit (B1(c), B2 and B8), following the changes in legislation, benefits from Class E (formerly B1(c), B2 and B8).

4 The Proposal

- 4.1 The subject applications a change of use of premises from a mixed use of B1(c), B2 and B8 to a solarium (Class E (c) (iii), B2 and B8), alterations to the front elevation and advertisement consent application for the display of 1 No. internally illuminated fascia sign on the front elevation of the building.
- 4.2 The subject building comprises ground floor and first-floor accommodation with a fully fitted mezzanine space. The subject building will be occupied by Consol Ltd and will be used as a solarium (ground floor only) with ancillary office accommodation on the first floor.
- 4.3 A solarium provides a service where visiting members of the public (appointment or walk-in) will attend to get an artificial suntan. The unit has previously been used as a light industrial with a trade counter.
- 4.4 The proposed external works include the installation of a new shopfront behind existing roller shutter doors.
- 4.5 Advertisement consent is sought for the display of 1 No. internally illuminated fascia sign.
- 4.6 All external works (including signage) are proposed on the front (west) elevation only.



Figure 5 | Proposed front (west) elevation

- 4.7 The current access and parking provision of the trade park as a whole would not be affected by the proposed change of use.

5 Planning Policy and Discussion

5.1 Planning Policy

- 5.1.1 Applications for planning permission must be determined in accordance with the development plan unless there are material considerations that indicate otherwise (see section 70(2) of the Town and Country Planning Act 1990 and section 38(6) of the Planning and Compulsory Purchase Act 2004). In instances where there are no relevant development plan policies, or the policies which are most important for determining an application are out-of-date, permission should be granted unless the application of policies in the National Planning Policy Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed, or any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the framework taken as a whole.

5.2 Development Plan

- 5.2.1 The Development Plan for Reading Borough Council comprises the Reading Borough Local Plan (November 2019).

- 5.2.2 Planning Policies considered relevant to this proposal are:

- 5.2.3 Policy CC1 Presumption in Favour of Sustainable Development

Proposals which accord with the development plan will be approved without delay unless material considerations indicate otherwise. Where there are no relevant policies or the relevant policies are out of date, permission will be granted unless the adverse impacts would significantly and demonstrably outweigh the benefits or specific policies in the NPF indicate it should be restricted.

- 5.2.4 Policy CC7 Design and the Public Realm

All development must be of high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located.

- 5.2.5 Policy CC8 Safeguarding Amenity

Development will not cause a detrimental impact on the living environment of existing residential properties or unacceptable living conditions for new residential properties. Furthermore, as well as immediate impacts, other aspects to which this policy applies will include matters such as hours of operation of businesses, and effects of traffic movements, particularly of heavy goods vehicles (HGVs).

- 5.2.6 Policy EN15 Air Quality

Development should have regard to the need to improve air quality and reduce the effects of poor air quality.

- 5.2.7 Policy EM2 Location of New Employment Development

Major employment uses, including industrial and storage and distribution will be located in the A33 corridor or in the Core Employment Areas. Non-employment uses that would support the area's economic function may be located in the Core Employment Areas where they do not result in a loss of employment land.

5.2.8 Policy EM3 Loss of Employment Land

Within the Core Employment Areas, the overall level of employment land should be maintained.

5.2.9 Policy EM4 Maintaining a Variety of Premises

A range of types and sizes of units should be present in the Borough, and proposals should maintain or enhance this range.

5.2.10 Policy TR3 Access, Traffic and Highway-Related Matters

In determining proposals involving a new or altered access onto the transport network, improvement works to the transport network, the creation of new transport infrastructure or the generation of additional trips on the transport network, consideration will be given to the effect on safety, congestion and the environment.

5.2.11 Policy TR5 Car and Cycle Parking and Electric Vehicle Charging

Development should provide car parking and cycle parking that is appropriate to the accessibility of locations within the Borough to sustainable transport facilities, particularly public transport.

5.2.12 Policy OU4 Advertisements

Advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable.

5.2.13 Policy OU5 Shopfronts and Cash Machines

Shopfronts, individual features of shopfronts and cash machines will respect the character of the building on which they are located and their surroundings, as well as the wider street, in terms of design, colours, materials, lighting, and location.

5.3 Other Material Considerations

5.3.1 The following material considerations are also of relevance.

5.4 The National Planning Policy Framework (December 2023)

5.4.1 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and explains how these are expected to be applied.

5.4.2 Paragraph 85 states that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt and significant weight should be placed on the need to support economic growth and productivity.

5.4.3 Paragraph 115 states development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

- 5.4.4 Paragraph 141 states “...Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

5.5 National Planning Practice Guidance

- 5.5.1 The National Planning Policy Framework was published on March 2012 and revised most recently September 2023. It sets out the government’s planning policies for England and how these are expected to be applied.

5.6 Town and Country Planning (Control of Advertisements) (England) Regulations 2007

- 5.6.1 The Legislative framework for the control of advertisements is contained within Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan.

6 Discussion

The following sections of this statement demonstrate how the proposed development complies with the aforementioned planning policy. The main planning issues relevant to the proposal are dealt with in turn.

6.1 Principle of Development

- 6.1.1 Policy CC1 states that the Council will take a positive approach that reflects the presumption in favour of sustainable development contained in the National Planning Policy Framework when considering planning applications.
- 6.1.2 Policy EM2 states major employment uses, including industrial and storage and distribution will be located in the A33 corridor or the 'Core Employment Areas'. Non-employment uses that would support the area's economic function may be located in the 'Core Employment Areas' where they do not result in a loss of employment land.
- 6.1.3 Policy EM3 states *"Within the Core Employment Areas, the overall level of employment land should be maintained."* The definition of 'Employment land' in Policy EM3 is *"Employment land' in the context of this policy is land, which is primarily in B1, B2 or B8 use, or is a use not in the above use classes for which an employment area is the only realistic location."*
- 6.1.4 Policy EM4 states *"In order to ensure a healthy and balanced local economy, we need to make sure that a variety of sizes and types of employment premises are available"* and that *"Development should not therefore reduce the range of sites and space available, and this applies in all locations, not merely the Core Employment Areas."*
- 6.1.5 The subject site is located within Core Employment Area EM2c: South of Basingstoke Road. Policy EM2 of the Reading Local Plan 2019 is defined as a designated 'Employment area' for which Policies EM3 and EM4 can be applied.
- 6.1.6 Paragraph 85 of the NPPF states that planning decisions should help create the conditions in which businesses can invest, expand and adapt. The NPPF states that *"Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development."*
- 6.1.7 The proposal seeks the change of use of Unit 1B from an existing mixed industrial use (Class B1(c), B2 and B8) to a solarium, falling under Class E.
- 6.1.8 The Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 amended the Town and Country Planning (Use Classes) Order 1987 and introduced significant changes to the system of 'use classes'. Former Use Classes A, B1 and D, applicable to retail, office and non-residential institutions and assembly and leisure uses respectively, were removed and new use classes were introduced in their place. The new Class E encompasses commercial, business and service, while the new F1 and F2 apply to learning and non-residential institutions and local community use respectively. It is considered that the approved use of the Unit (B1(c), B2 and B8), following the changes in legislation, benefits from Class E (formerly B1(c), B2 and B8).
- 6.1.9 The Local Planning Authority has advised they consider the proposed change of use from Use Class B1(c), B2 and Be to Use Class E(c)(iii) is not permitted development following the imposition of condition 12 of planning ref. 94/0838/FD and therefore a planning application to change the use is required.

- 6.1.10 It is considered that following the introduction of The Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020, Use Class E now supersedes Use Class B1(a-c).
- 6.1.11 The proposed use of the subject site as a Solarium would create employment opportunities for 10-12 persons carrying out a variety of tasks.
- 6.1.12 Taking the above into account, it is considered that the principle of development is compliant with Policies EM2, EM3 and EM4 of the adopted Local Plan.

6.2 Character of the Area

- 6.2.1 The subject application also seeks permission for external alterations to the front (west) elevation of the building, these works include the formation of a 'shopfront'.
- 6.2.2 Policy CC7 requires *"All development must be of high design quality that maintains and enhances the character and appearance of the area of Reading in which it is located."*
- 6.2.3 The installation of a shopfront and display of illuminated signage all on the front (west) elevation of the building are considered to be in keeping with the general appearance and character of the immediate area and therefore are not to be considered visually harmful.
- 6.2.4 The subject site is located in a 'Core Employment Area' therefore the proposed use and external alterations are not considered to be incongruous with adjoining and adjacent commercial, industrial and retail premises and will not cause a detrimental impact on adjoining businesses.
- 6.2.5 It is therefore considered that the proposed use and external alterations comply with the requirements of policies CC7 and CC8 of the adopted Local Plan.

6.3 Air Quality

- 6.3.1 The proposed use as a Solarium will not cause air pollutants to be emitted, nor would it lead to a material increase in congestion in the 'Air Quality Management Area' or the need for HGVs to visit the site therefore, it is considered that proposals comply with the requirements of policies EN15 of the adopted Local Plan.

6.4 Highways and Parking

- 6.4.1 The site is served by an existing vehicular access from the A33 (Basingstoke Road) into Acre Road to the north of the site which directs vehicles past the side of the building into the car park. It is not considered that the change of use would result in significant increases in traffic entering or leaving the site.
- 6.4.2 Ample car parking spaces are available at the front of the building for customers of the Solarium.
- 6.4.3 It is therefore considered that the proposal is in accordance with Policy TR3 and TR5 of the adopted Local Plan.

6.5 Town and Country Planning (Control of Advertisements) (England) Regulations 2007

- 6.5.1 The application seeks to erect 1 No. internally illuminated sign to the existing building. The Town and Country Planning (Control of Advertisements) (England) Regulations state that advertisement consent applications should only be considered in terms of their impacts on public safety and amenity. Both of these are considered below.

6.6 Amenity

- 6.6.1 Policy OU4 states that advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affect visual amenity or public safety will not be acceptable. All adverts shall comply with the following criteria:

a) Advertisements will not obstruct windows, any other sign already located on the building, or cut across significant architectural features such as historic fascias, windows, pilasters, cornices or scrolls;

The proposed sign will not obstruct any windows. There is no existing signage on the subject building nor does the building have any architectural features, therefore, the proposed sign complies with this requirement.

b) Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts;

Consol Ltd do not occupy an adjacent unit.

c) Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the special historic interest;

The subject building is not a listed building nor is it in a Conservation Area.

d) Advertisements will not reduce visibility for users of the highway or accesses onto the highway;

The proposed sign will be fitted to the front of the building and therefore will not reduce visibility for users of the highway.

e) Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway;

It is considered that the proposed advertisement is in keeping with the general design and style of other existing advertisements within the immediate vicinity of the site

f) Advertisements should not obscure the sight lines of cameras installed for public safety.

The proposed sign will be fitted to the front of the building and therefore will not obscure the sight lines of cameras.

- 6.6.2 The proposed advertisement will be erected on the front (west) elevation of the building, above the proposed shopfront. Signage has previously been displayed in this location however, this was removed after the previous occupiers vacated the premises.
- 6.6.3 The proposed sign is to be internally illuminated and will be statically illuminated to 457cd/m². This level of illumination is considered to be appropriate in this location and no brighter than other illuminated signage in the immediate vicinity.
- 6.6.4 It is considered that the proposed advertisement is in keeping with the general design and style of other existing advertisements within the immediate vicinity of the site and will assimilate well.
- 6.6.5 Given the nature of the surrounding area, it is not considered that new signage in this location will be considered out of place or keeping with the surrounding area, or any more intrusive than existing adverts, and therefore, will have no material impact on the amenity or character of the area.

6.7 Public Safety

- 6.4.1 The NPPG provides guidance as to the considerations affecting public safety:

The main types of advertisement which may cause danger to road users are:

- (a) those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway;

The proposed sign will be fitted to the front of the building and therefore will not obstruct sight lines.

- (b) those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature;

It is considered that the proposed advertisement is in keeping with the general design and style of other existing advertisements within the immediate vicinity of the site and will therefore not distract road users.

- (c) those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface);

Advertisement Consent is sought for a fascia sign only.

- (d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology:

- i. where the means of illumination is directly visible from any part of the road;

The proposed sign is to be internally illuminated and will be statically illuminated to 457cd/m². This level of illumination is considered to be appropriate in this location and no brighter than other illuminated signage in the immediate vicinity.

- ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals;

The proposed colours of the fascia sign are not considered to be similar to traffic lights or other authorised signals.

iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather;

The proposed sign will not cause a glare or dazzle to road users.

iv. which are subject to frequent changes of the display;

Not applicable.

(e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message;

Not applicable.

(f) those requiring close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road;

Not applicable.

(g) those which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, and may therefore be subject to removal by the traffic authority under section 69 of that Act, for example:

i. those embodying red circles, crosses or triangles, or any traffic sign symbol; or those in combinations of colours which might otherwise be mistaken for traffic signs;

The proposed sign does include details used by the traffic authorities.

or

ii. those incorporating large arrows or chevrons with only the arrow or chevron made of retroflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts.

The proposed sign does include details used by the traffic authorities.

(h) those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs, for example, advertisements which:

i. contain a large arrow or chevron (or have a pointed end and have only a few words of message);

ii. invite drivers to turn right on a main road, or where there is fast moving traffic;

iii. invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely; or

iv. are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road junction or other traffic hazard.

The proposed sign does include details used by the traffic authorities.

The prevention of crime is a public safety consideration and local planning authorities should consider whether granting express consent could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras.

The proposed sign will be fitted to the front of the building and therefore will not obscure the sight lines of cameras.

- 6.7.2 Taking the above into account, it is considered that the new sign would not constitute a distraction to anyone taking a reasonable standard of care on the public highway and therefore, the proposal would not give rise to any public safety concerns.
- 6.7.3 Consequently, the proposal is appropriate in terms of amenity aligning the development with the NPPF, the adopted local plan and Town and Country Planning (Control of Advertisements) (England) Regulations and Policy OU4 of the adopted Local Plan.

7 Conclusion

- 7.1 This statement has been prepared by Boon Brown on behalf of Consol Ltd and is in support of an application for the change of use of premises from Use Class B1(c), B2 and B8 to a solarium (Use Class E (c)(iii), B2 and B), external alterations to the front elevation of the building and the display of 1 No. illuminated fascia sign at Unit 1B, Mayfield Trade Centre, Reading RG2 0RJ.
- 7.2 It is considered that following the introduction of The Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020, Use Class E now supersedes Use Class B1(a-c) and therefore the proposed change of use is considered permitted development however, following the imposition of condition 12 of planning ref. 94/0838/FD and therefore a planning application to change the use is required.
- 7.3 The proposed external alterations represent minor alterations to an existing building.
- 7.4 The proposed signs will be sited on an existing building and viewed in the context of other signage within the vicinity. The proposed signs will be internally illuminated and will be fixed to the building and therefore will not be a hazard to drivers or pedestrians.
- 7.5 It is considered that this statement has demonstrated the proposal is appropriate in terms of the NPPF, the adopted local plan and the Town and Country Planning (Control of Advertisements) (England) Regulations. Accordingly, it is respectfully contended that planning permission and advertisement consent ought to be granted without delay.

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