SOUTHPORT U.K.
LONDON OFFICE
SYSTEMS LTD

APPLICATION NO:
A/2000/0350

LOCATION:
London Road Reading.

APPLICANT:
Waitrose Ltd C/O John Lewis Plc

PROPOSAL:
Proposed erection of internally illuminated shop and car park signs.

EARLIEST DATE FOR DECISION: **17/02/2000**

APPLICATION EXPIRY DATE: **07/03/2000**

CASE OFFICER: **Heather Morgan**

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Part Approved and Part Refused of Permission

Waitrose Ltd
C/O John Lewis Plc
171 Victoria Street
London
SW1E 5NN

Application Number: A/2000/0350

Parish: **TWYFORD**

Location: **Waitrose Ltd, London Road, Twyford, Reading.**

Proposal: **Proposed erection of internally illuminated shop and car park signs.**

The Wokingham District Council in pursuance of their powers under the above Acts and Regulations hereby **Part Refuse & Part Approve Permission** for carrying out the above development in accordance with the application and the accompanying plans submitted to the Council subject to compliance with the following conditions, the reasons for which are specified hereunder.

Approve car park and other signage with the exception of; 1) signage to the front of 41 London Road which is the subject of a separate application 2) Signage on service road elevation 3) Signage closest to main entrance on the car park elevation and 4) signage to the front of the coffee shop on the London Road elevations which are Refused.

Conditions for approved signs

Condition
1. The development hereby permitted shall be begun before the expiration of five years from the date of this permission.

Condition
2. a) The sign(s) shall be illuminated only while the premises are open for business.
Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Where an advertisement is required under these regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

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.

No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Condition
3. The individual lettering hereby approved shall be illuminated by halo lighting. The frontages shall be white and the returns dark green.

Condition
4. This permission relates to the application as amended by and shall be carried out in accordance with revised drawings 6020/100 I, 6020/DE-001D, 6020/AE-101G submitted to the Local Planning Authority on 27/03/00.

Reason
1. In pursuance of Section 91(1) of the Town and Country Planning Act 1990.

Reason
2. To safeguard the amenities of neighbouring residents and the locality.

Reason
3. In the interests of visual amenity.

Reason
4. For the avoidance of doubt.

Reasons for refusal for signs 1, 2, 3 & 4
1. The proposed signage, by reason of its size, position and proliferation, would introduce an element of visual clutter, detrimental to the visual amenity of the area and the appearance of Twyford Village Conservation Area. As such, these elements of the proposal are contrary to Policy LBE10 of the Loddon Area Local Plan and Policy WBE16 and WHE2 of the Wokingham District Local Plan (Deposit Draft) as modified.

John Mitchell
Development Control Manager
Date: 23 May 2000

If this notice grants permission to proceed with the proposal the applicant is reminded that it relates to planning permission only and does not constitute approval under any other legislation including Building Regulations.

Appeal Decision

Site visit made on 03 October 2000

by Hugh Llewelyn

an Advertisement Control Officer appointed by the Secretary of State for the Environment, Transport and the Regions

The Planning Inspectorate
Room 1404
Tollgate House
Houlton Street
Bristol BS2 9DJ
0117 987 8927
Date 23 OCT 2000

Appeal Ref: APP/X0360/H/1126
Waitrose Store, London Road, Twyford, Wokingham

- The appeal is made under Regulation 15 of the Town and Country Planning (Control of Advertisements) Regulations 1992 against a refusal to grant express consent.
- The appeal is made by Waitrose Ltd against the decision of Wokingham District Council.
- The application (ref:A/2000/0350) is dated 4 January 2000.
- The advertisements proposed are:

Sign W2: internally-illuminated "halo" letters measuring 4.15m x 0.6m on the north west elevation.
Sign W4: non-illuminated letters measuring 2.4m x 0.35m on the south east elevation.
Sign W6: internally-illuminated "halo" letters measuring 6.2m x 0.9m on the north east elevation.

Summary of Decision: The appeal is dismissed.

Procedural Matters

1. My decision is based on the written representations exchanged, the photographs submitted and an inspection of the site. I accept the description of the appeal site and its surroundings in the Council's statement enclosed with their letter of 31 July 2000.

Main Issues

2. I consider that the main issues in this case are the likely effects of the signs, including in conjunction with existing signs, on the street scene and Conservation Area.

Planning Policy

3. The Council refer to policy LBE10 of the London Area Local Plan and policies WBE16 & WHE2 of the draft Wokingham District Local Plan. However, the Regulations require decisions be made only in the interests of amenity and public safety, taking account of any material factors. Thus, while I have taken into account the Council's policies, they cannot be decisive.

Reasons

4. The appeal premises comprise a new supermarket on the corner of London Road and Wargrave Road in the centre of Twyford. Sign W2 would be erected on the store's north west elevation next to the angled, west-facing main entrance, which has one approved sign (W1). Sign W2 would overlook the car park and the vehicular access from Wargrave Road. Also on the north west elevation is an approved sign (W3). Sign W4 would be erected on

the windows of the coffee shop, facing London Road. The coffee shop projects in front of the south east elevation of the store, which has one approved sign (W5). Sign W6 would be erected on the plain brick wall of the north east elevation facing a service yard and the vehicular entrance from London Road.

5. Most of the store is in the Twyford Village Conservation Area where special attention must be paid to preserving or enhancing its character or appearance. There should thus be strict control over displaying advertisements. However, provided signs are in keeping with an Area, particularly one with a strong commercial character, then they may be acceptable.

6. The Council claim the appellants do not need the signs. However, as paragraph 9 of Planning Policy Guidance 19 points out, it is accepted that, except for some signs in Areas of Special Control, anyone proposing to display an advertisement "needs" that sign in that location, whether for commercial or other reasons. But by the same token, the appellants' need for the signs cannot be a decisive factor in favour of them.

7. As this part of the Conservation Area is dominated by the modern store, and as the Council have approved very similar signs, I do not consider that the intrinsic design of the appeal signs would harm the character or appearance of the Conservation Area.

8. Looking at Sign W2 first, when viewed from the eastern part of the car park, I agree with the appellant that it would be seen only in conjunction with Sign W3 at the other end of the north west elevation; Sign W1 would not be seen even though it would be on the adjacent elevation. However, from the eastern part of the car park, all three signs would be seen together. I am satisfied that the addition of Sign W2 would then result in an impression of advertisement clutter, notwithstanding the length of this elevation. I think that this impression of clutter would be strengthened by the intended position of Sign W2, which would be lower than both Signs W1 and W3, and consequently look discordant with them because of the strong horizontal lines of the store.

9. As to Sign W4, I do not consider that it would lead to any impression of clutter. When viewed from the north east Sign W5 would not be seen in conjunction with it. Both signs would be seen from the south west, but in view of what I consider is the modest size of both signs in relation to the size of the store's south east elevation, I do not consider that any impression of advertisement excess or clutter would arise from this direction either. However, the Council state that they would wish to see the sign inside the windows of the coffee house and I would agree. To my mind, the erection of Sign W4 outside the glazing and cutting across the glazing bars would make it look a random after-thought that paid no respect to the architectural detailing of the coffee house.

10. Turning to Sign W6 on the north east elevation, I believe that it would be seen in conjunction with Sign W3 on the north west elevation only from some limited angles and that mostly it would be seen alone. And it would not be seen at all from London Road except when entering the car park entrance. Although quite large, Sign W6 would be the only sign on an elevation which is to my mind also quite large. I do not regard Sign W6 as likely to look over scale in this setting. As to the houses to the north east, Sign W6 would be seen only from the upstairs windows and through trees. I do not consider that the sign would therefore intrude into the outlook of local residents to any significant degree. And when the panel was seen by local residents, I would judge that it would be perceived as an integral part of the store and not in some way as intruding into the residential area.

11. Notwithstanding my assessment of Sign W6 above, I consider that the intended position of the sign too high. It would be above the height of Sign W3 on the adjacent elevation and look discordant with it. Moreover, whilst Sign W3 is below a brick string course, Sign W6 would be on one and would interrupt the course in an incongruous fashion which showed no respect to the architectural detailing of the store. Therefore, I consider Sign W6 unsatisfactory solely because of its high level position on the string course.

Conclusions

12. For the reasons given above and having regard to all other matters raised, I conclude that the display of Signs W2, W4 & W6 would be detrimental to the interests of amenity.

Formal Decision

13. In exercise of the powers transferred to me, I dismiss the appeal.

Information

14. Particulars of the right of appeal against this decision to the High Court are enclosed for those concerned.

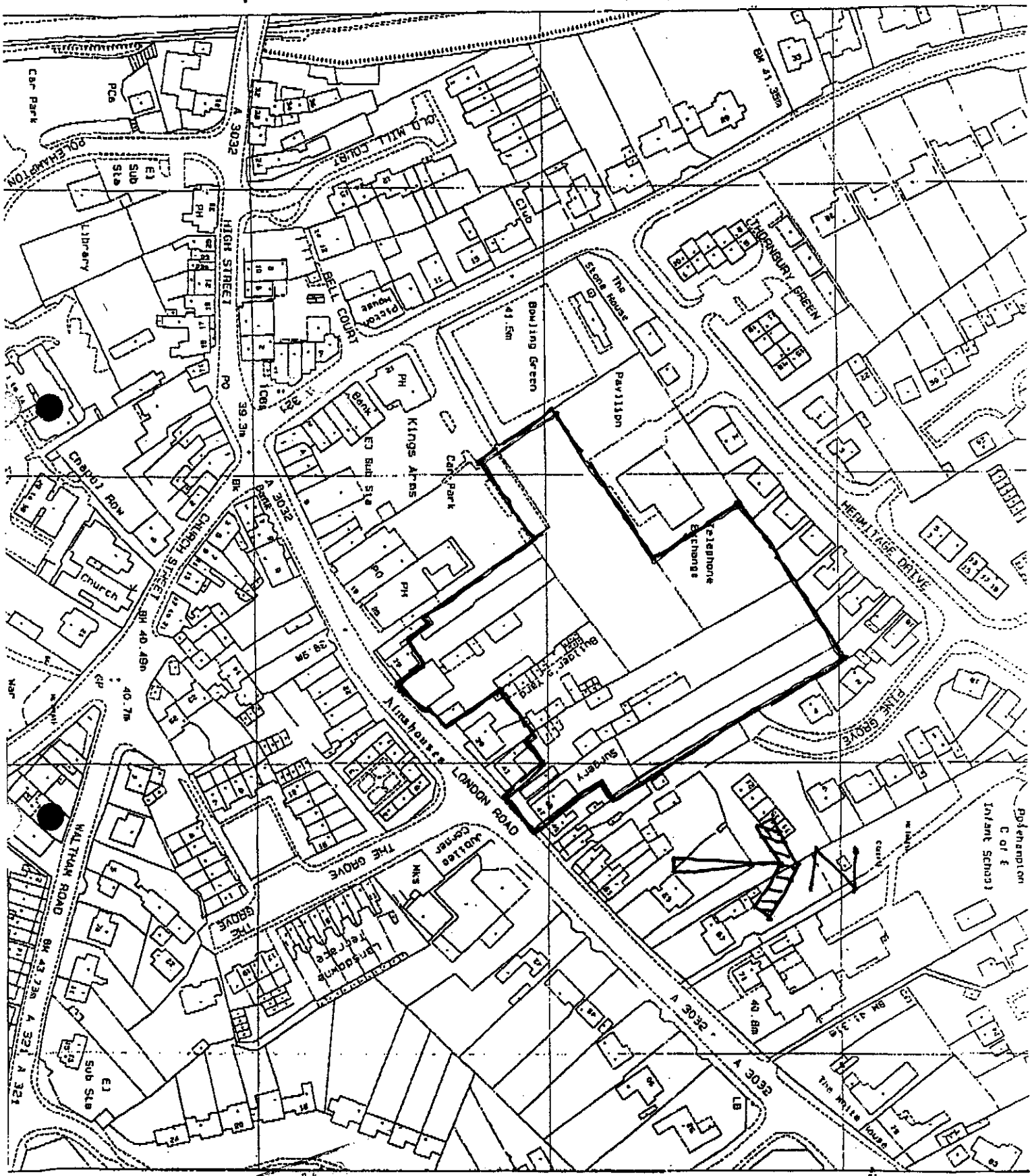
Hugh Llewelyn

Advertisement Control Officer

04-JUL-1999 10:19 FROM TO John Lewis P.02/03

TWYFORD

21.MAR2000* 0995



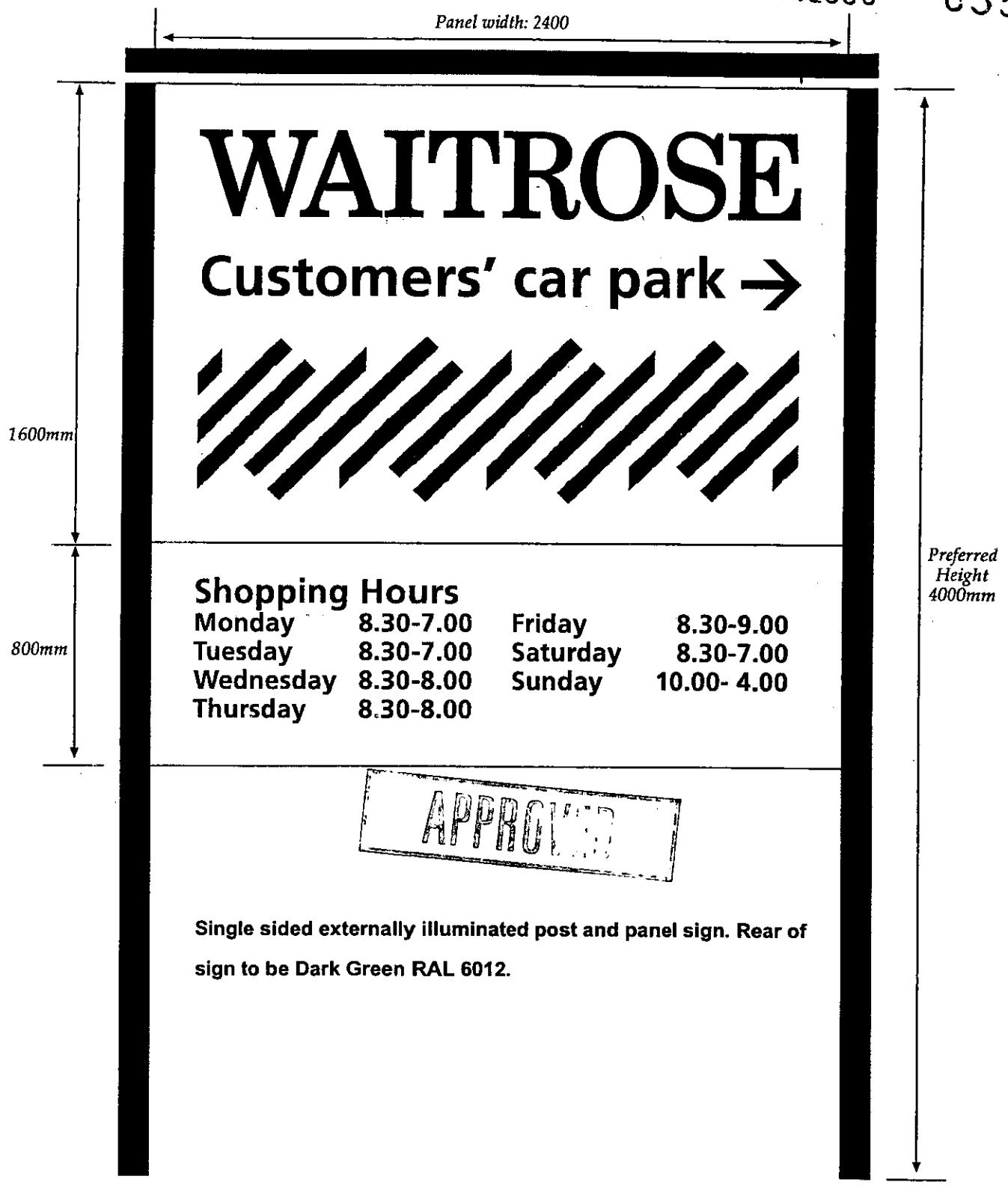
APPROVED

WAITROSE - TWYFORD.

LOCATION PLAN SCALE: 1:1250.

Shop hours to be confirmed before any manufacture.

11. JAN. 2000* U350



WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street *tel 0171 828 1000*
London SW1E 5NN *fax 0171 592 6530*

drawing title
TWYFORD
MAIN ENTRANCE SIGN
SIGN - A

drawing number	6020/DS-001
revision	
scale	NTS
date	15 /12 / '99

11.JAN.2000* 0350



WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street tel 0171 828 1000
London SW1E 5NN fax 0171 592 6530

drawing title

TWYFORD

NEW COLOUR SCHEME FOR SIGNS 1999

drawing number	6020/DS-000
revision	
scale	1:4

11 JAN 2000*



WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street
London SW1E 5NN
tel 0171 828 1000
fax 0171 592 6530

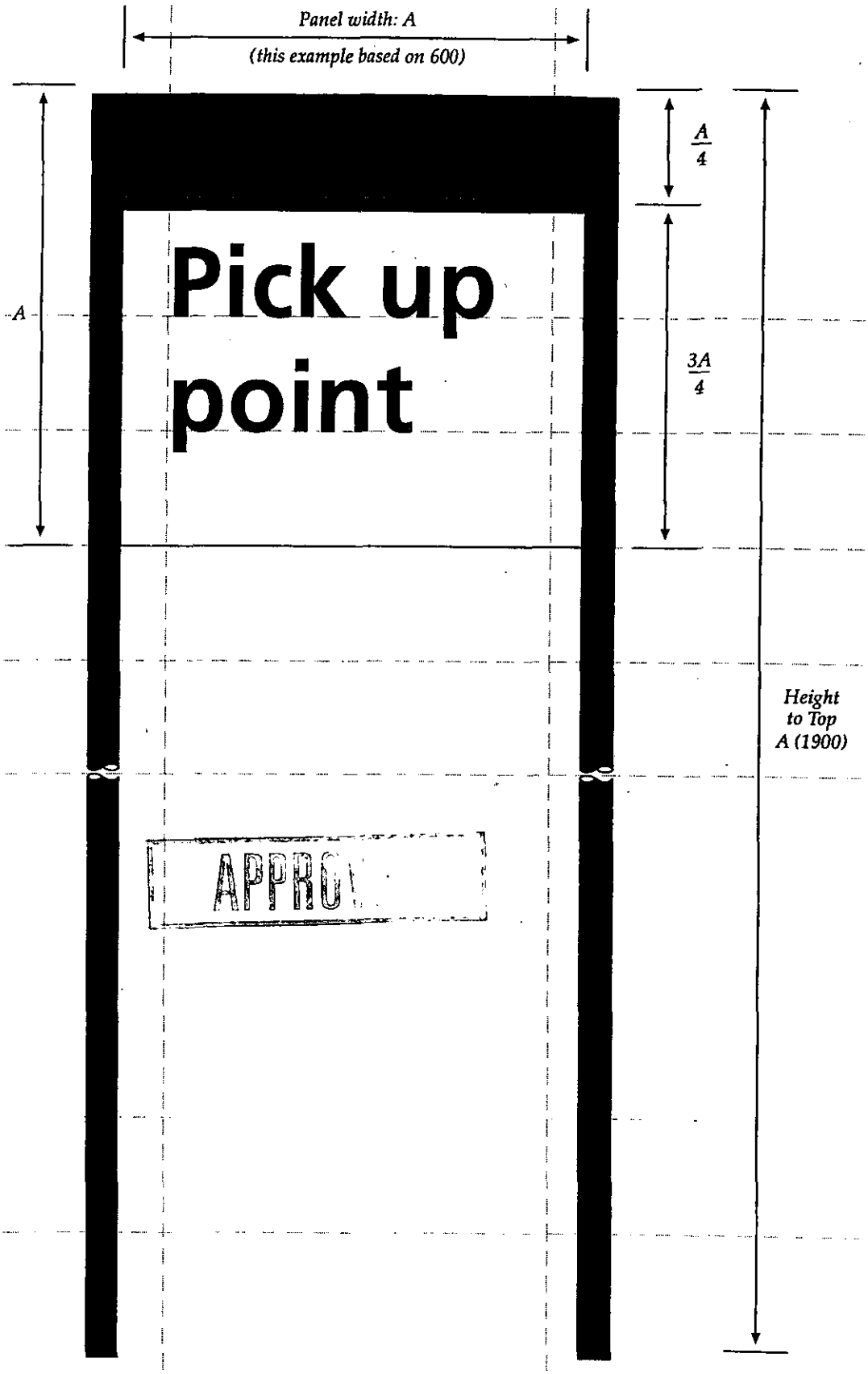
drawing title

TWYFORD

PARENT & CHILD SIGN
SIGN B

drawing number	6020/DS-002
revision	
scale	1:4
date	15/12/99

11. JAN. 2000* 0550



APPRO

WAITROSE
food shops of the John Lewis Partnership

171 Victoria Street
London SW1E 5NN
tel 0171 828 1000
fax 0171 592 6530

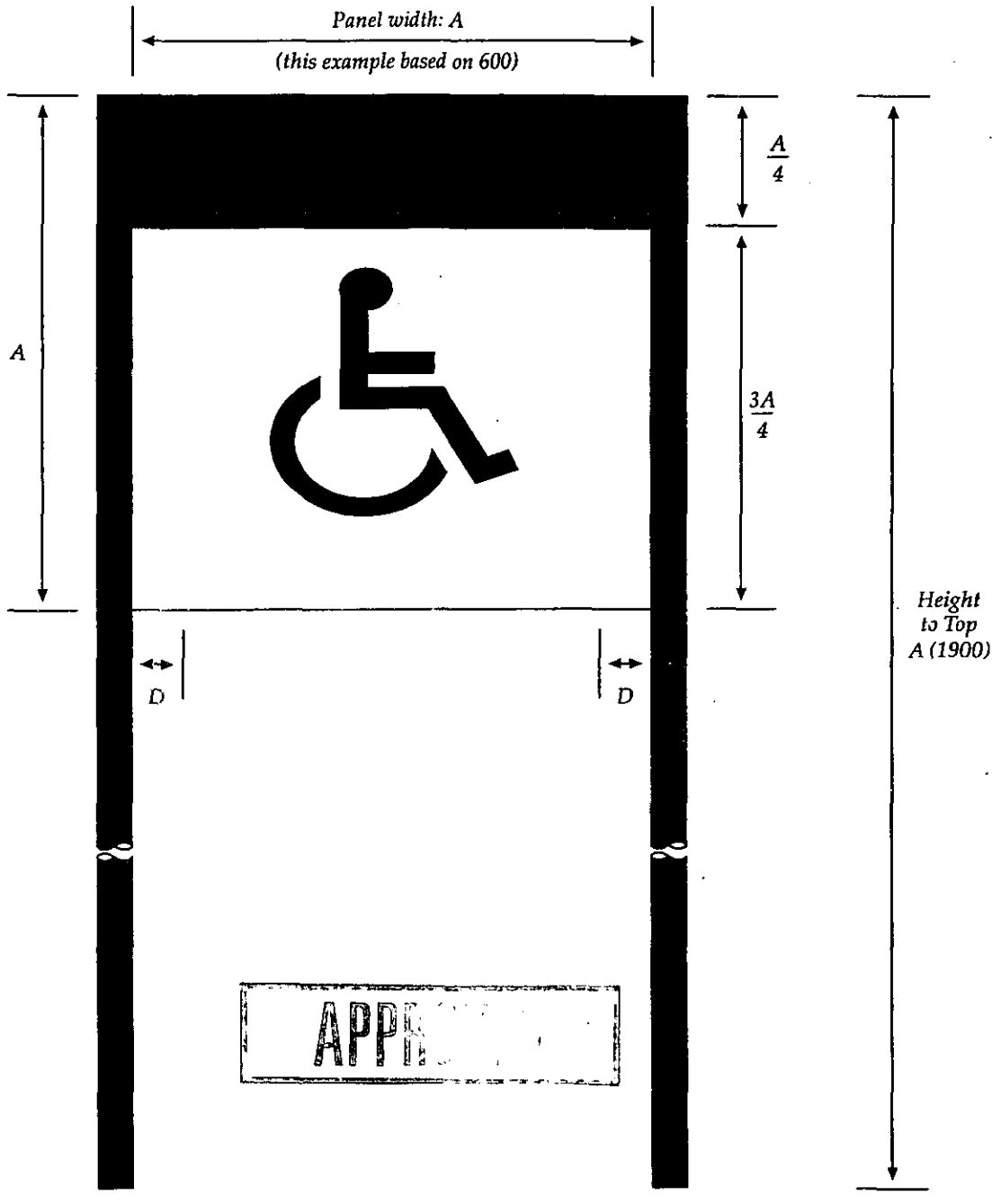
drawing title

TWYFORD

PICK UP POINT SIGN - C

drawing number	6020/DS-003
revision	
scale	1:4
date	15/12 / '99

11.JAN.2000* 0550



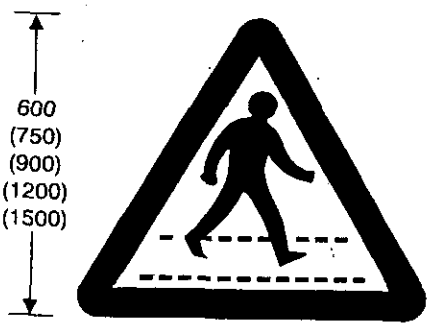
APPR

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street
London SW1E 5NN
tel 0171 828 1000
fax 0171 592 6530

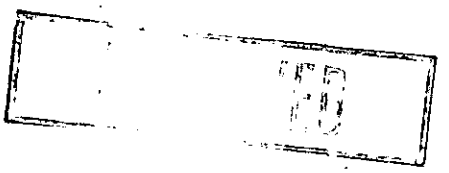
drawing title
TWYFORD
DISABLED SIGN -D

drawing number	6020/DS-004
revision	A
scale	1:4
date	15/12/99

11. JAN. 2000* 0550



544
Pedestrian crossing ahead



Refer to specification sheet for MOT colour(s). Sign to be single sided

Panel diameter: A = 600 when post mounted in car park areas.

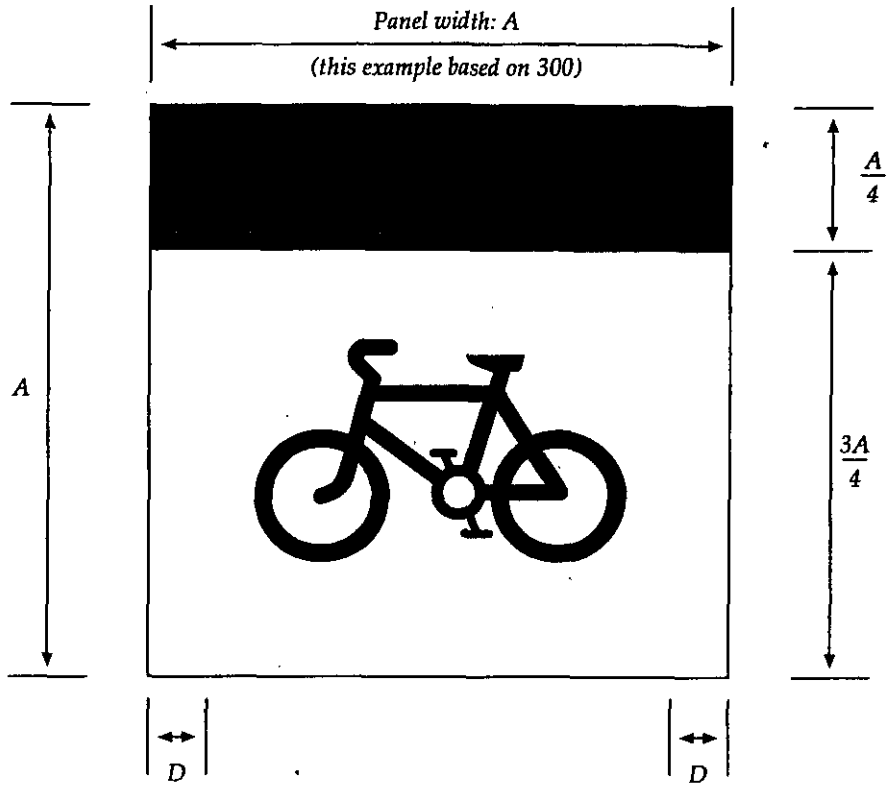
Use same post style and colour as for all other Waitrose signs.

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street *tel 0171 828 1000*
London SW1E 5NN *fax 0171 592 6530*

drawing title
TWYFORD
PEDESTRIAN CROSSING SIGN E- MOT SIGN 1

drawing number	6020/DS-005
revision	
scale	1:4
date	15/12/99

11.JAN.2000* 0550



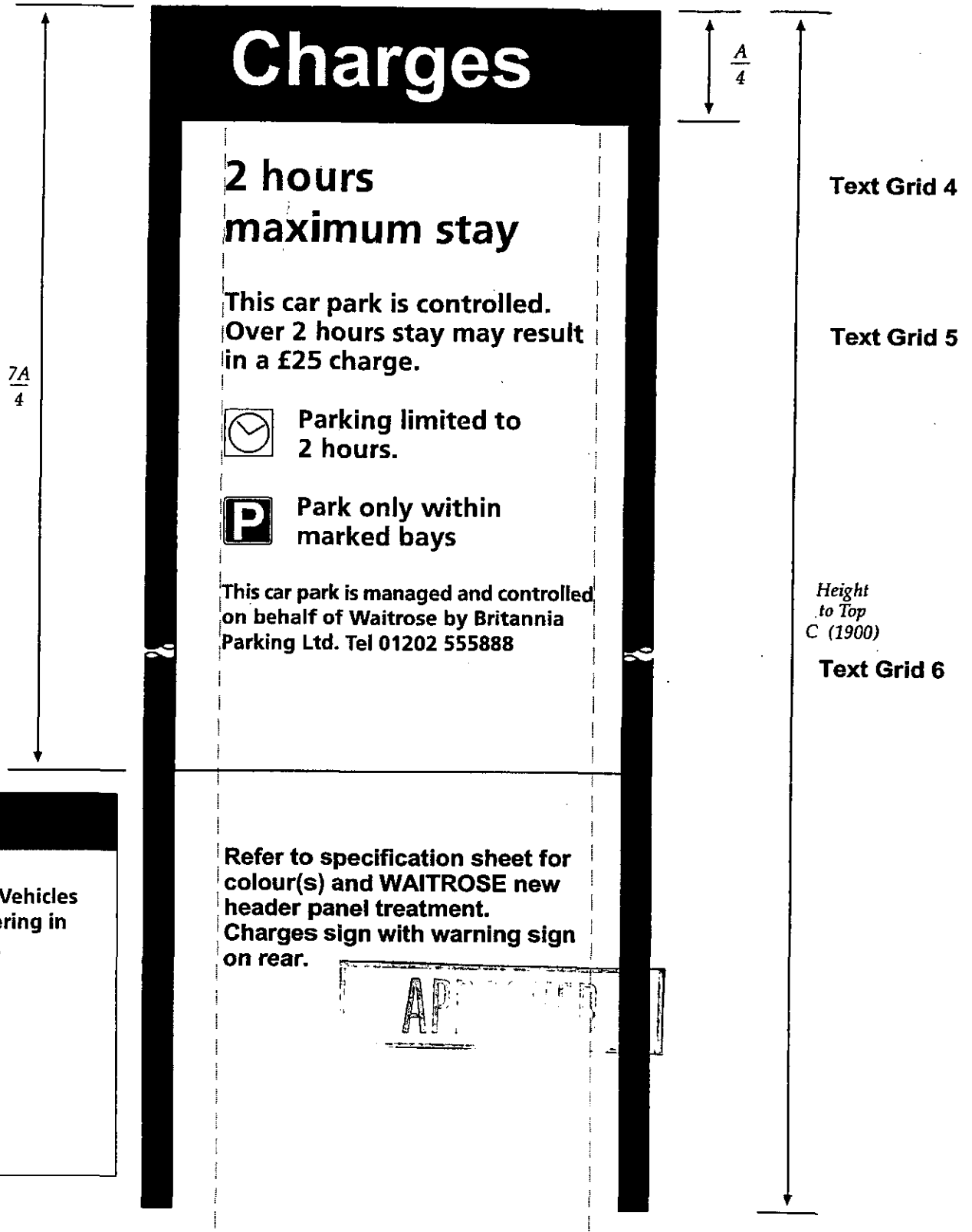
Position and height to be agreed on site, with Design

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street
London SW1E 5NN
tel 0171 828 1000
fax 0171 592 6530

drawing title
TWYFORD
BICYCLE SIGN - F

drawing number	**6020/DS-006**
revision	
scale	**1:4**
date	**15/12/99**

11. JAN. 2000* 0550



WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street
London SW1E 5NN
tel 0171 828 1000
fax 0171 592 6530

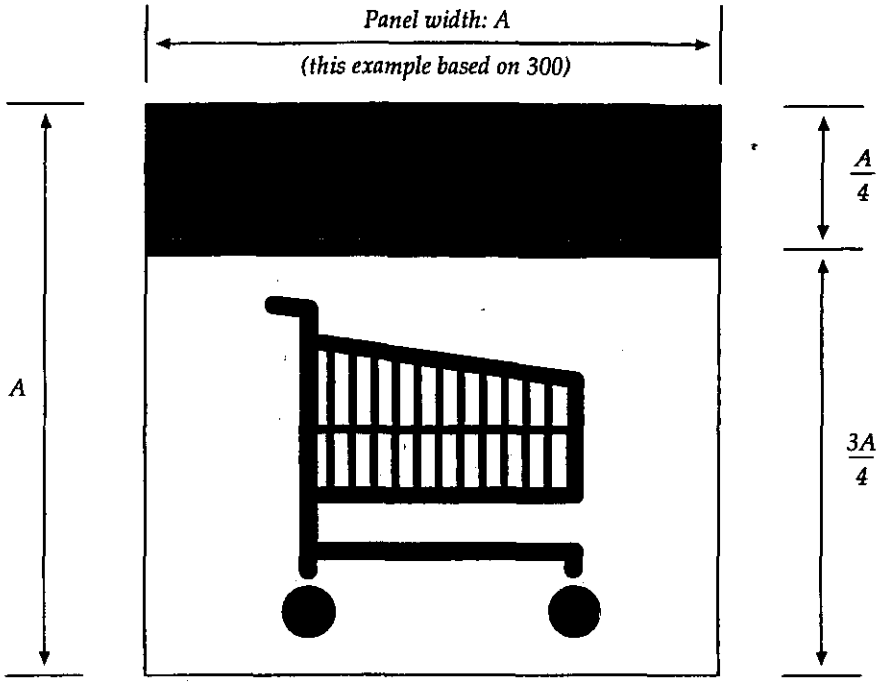
drawing title

TWYFORD

PARKING CHARGES/ WARNING POST MOUNTED- H

drawing number	6020/DS008
revision	
scale	1:4
date	15 / 12 / 99

11.JAN.2000* 0550



Single post/ triangular sign fixed to trolley bay coral structure where available.

Refer to specification sheet for colour(s) and Waitrose new header panel treatment. Size to be 600x600mm

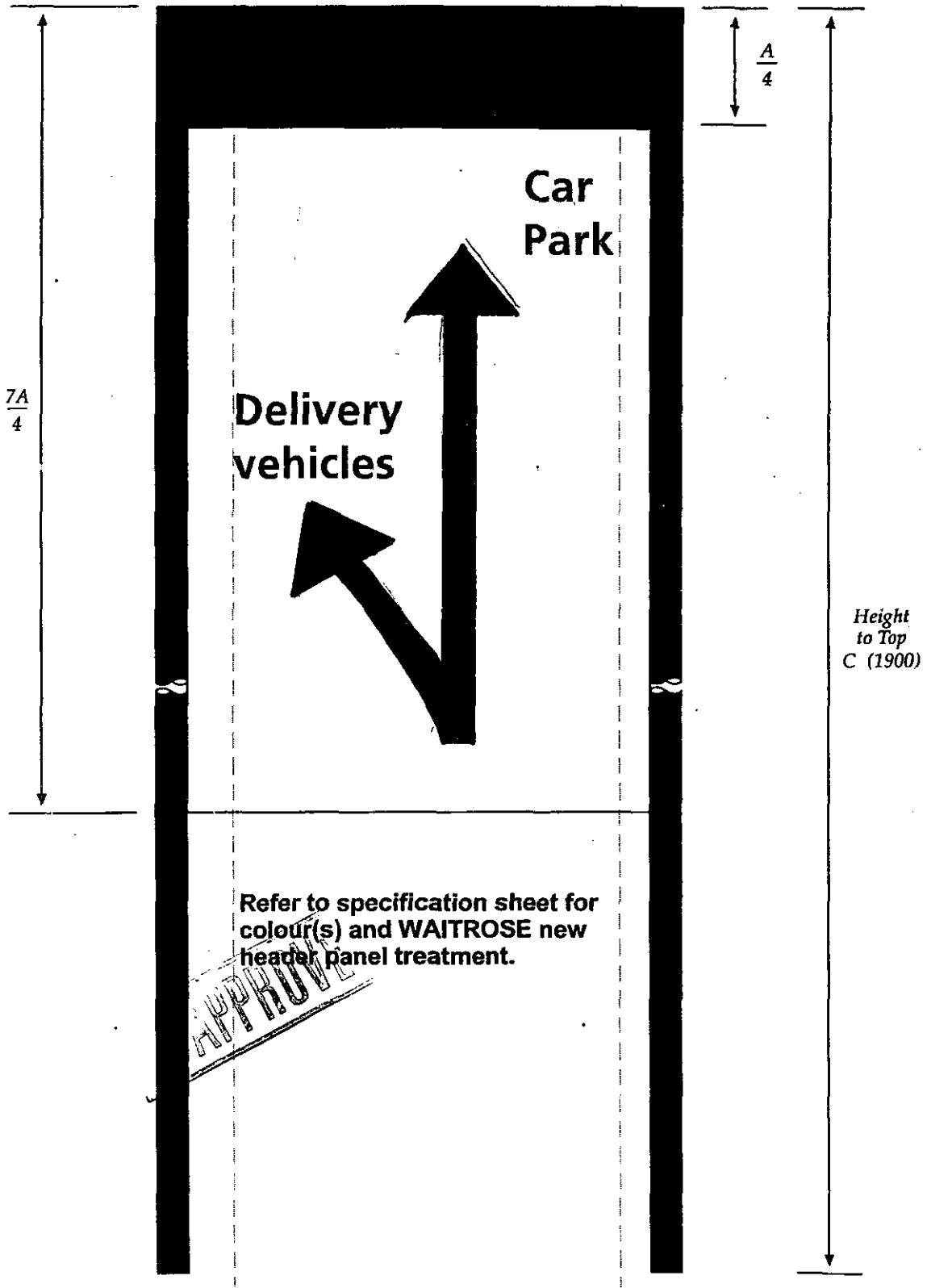
Height to top of sign to be 2700mm.

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street
London SW1E 5NN
tel 0171 828 1000
fax 0171 592 6530

drawing title
TWYFORD
TROLLEY BAY SIGN I

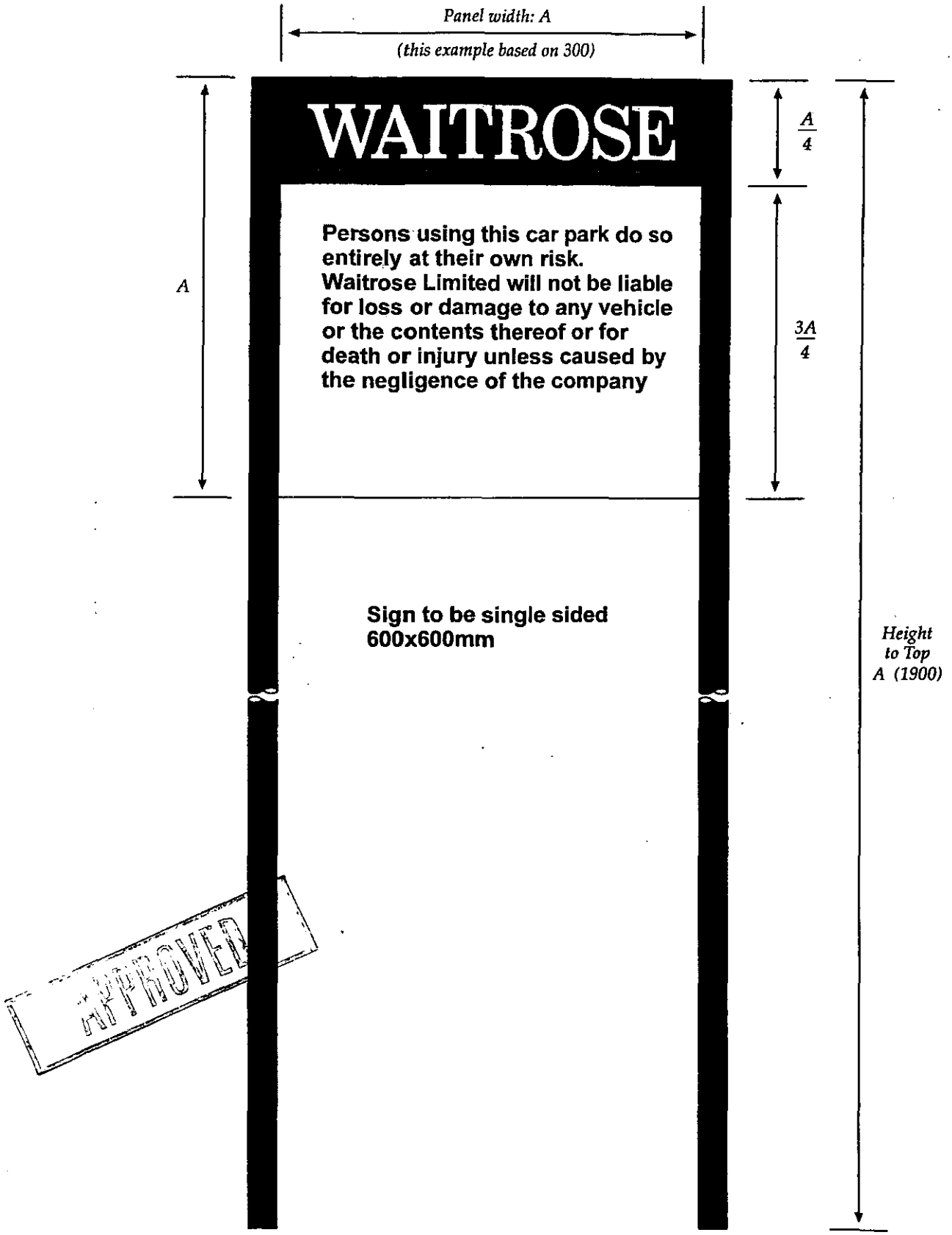
drawing number	6020/DS-009
revision	
scale	1:4
date	15/12/99

11. JAN. 2000* 0550



WAITROSE *food shops of the John Lewis Partnership* *171 Victoria Street* *tel 0171 828 1000* *London SW1E 5NN* *fax 0171 592 6530*	*drawing title* **TWYFORD** **Delivery/ Car Access sign J**	*drawing number* **6020/DS-010** *revision* *scale* **1:4** *date* **15 / 12 / 99**

11.JAN.2000* 0551



APPROVED

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street *tel 0171 828 1000*
London SW1E 5NN *fax 0171 592 6530*

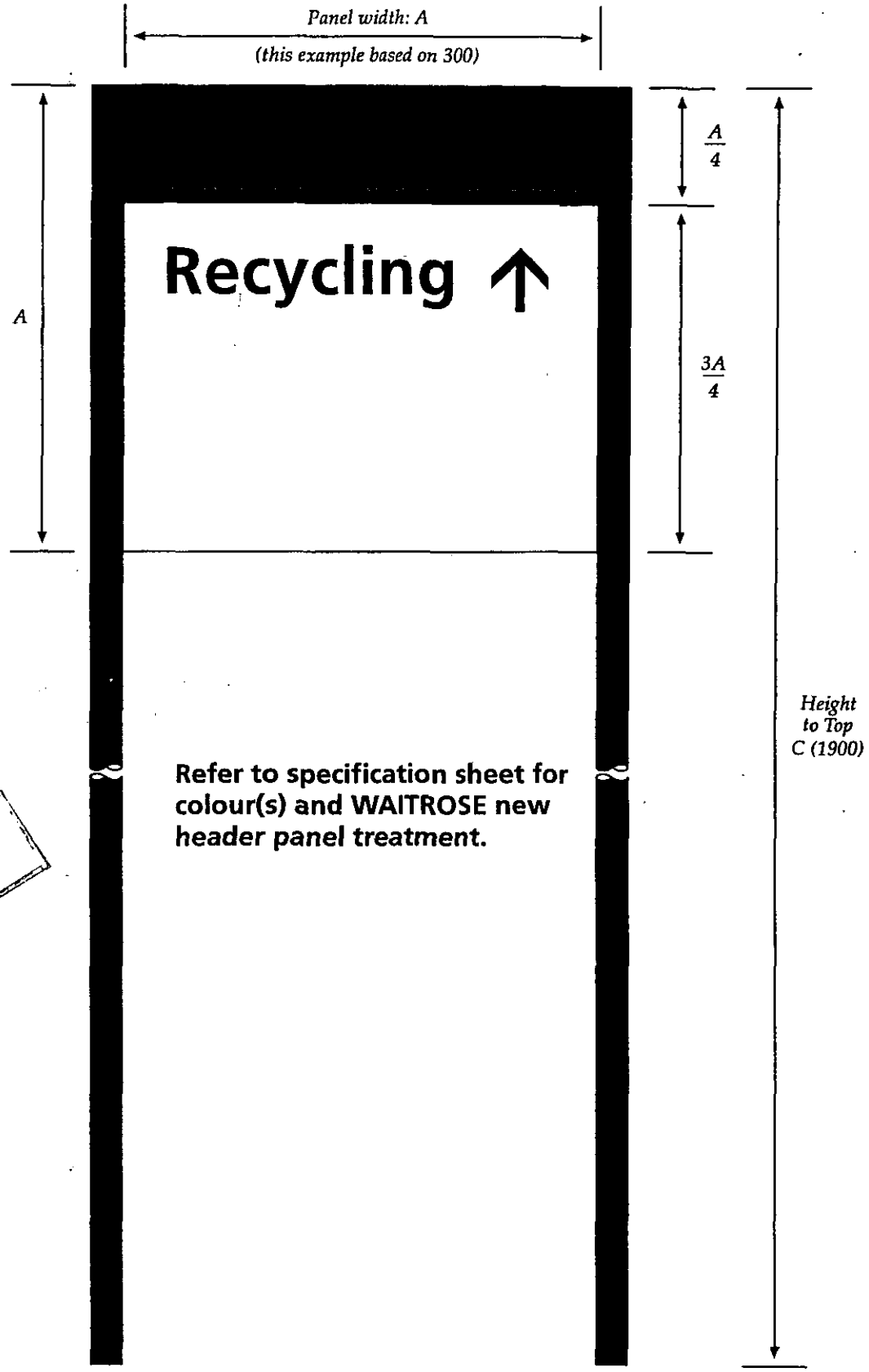
drawing title

TWYFORD

SINGLE SIDED DISCLAIMER SIGN K

drawing number	6020/DS-011
revision	
scale	1:4
date	15/12/99

11. JAN. 2000* U550



APPROVED

WAITROSE *food shops of the John Lewis Partnership* *171 Victoria Street* *tel 0171 828 1000* *London SW1E 5NN* *fax 0171 592 6530*	*drawing title* **TWYFORD** **Recycling sign - L**	*drawing number* **6020/DS-012** *revision* *scale* **1:4** *date* **15/12/99**

11. JAN. 2000



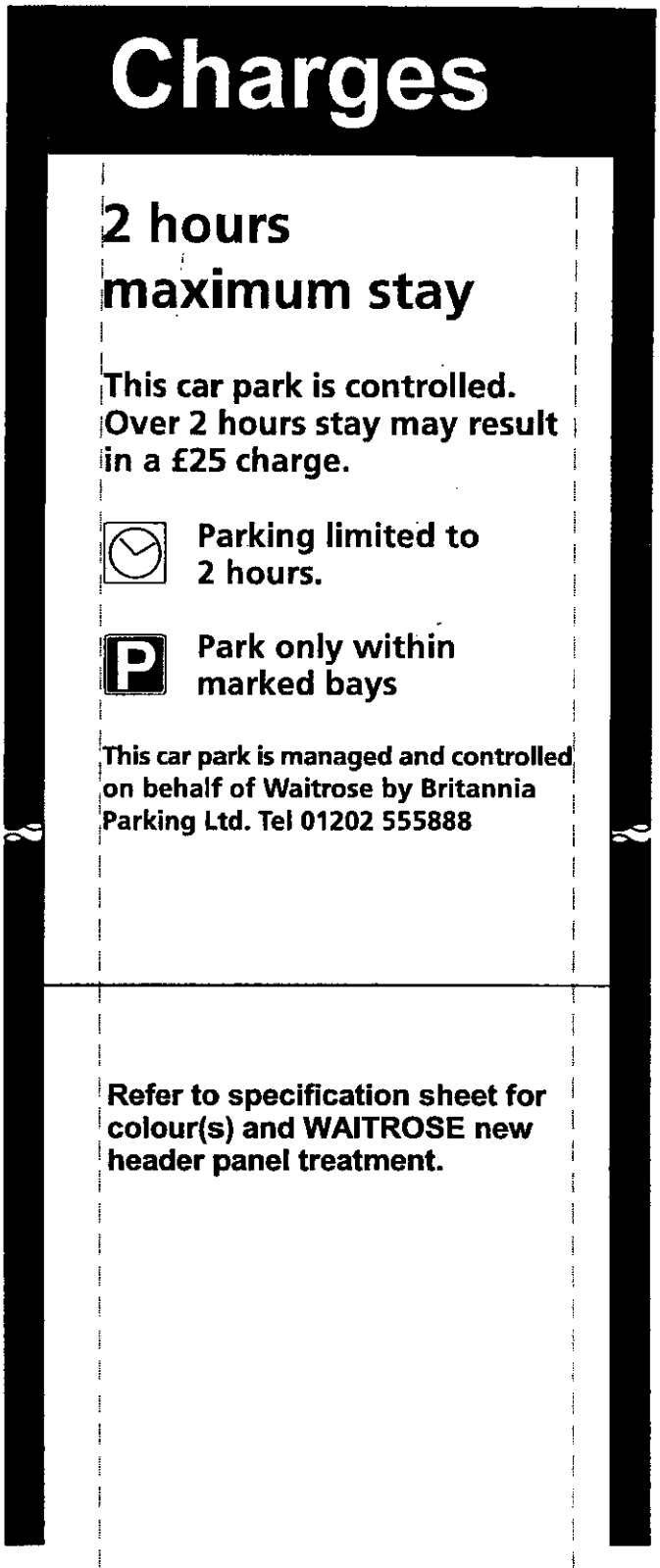
APPROVED

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street
London SW1E 5NN
tel 0171 828 1000
fax 0171 592 6530

drawing title
TWYFORD
Pedestrian access
SIGN M

drawing number	6020/DS-013
revision	
scale	1:4
date	15/12/99

11. JAN. 2000* 0550



APPROVED

WAITROSE
food shops of the John Lewis Partnership

171 Victoria Street *tel 0171 828 1000*
London SW1E 5NN *fax 0171 592 6530*

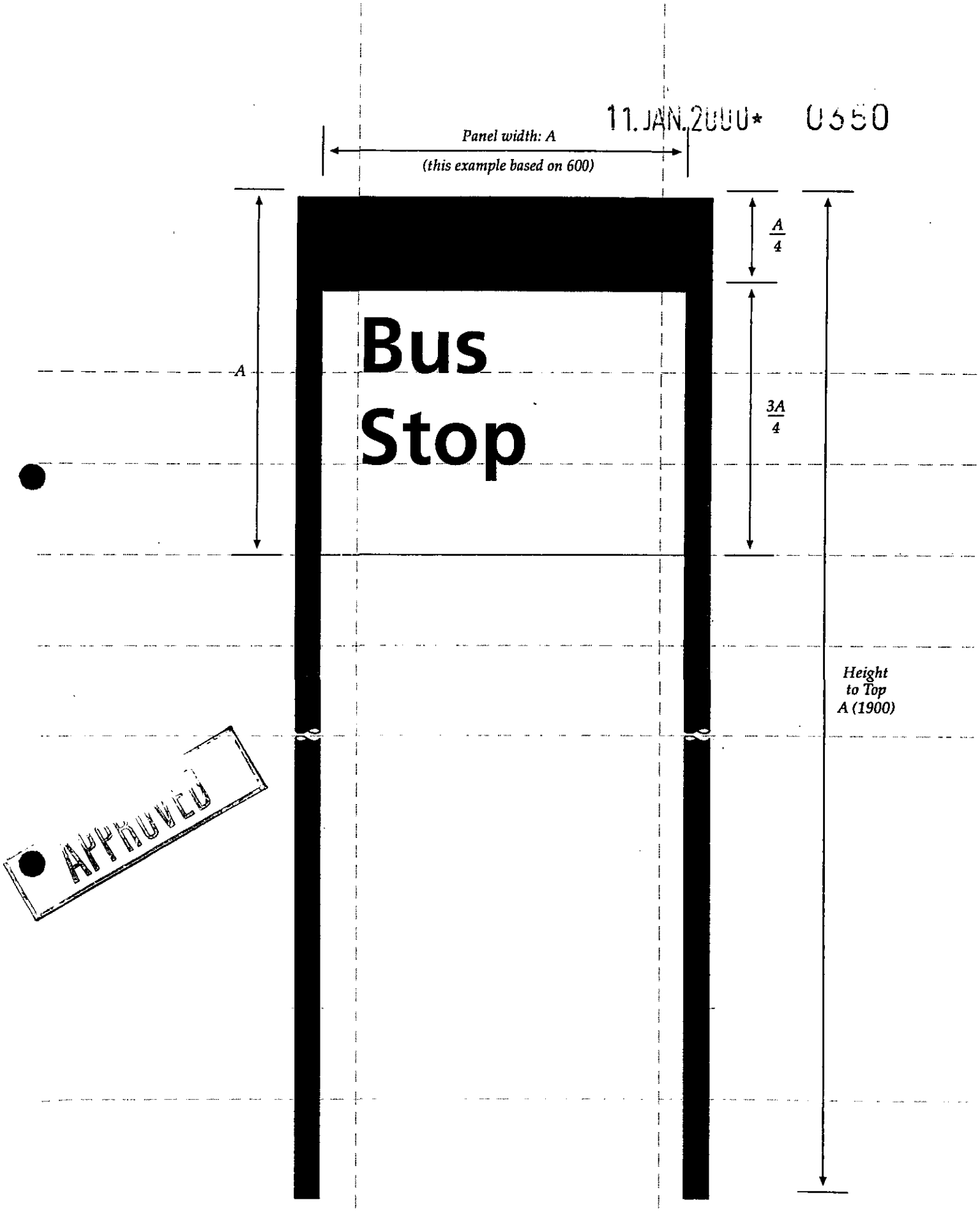
drawing title

TWYFORD

PARKING CHARGES LIMITS POST MOUNTED- N

drawing number	6020/DS014
revision	
scale	1:4
date	15 / 12 / 99

11.JAN.2000* 0550



APPROVED

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street *tel 0171 828 1000*
London SW1E 5NN *fax 0171 592 6530*

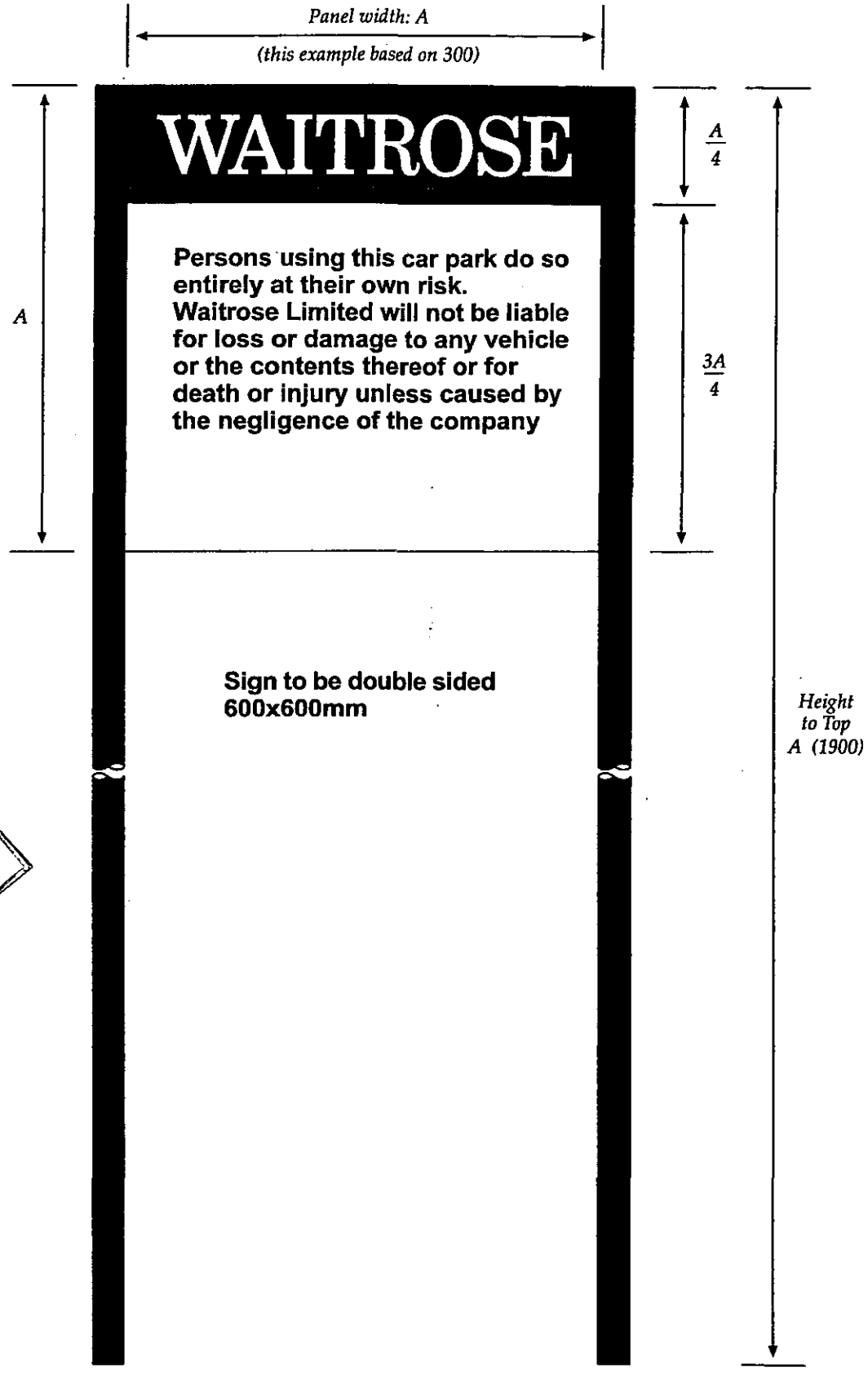
drawing title

TWYFORD

BUS STOP SIGN
SIGN - 0

drawing number	6020/DS-015
revision	
scale	1:4
date	15/12 / '99

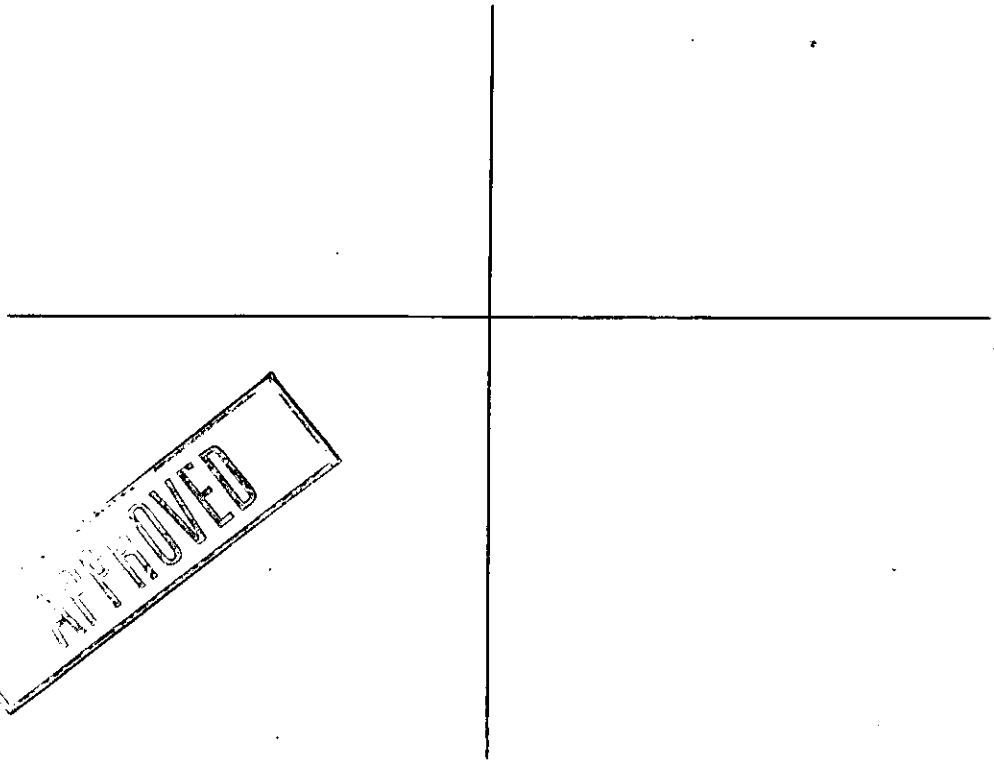
11. JAN. 2000* 0350



APPROVED

WAITROSE *food shops of the John Lewis Partnership* *171 Victoria Street* *tel 0171 828 1000* *London SW1E 5NN* *fax 0171 592 6530*	*drawing title* **TWYFORD** **DOUBLE SIDED DISCLAIMER SIGN P**	*drawing number* 6020/DS-016 *revision* *scale* 1:4 *date* 15/12/99

11. JAN. 2000* 0550



Arrow to be to right

Refer to specification sheet for MOT colour(s).

Panel diameter: A = 270 when post mounted in car park areas.

Use same post style and colour as for all other Waitrose signs.

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street *tel 0171 828 1000*
London SW1E 5NN *fax 0171 592 6530*

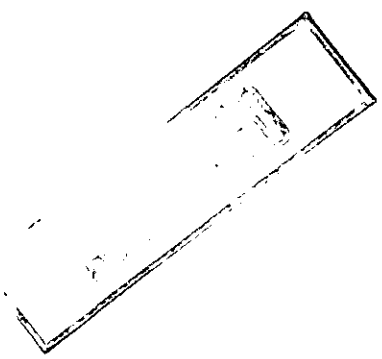
drawing title

TWYFORD

MOT 2- RIGHT TURN ONLY POST MOUNTED- SIGN Q

drawing number	6020/DS-017
revision	
scale	1:4
date	15/12/99

11.JAN.2000* 0550



Ahead only.

Refer to specification sheet for MOT colour(s).

Panel diameter: A = 270 when post mounted in car park areas.

Use same post style and colour as for all other Waitrose signs.

WAITROSE

food shops of the John Lewis Partnership

171 Victoria Street *tel 0171 828 1000*
London SW1E 5NN *fax 0171 592 6530*

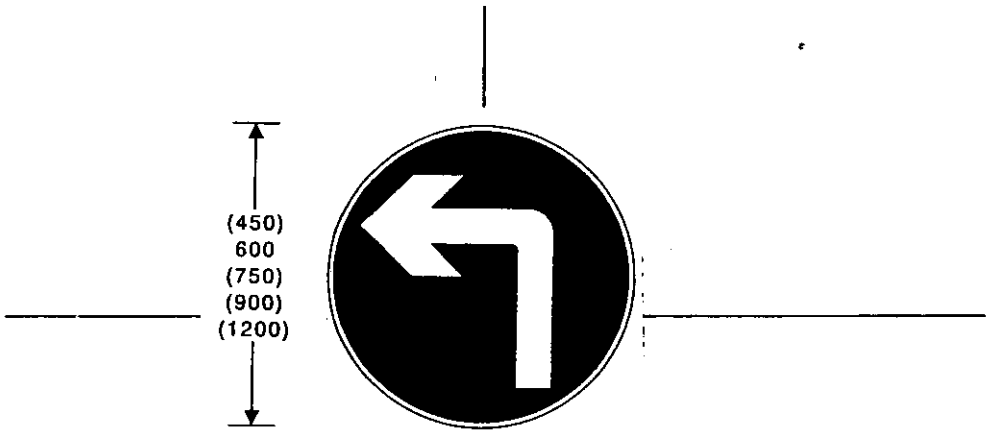
drawing title

TWYFORD

MOT 3- AHEAD ONLY
POST MOUNTED- SIGN R

drawing number	6020/DS-018
revision	
scale	1:4
date	15/12/99

11. JAN. 2000* 0550



609
Vehicular traffic must turn ahead in the direction indicated by the arrow

APPROVED

Arrow to be to right

Refer to specification sheet for MOT colour(s).

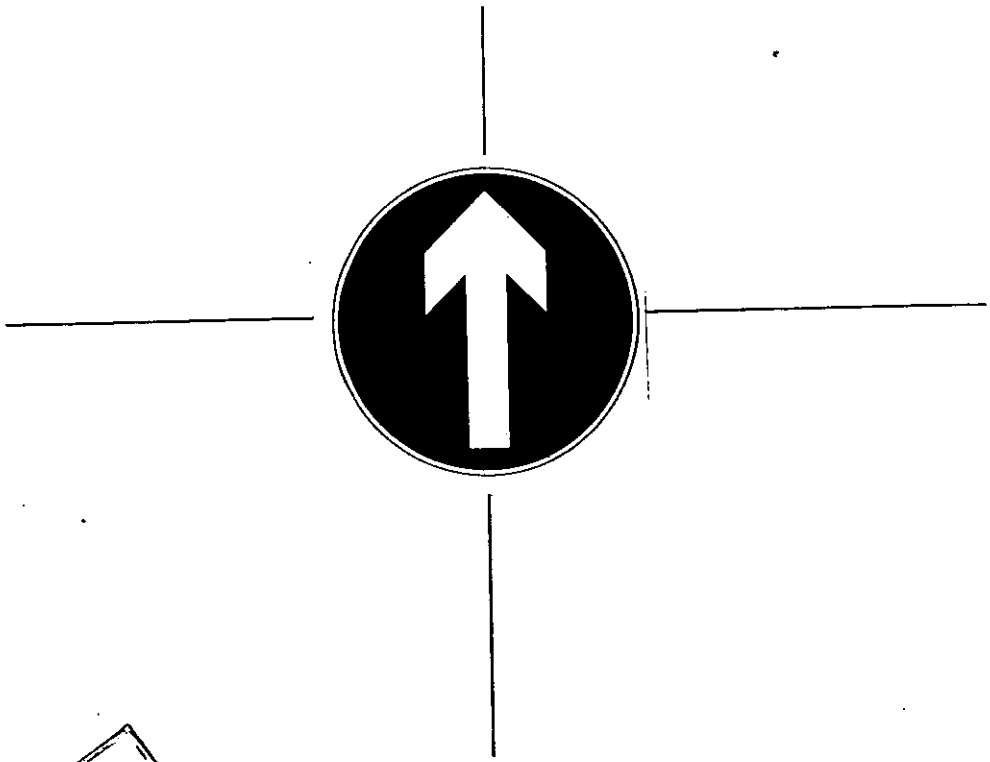
Panel diameter: A = 270 when post mounted in car park areas.

Use same post style and colour as for all other Waitrose signs.

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street
London SW1E 5NN
tel 0171 828 1000
fax 0171 592 6530

drawing title
TWYFORD
MOT 2- RIGHT TURN ONLY POST MOUNTED- SIGN Q

drawing number	6020/DS-017
revision	
scale	1:4
date	15/12/99



Ahead only.

APPROVED

Refer to specification sheet for MOT colour(s).

Panel diameter: A = 270 when post mounted in car park areas.

Use same post style and colour as for all other Waitrose signs.

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street *tel 0171 828 1000*
London SW1E 5NN *fax 0171 592 6530*

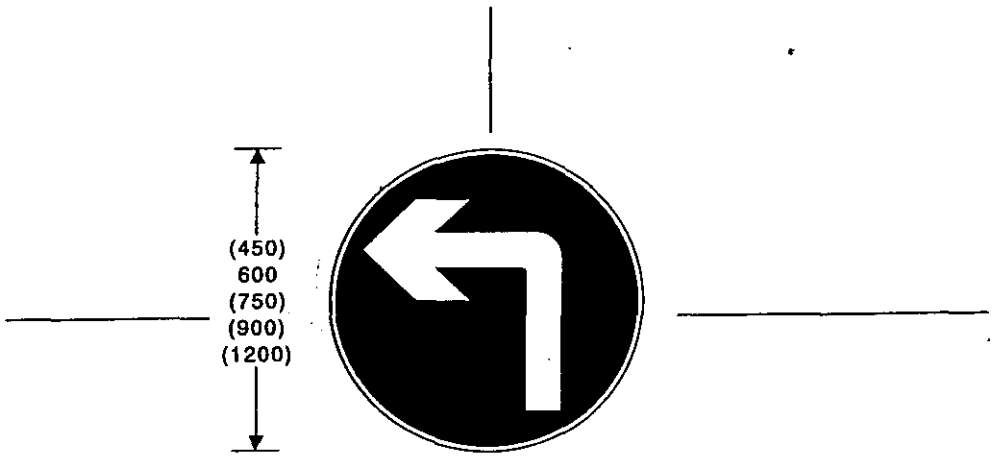
drawing title

TWYFORD

MOT 3- AHEAD ONLY
POST MOUNTED- SIGN R

drawing number	6020/DS-018
revision	
scale	1:4
date	15/12/99

11. JAN. 2000* 0350



609
Vehicular traffic must turn ahead in the direction indicated by the arrow

Arrow to be to left

APPROVED

Refer to specification sheet for MOT colour(s).

Panel diameter: A = 270 when post mounted in car park areas.

Use same post style and colour as for all other Waitrose signs.

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street *tel 0171 828 1000*
London SW1E 5NN *fax 0171 592 6530*

drawing title
TWYFORD
MOT 4- LEFT TURN ONLY POST MOUNTED- SIGN S

drawing number 6020/DS-019
revision
scale 1:4
date 15/12/99

WORK SHEET FOR : Heather Morgan

Application Number : A/2000/0350

Applicant : Waitrose Ltd C/O John Lewis Plc.

Location : London Road Twyford.
Proposal : Proposed erection of internally illuminated shop and car park signs.

Site Notice Displayed ? : YES ✓ NO ☐ DATE 7/2/00

Date of Neighbour Notifications : .....

Date of Site Visit : 7/2/00

Date Registered : 11/01/2000

Earliest Date for Decision : 17/02/2000

Latest Consultation Date/Site Notice Expiry Date : 17/02/2000

Application Expiry Date: 07/03/2000

Consultation Responses :

① Conservation – car park sign design is acceptable. No site plan for location. Shop sign details not supplied. Sign 900 high in service yard is unacceptable in size and location. Numerous signs already indicate to service vehicles where the service yard is. Sign for coffee shop should be inside (Officer note – this is the case). ~~Illumination~~ Signs – questionable materials. Other options to be discussed to reflect Conservation Area. Only modest signs appropriate to the Conservation Area should be permitted.

② Highways – need various amendments re location of signs, possibility of encroachment, height of signs. Revisions – HA doesn't wish to restrict the grant of permission. 2nd revisions – no comments.

③ Twyford PC – No comment. Revised Plans – various comments on signage within the site which are not considered to be a serious problem

on highway, or visual amenity terms. Changes suggested are not deemed to be necessary. 2nd revision - Signs no 3 & no 4 are unnecessary.

Conservation 2nd revision - Sign on face of coffee shop is not acceptable & an alternative location should be sought. Signs no 2 and no 4 have not been accepted. White signs do not appear to be the Waitrose corporate image. Signs in Wokingham have white fronts and green edges. Silver signs have also been used.

Planning Issues

1) Highway Safety

The majority of the signs within the car park itself were deemed acceptable, and revisions have been received which address the concerns raised by the Highways Department on the original scheme. The hours of opening sign outside No 41 London Road is the subject of a separate advertisement application and is therefore not to be included in the current decision.

The remainder of the signs do not have any adverse impacts on highway safety and are deemed acceptable

2) Visual amenity and Conservation Area

(a) Proposed signs NW elevation - large sign adjacent to corner with service yard. Small sign adjacent to entrance. Small sign above entrance.

(b) Proposed sign NE elevation - large sign on service yard elevation

(c) Proposed signs SE elevation - two signs, one on the front of the coffee shop.

The application site lies partly within, and partly adjacent to, Twyford Village Conservation Area. Adverts should be sympathetic in design to their surroundings. Internal illumination is not normally deemed to be acceptable within Conservation Areas since in general terms this would have an adverse impact upon the appearance of the Conservation Area.

Application Number: A/2000/0350

Appraisal :

Discussions have taken place with the applicant and the scheme has been revised to provide halo lighting as opposed to internal illumination. This is deemed an acceptable compromise in light of the Conservation Area.
However, there is considered to be a proliferation of signage which results in a visual clutter on the facades of the building, to the detriment of the visual amenity of the area.
3 signs are considered unnecessary and are deemed to be visually detrimental. These are the sign to the front of the coffee shop, the smaller sign on the car park facade adjacent to the main entrance and the large sign on the service yard facade. These are highlighted on the attached plan.
The remaining signs are considered visually acceptable and sufficient for the needs of directing customers and advising them of the retail premises.

Recomendation : ~~Approval~~ ~~Refusal~~ Split decision.
(tick appropriate box)

Application Number A/2000/0350
Conditions/Reasons for Refusal

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
		[illegible]	APPROVAL
			for car park and other signage with the exception of :-
			(1) Signage to the front of 41 London Road which is the subject of a separate application
			(2) Signage on Service Road elevation
			(3) Signage closest to main entrance on the car park elevation
			(4) Signage to the front of the coffee shop on the London Road elevation.
			Conditions
(1)	SC01	SR02	
(2)	SC69	SR05	delete (b)
(3)		SR09	The individual lettering hereby approved shall be illuminated by halo lighting. The frontages shall be white and the returns dark green.
(4)	SC04	SR04	6020/100[illegible], 6020/DE001D, 6020/AE-101G received 27/3/00
			REFUSAL for signs (1) (2) (3) (4) above for the following reasons :-
			The proposed signage, by reason of its size, position and [illegible] proliferation would introduce an element of visual clutter, detrimental to the visual amenity of the area and the appearance of Twyford Village Conservation Area. As such, these elements of the proposal are contrary to policies LBE10 of the Loddon Area Local Plan and policy WBE16 and WHE2 of the Wokingham District Local Plan (Deposit Draft) as modified.

RECORD OF SITE VISIT

SITE ADDRESS: London Road Reading.

APPLICATION NUMBER: A/2000/0350

OFFICER: Heather Morgan

DATE OF SITE VISIT: 7/3/00

1 SITE/STATUTORY NOTICE DISPLAYED ? No . Not evident (4 weeks from date put up through)

2. DESCRIPTION OF SURROUNDINGS

3. DESCRIPTION OF SITE/BUILDING

4. RELATIONSHIP TO ADJOINING PROPERTIES

5. SITE CONSTRAINTS

TREES

ACCESS/PARKING

LEVELS

BOUNDARY TREATMENT

OTHERS

Tel: (0118) 974 6446

Date: 9/5/02

My ref: A/2000/0350

Environmental Services Department
Planning Services
P.O. Box 157
Shute End Wokingham
Berkshire RG40 1WR
Tel: (0118) 974 6000
Fax: (0118) 974 6484
Minicom No: (0118) 974 6991
DX: 33505 - Wokingham

CONFIDENTIAL

Councillor S Conway
20 Arnside Close
Twyford
RG10 9BS

Dear Councillor

Application Number: A/2000/0350
London Road Twyford.
Proposed erection of internally illuminated shop and car park signs.

I write to let you know that the above mentioned application has been recommended for

~~APPROVAL: ☐ REFUSAL: ☐ under delegated powers~~ SPLIT DECISION. SEE ATTACHED PLAN.

If you have any questions please do not hesitate to contact Heather Morgan on **(0118) 974 6446**. If you then feel the application needs to be transferred to the next available Development Control Sub-Committee for decision please fill in the form below.
This form must be received no later than 19/5/02

Yours faithfully

John Mitchell

Head of Planning and Transportation

LISTING FORM

Case officer: **Heather Morgan** Application Number: **A/2000/0350**
London Road Reading.
Proposed erection of internally illuminated shop and car park signs.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Print Name: _____

NB. It would be helpful for speedy decision making if you could respond, even if you do not wish this application to be transferred.

Tel: (0118) 974 6446

Date: 9/5/00

My ref: A/2000/0350

WOKINGHAM DISTRICT COUNCIL
Environmental Services Department
Planning Services
P.O. Box 157
Shute End Wokingham
Berkshire RG40 1WR
Tel: (0118) 974 6000
Fax: (0118) 974 6484
Minicom No: (0118) 974 6991
DX: 33505 – Wokingham

CONFIDENTIAL

Councillor C A Ferris
The Corner House
Station Road
Twyford
RG10 9NG

Dear Councillor

Application Number: A/2000/0350
London Road Reading.
Proposed erection of internally illuminated shop and car park signs..

I write to let you know that the above mentioned application has been recommended for

~~APPROVAL: ☐ REFUSAL: ☐ under delegated powers.~~ SPLIT DECISION. SEE ATTACHED PLAN.

If you have any questions please do not hesitate to contact Heather Morgan on **(0118) 974 6446**. If you then feel the application needs to be transferred to the next available Development Control Sub-Committee for decision please contact the Councillor for your area responsible for planning matters as soon as possible

Yours faithfully

John Morgan pp

Head of Planning and Transportation

Tel: (0118) 974 6446

Date: 9/5/00

My ref: A/2000/0350

CONFIDENTIAL

Councillor D Tomlin
3 Swanscourt
Twyford
Berks
RG10 0AZ

WOKINGHAM DISTRICT COUNCIL
Environmental Services Department
Planning Services
P.O. Box 157
Shute End Wokingham
Berkshire RG40 1WR
Tel: (0118) 974 6000
Fax: (0118) 974 6484
Minicom No: (0118) 974 6991
DX: 33505 – Wokingham

Dear Councillor

Application Number: A/2000/0350
London Road Reading.
Proposed erection of internally illuminated shop and car park signs..

I write to let you know that the above mentioned application has been recommended for

~~APPROVAL: ☐ REFUSAL: ☐ under delegated powers.~~ SPLIT DECISION - SEE ATTACHED PLAN.

If you have any questions please do not hesitate to contact Heather Morgan on **(0118) 974 6446**. If you then feel the application needs to be transferred to the next available Development Control Sub-Committee for decision please contact the Councillor for your area responsible for *planning matters as soon as possible*

Yours faithfully

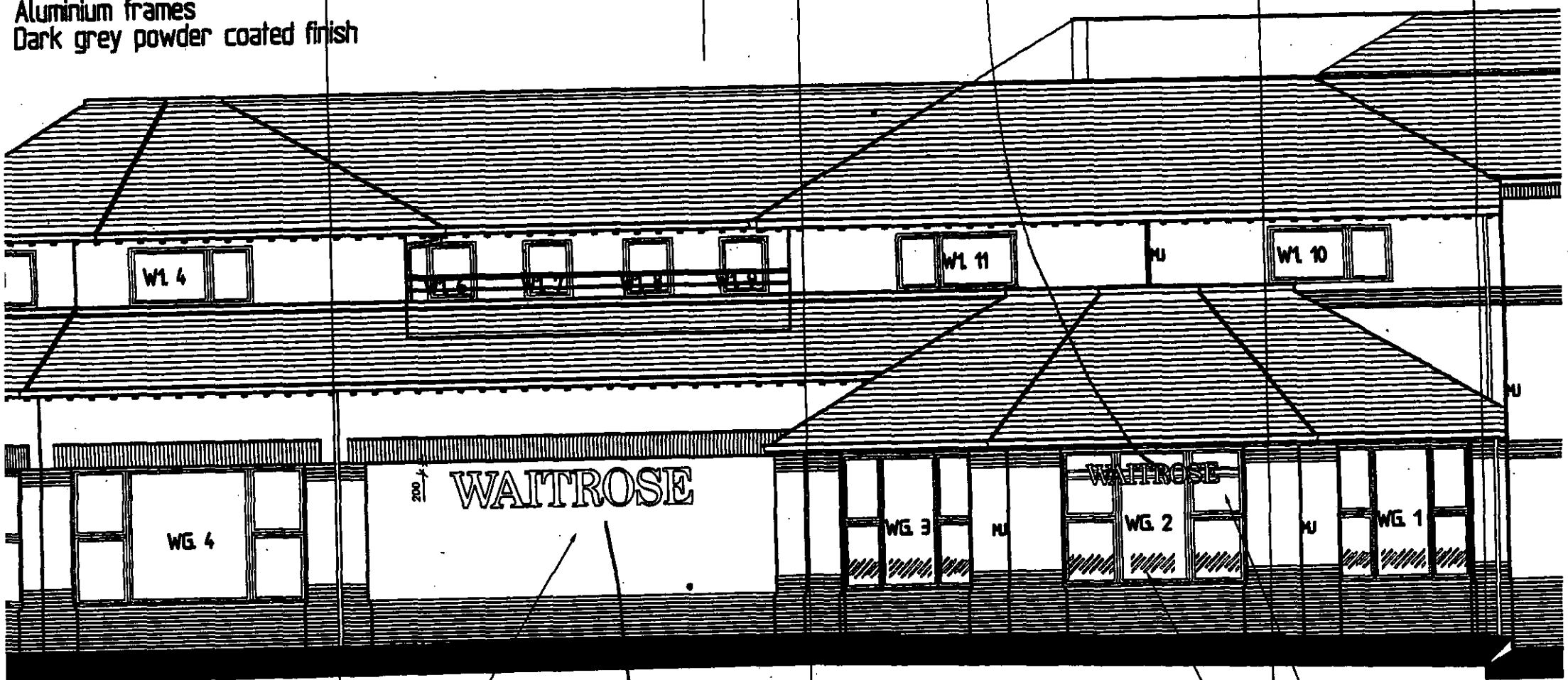
J Sh Murray

Head of Planning and Transportation

Section BB
113/280/102

CONSIDERED UNACCEPTABLE

HIGH LEVEL WINDOWS:
Aluminium frames
Dark grey powder coated finish



750mm HALO ILLUMINTED LETTERS SPACED 15mm OFF BRICKWORK WITH WHITE FACES AND RETURNS

CONSIDERED ACCEPTABLE

SHOPFRONTS:
Aluminium frames
White powder coated finish

350mm HIGH NON-ILLUMINTED LETTE

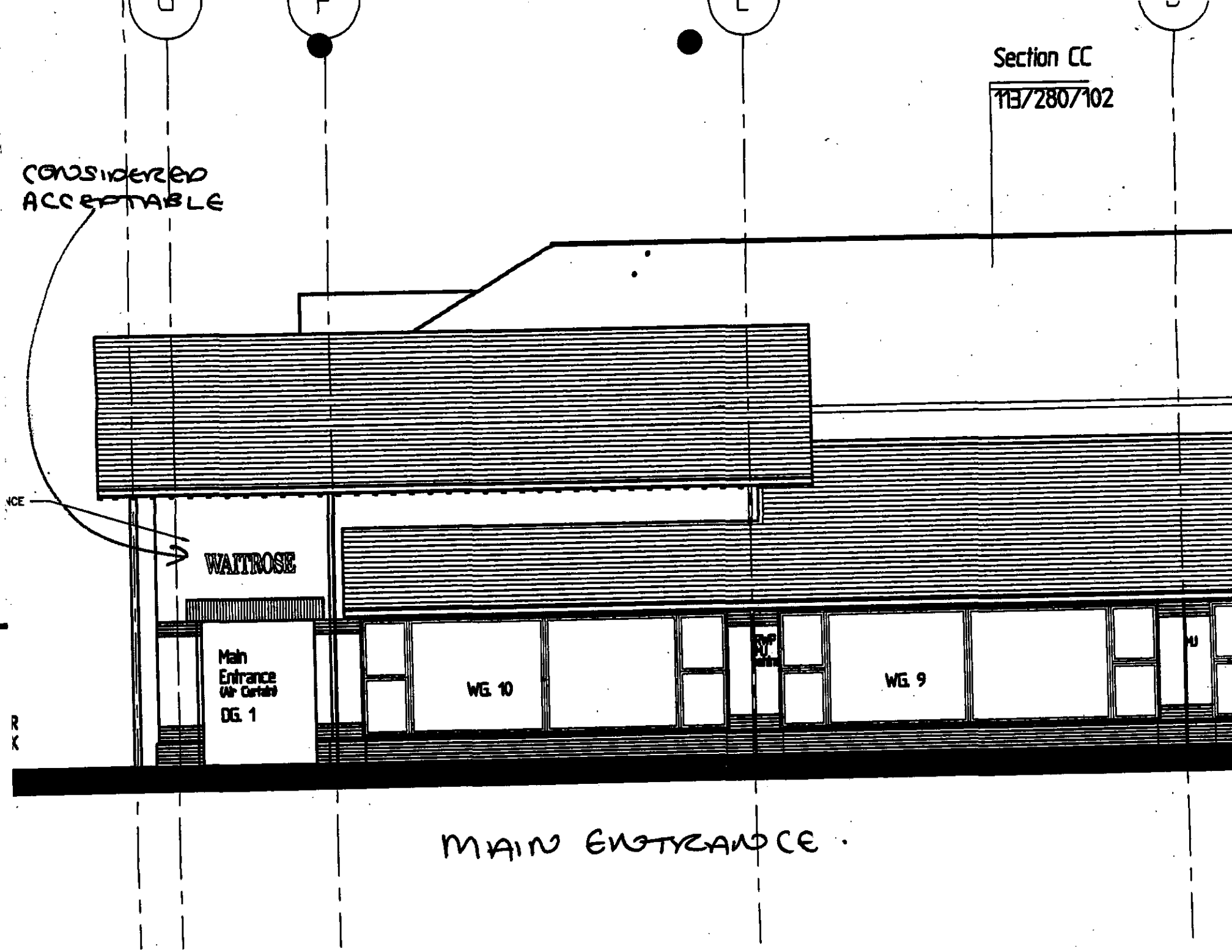
350mm HIGH DIAGONAL WAITROSE MOTI
TO BE APPLIED TO INSIDE OF WINDOW
CENTRALLY BETWEEN TOP OF COFFEE S

- EAST ELEVATION (along London road)

Section CC

113/280/102

CONSIDERED ACCEPTABLE



MAIN ENTRANCE.

SHOPFRONTS:
Aluminium frames
White powder coated finish

ATION (along walkway)

)

m OFF

5 4A 4 3 2

Section AA
113/280/102

Section BB
113/280/102

PITCHED ROOFS:
Duquessa natural slates

WAITROSE MOTIF ON BAKERY WINDOW TO POSITION OF COFFEE

VENT L1

WAITROSE EQ.

MU

RWP

MU

DG 2

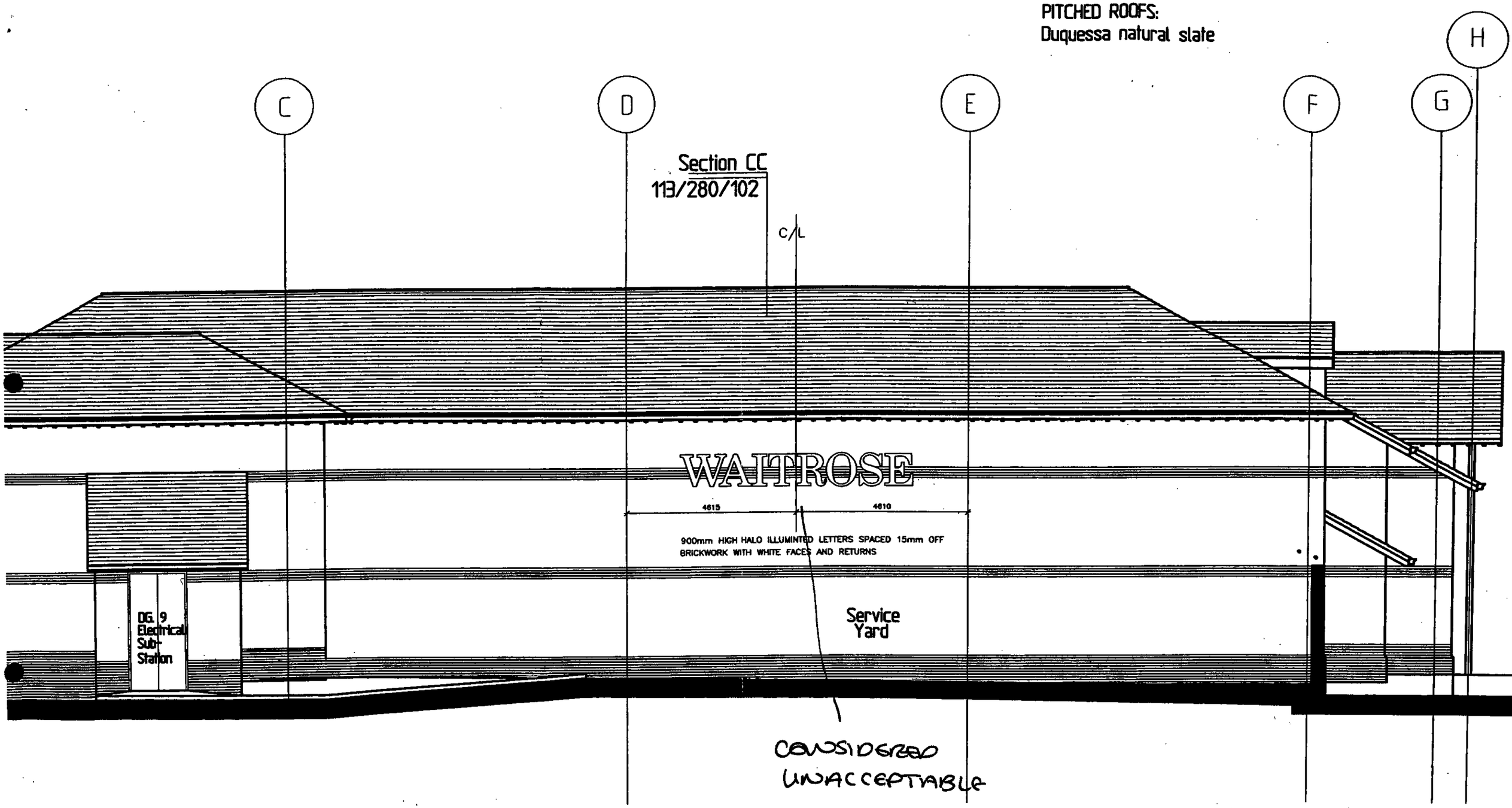
WAITROSE

HALO ILLUMINATED LETTERS SPACED 15MM OFF BRICKWORK ,WITH WHITE FACES AND RETURNS

CONSIDERED ACCEPTABLE

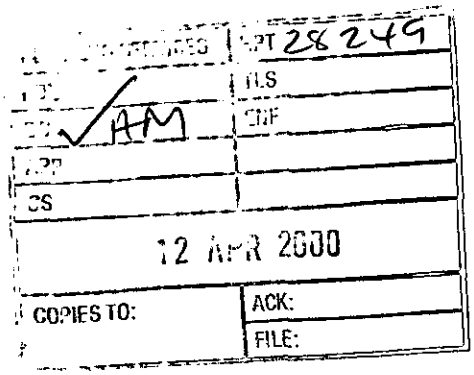
CAR PARK ELEVATION

CONSIDERED UNACCEPTABLE



access road)

SERVICE YARD ELEVATION.



Our Ref: JB/PY/2198

CgMs
CONSULTING

7th Floor
Newspaper House
8-16 Great New Street
London EC4A 3BN

Tel: 020 7583 6767
Fax: 020 7583 2231

Email: cgms@compuserve.com
Web Site: www.cgms.co.uk

Head of Planning & Transportation
Wokingham District Council
Environmental Services Department
PO Box 157
Shute End
Wokingham
Berks. RG40 1WR

For the attention of Heather Morgan

11th April 2000

Dear Madam

SIGNAGE - WAITROSE STORE, LONDON ROAD, TWYFORD

On behalf of our client, Waitrose Limited, we wish to express our frustration at the lack of action relating to the above. We have been promised by your Council on a number of occasions that the application for display of signage on the new Twyford Waitrose store will be concluded expeditiously. The on-going delays in the processing of the application has led to uncertainty being experienced by Waitrose Ltd. We wish to re-iterate our client's wish to resolve this issue as a matter of priority and trust that the planning officer's report will be drafted by the middle of the week beginning 17th April 2000.

It is our understanding that following the completion of the report, Planning Committee Members have 10 working days in which to comment upon the proposal; following which the application will either be dealt with as a delegated matter or presented to the Planning Committee. Our client hopes the former course of action can be followed, resulting in a delegated approval in early May 2000.

Should you wish to discuss any aspect of the above, or the application, please do not hesitate to contact either Kevin Goodwin or John Brooks at this office.

Yours faithfully

CgMs Ltd

CgMs Limited

c.c. Mike Thorpe – Team Leader, Planning & Transportation Department
Paul Robinson - Waitrose

Directors
P Chadwick BA, MIFA
K Goodwin BTp, MRTPI
E Mortimer BA, FRTPI, FRSA
J Stockdale BSc, ARICS
E Wright (non-executive)
D Hawkins BA, MIFA
C Hicks BSc (Econ), MCD, MRTPI
M Honour BLE, ARICS, MRTPI
A Mackie BA, MRTPI
P Woods BA, Dip UPI, MRTPI

CgMs Limited
Registered in England:
No 3303376
Registered Offices:
5-11 Mortimer Street, London
W1N 8HS

Our Ref: JB/PY/2198

CgMs
CONSULTING

7th Floor
Newspaper House
8-16 Great New Street
London EC4A 3BN

Tel: 020 7583 6767
Fax: 020 7583 2231

Email: cgms@compuserve.com
Web Site: www.cgms.co.uk

Head of Planning & Transportation
Wokingham District Council
Environmental Services Department
PO Box 157
Shute End
Wokingham
Berks. RG40 1WR

For the attention of Heather Morgan

11th April 2000

Dear Madam

SIGNAGE - WAITROSE STORE, LONDON ROAD, TWYFORD

On behalf of our client, Waitrose Limited, we wish to express our frustration at the lack of action relating to the above. We have been promised by your Council on a number of occasions that the application for display of signage on the new Twyford Waitrose store will be concluded expeditiously. The on-going delays in the processing of the application has led to uncertainty being experienced by Waitrose Ltd. We wish to re-iterate our client's wish to resolve this issue as a matter of priority and trust that the planning officer's report will be drafted by the middle of the week beginning 17th April 2000.

It is our understanding that following the completion of the report, Planning Committee Members have 10 working days in which to comment upon the proposal; following which the application will either be dealt with as a delegated matter or presented to the Planning Committee. Our client hopes the former course of action can be followed, resulting in a delegated approval in early May 2000.

Should you wish to discuss any aspect of the above, or the application, please do not hesitate to contact either Kevin Goodwin or John Brooks at this office.

Yours faithfully

CgMs Ltd

CgMs Limited

c.c. Mike Thorpe – Team Leader, Planning & Transportation Department
Paul Robinson - Waitrose

Directors
P Chadwick BA, MIFA
K Goodwin BTp, MRTPI
E Mortimer BA, FRTPI, FRSA
J Stockdale BSc ARICS
E Wright (non-executive)
D Hawkins BA, MIFA
C Hicks BSc (Econ), MCD, MRTPI
M Honour BLE ARICS, MRTPI
A Mackie BA, MRTPI
P Woods BA, Dip UPI, MRTPI

CgMs Limited
Registered in England
No 3303376
Registered Offices:
5-11 Mortimer Street, London
W1N 8HS

SHOPFRONTS:
Aluminium frames
White powder coated finish

ATION (along walkway)

WAITROSE MOTIF OFF INSIDE BAKERY WINDOW TO MATCH POSITION OF COFFEE STO

5 4A 4 3 2

Section AA
113/280/102

Section BB
113/280/102

PITCHED ROOFS:
Duquessa natural slates

mm OFF

VENT L1

WAITROSE EQ.

MJ

RWP

MJ

WAITROSE

DG 2

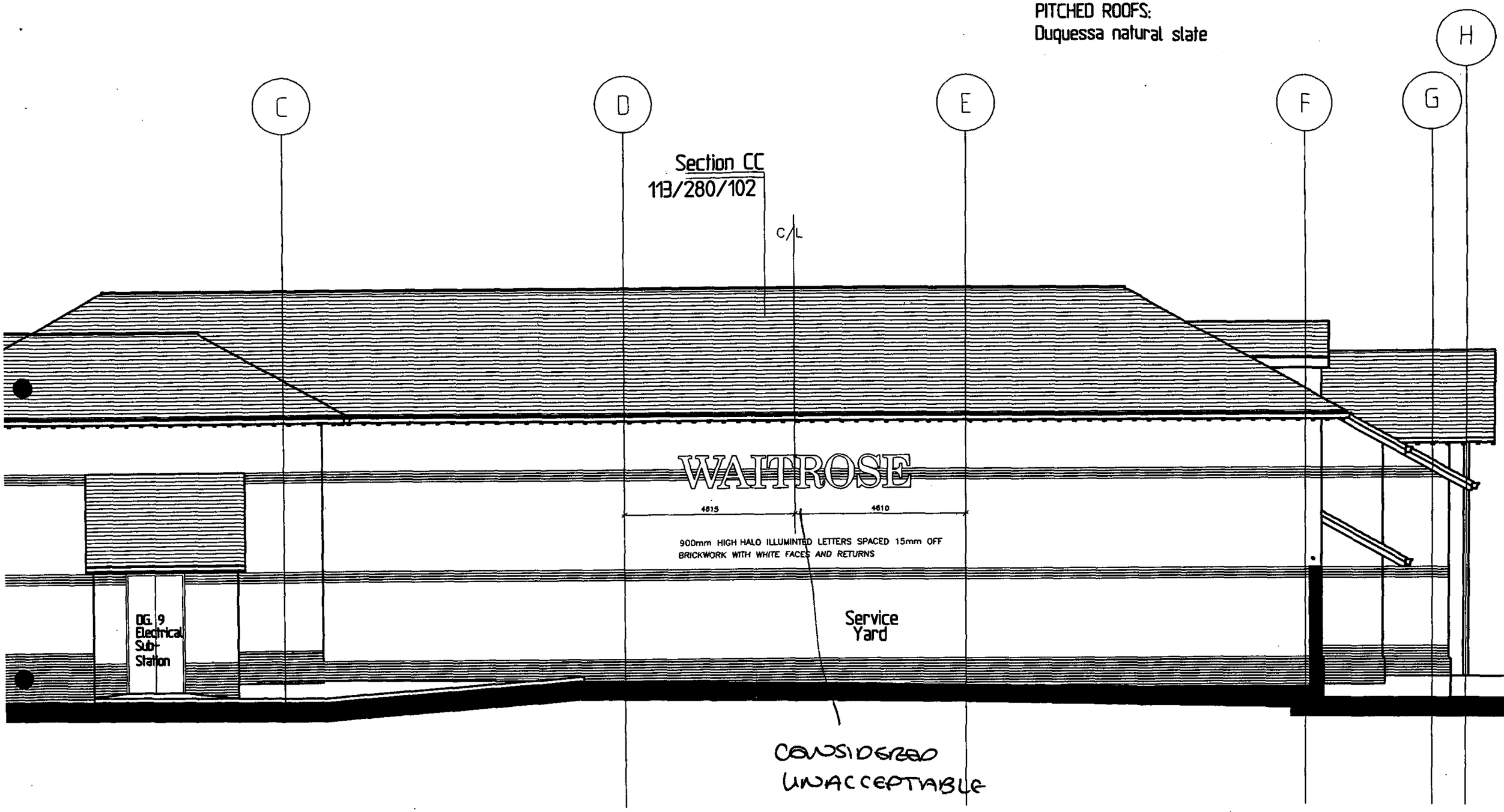
HALO ILLUMINATED LETTERS SPACED 15MM OFF BRICKWORK ,WITH WHITE FACES AND RETURNS

CONSIDERED ACCEPTABLE

CAR PARK ELEVATION

CONSIDERED UNACCEPTABLE

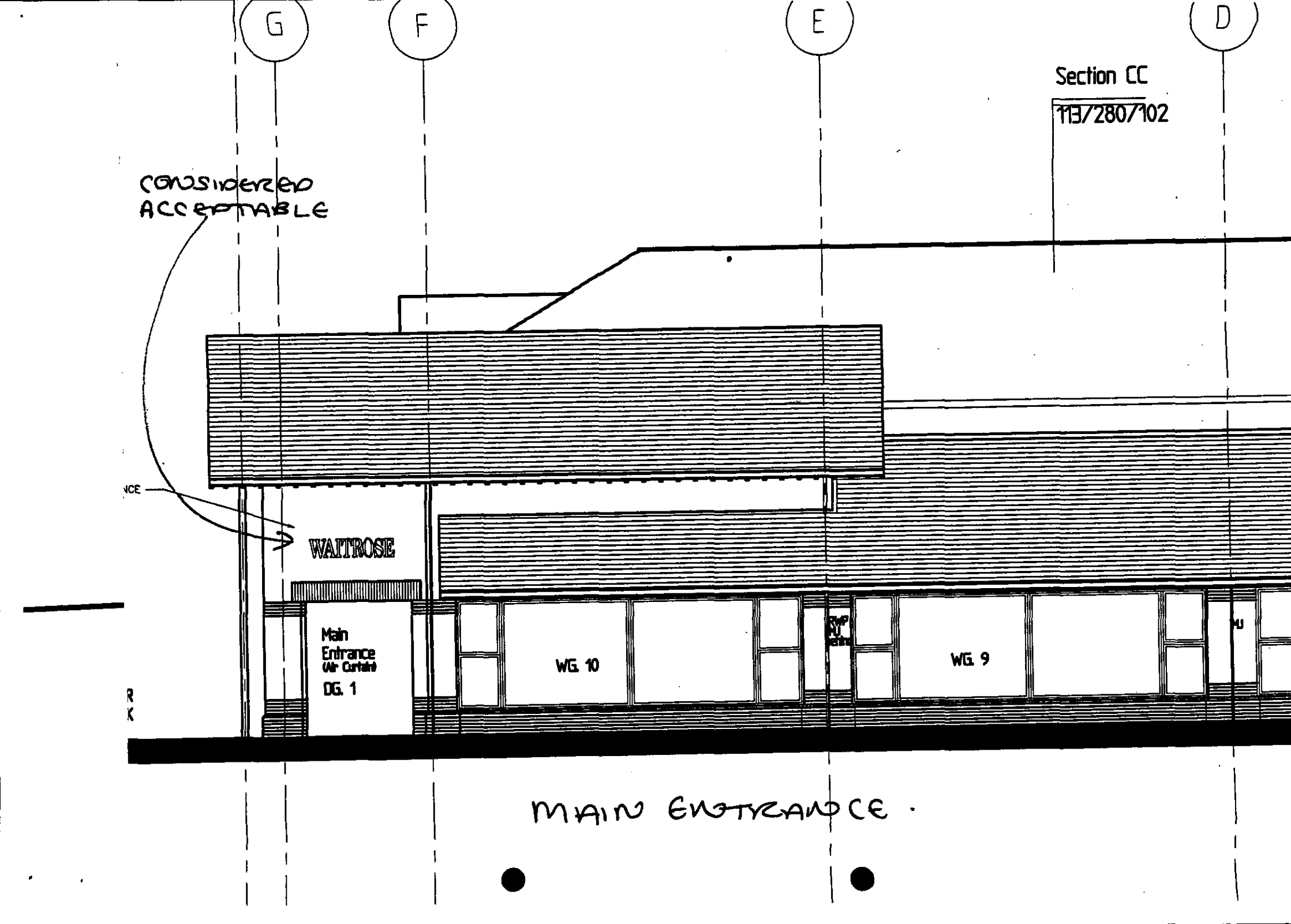
PITCHED ROOFS:
Duquessa natural slate



CONSIDERED UNACCEPTABLE

access road)

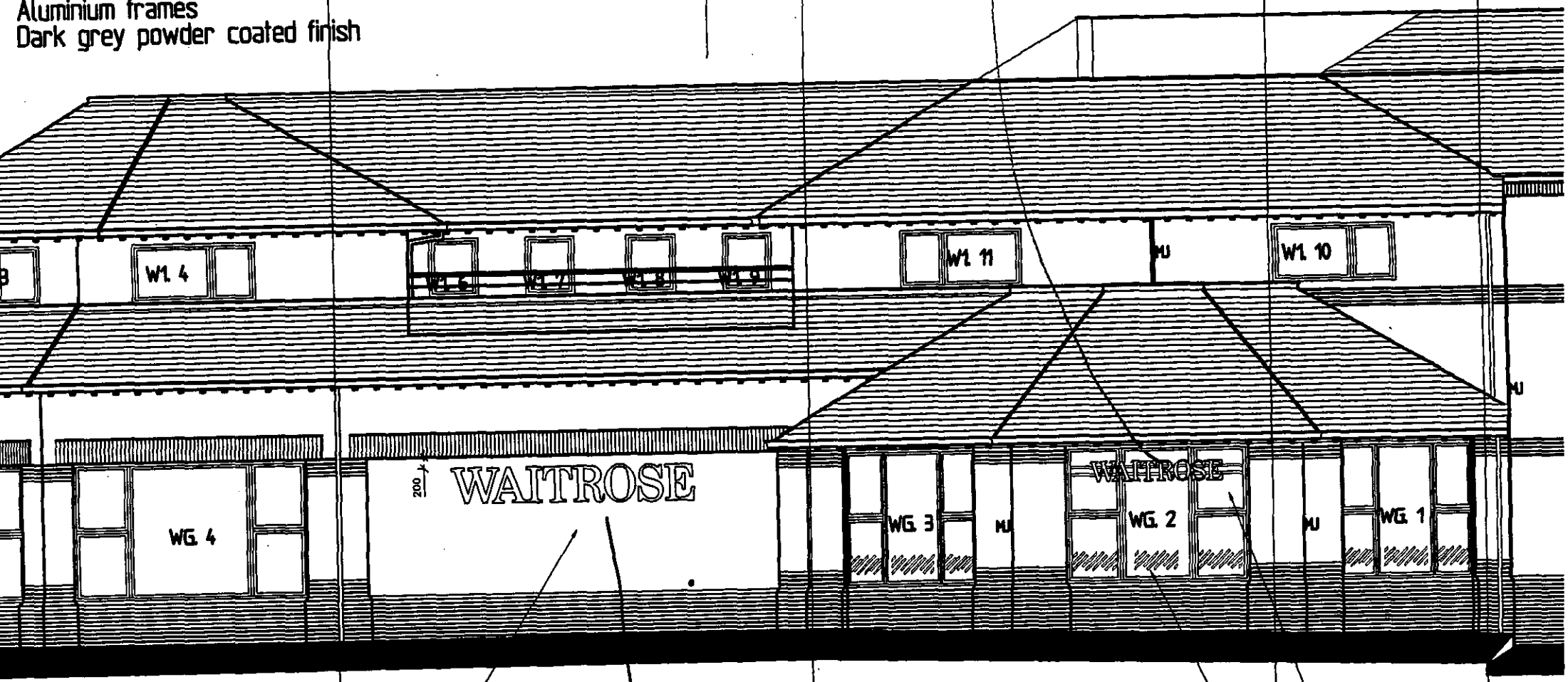
SERVICE YARD ELEVATION.


G
F
E
D
Section CC
113/280/102
CONSIDERED ACCEPTABLE
WAITROSE
Main Entrance (Air Curtain)
DG. 1
WG. 10
WG. 9
MAIN ENTRANCE.

Section BB
113/280/102

CONSIDERED UNACCEPTABLE

HIGH LEVEL WINDOWS:
Aluminium frames
Dark grey powder coated finish



750mm HALO ILLUMINTED LETTERS SPACED 15mm OFF BRICKWORK WITH WHITE FACES AND RETURNS

CONSIDERED ACCEPTABLE

SHOPFRONTS:
Aluminium frames
White powder coated finish

350mm HIGH NON-ILLUMINTED LETTEI

350mm HIGH DIAGONAL WAITROSE MOTI
TO BE APPLIED TO INSIDE OF WINDOW
CENTRALLY BETWEEN TOP OF COFFEE S
BAR & BOTTOM OF WINDOW.

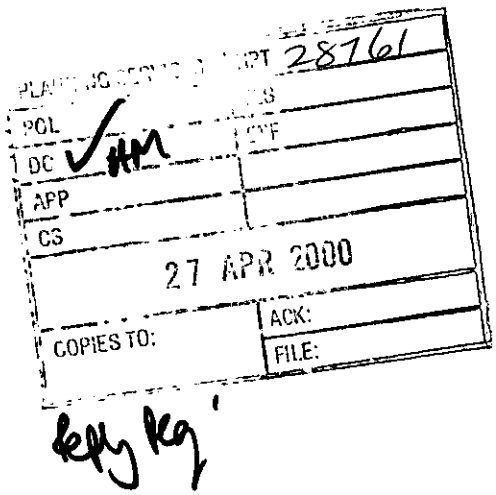
EAST ELEVATION (along London road)

CgMs
CONSULTING

7th Floor
Newspaper House
8-16 Great New Street
London EC4A 3BN

Tel: 020 7583 6767
Fax: 020 7583 2231

Email: cgms@compuserve.com
Web Site: www.cgms.co.uk



Our Ref: JB/PH/2198

Head of Planning & Transportation
Wokingham District Council
Environmental Services Department
PO Box 157
Shute End
Wokingham
Berkshire RG40 1WR

For the attention of Heather Morgan

26th April 2000

Dear Madam

SIGNAGE - WAITROSE STORE, LONDON ROAD, TWYFORD

Further to my conversation with your colleague today, I understand that it is your intention to have the report relating to the Waitrose Store written up by Friday 28 April 2000. This will enable the report to be put to the Planning Committee members, who then have 10 days in which to comment (i.e. by 8 May 2000). Hopefully the members will make no objection to the recommendation for approval and an decision notice can be issued by 12 May 2000.

I should be grateful if you would be so kind as to telephone me on Friday 28 April 2000 to confirm that the report has been written as promised.

Yours faithfully,

J. Brooks.

John Brooks
Town Planner

Tel. 28/4
Aim to write up week after Easter
2PM

c.c. Mike Thorpe – Team Leader, Planning & Transportation Department
Paul Robinson - Waitrose

Directors
P Chadwick BA, MIFA
K Goodwin BTp, MRTPI
E Mortimer BA, FRTPI, FRSA
J Stockdale BSc, ARICS
E Wright (non-executive)
D Hawkins BA, MIFA
C Hicks BSc (Econ), MCD, MRTPI
M Honour BLE, ARICS, MRTPI
A Mackie BA, MRTPI
P Woods BA, Dip UPI, MRTPI

CgMs Limited
Registered in England:
No 3303376
Registered Offices:
5-11 Mortimer Street, London
W1N 8HS

Copy Director of Development and Services
Chief Architect Waitrose
Group Leader Architect (M J Fenn)
Senior Development Manager (New Branches)
Property Manager (K Harrison)
Manager Interior Design Waitrose
Interior Design (V Tuley)
Wokingham District Council (H Sanders)

[illegible]	HPT
[illegible]	TLS
[illegible]	ENF
PP	
GS	
22 MAR 2000	
COPIES TO:	ACK:
	FILE:

15 March 2000
GPD/SO/A4266
6020/2.1

Ms H Morgan
Senior Planning Officer
Wokingham District Council
Environmental Services Department
Planning Services
P O Box
Shute End
Wokingham
Berkshire RG4 1WR

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

Dear Ms Morgan

Proposed Erection of Internally Illuminated Shop and Car Park Signs
Waitrose, London Road, Twyford
Job No 6020

Further to our telephone conversation of 13 March 2000 I would confirm the following points as discussed:-

1. Signage

You are generally agreeable to the erection of 3 No external signs to the store. I am attaching the following revised drawings to show these revisions:-

6020/AE-100H
6020/AE-101F
6020/AS-DE-001C

You have expressed a wish for these signs to be in a green or cream colour I have explained, and I believe you understand the reasons why our Waitrose directors wish these signs to be in white. This is essentially to comply with the Waitrose corporate imagery - in the same way that our competitors do no deviate from their corporate imagery. As discussed these signs will be halo lit, as requested by yourselves.

I SUGGEST THEY COME AND SEE THEIR CORPORATE IMAGE IN WOKINGHAM

Following your earlier comments regarding the proposed internally illuminated sign across the Coffee Shop window, our directors and designers feel that it is of vital importance to locate a sign at this point. This is the only element of the store, that relates to the High Street shop frontages.

We have attempted to relocate this sign internally as proposed by yourselves - but have found the window mullions to be a visual obstruction to reading the sign.

We would like to propose therefore, that the sign is located externally, across the Coffee Shop window, as originally proposed - but without illumination of any kind. the letters would be solid with white faces and returns.

PLEASE PROVIDE DETAILS OF FIXING ? ! !

Please advise whether you find this acceptable.

As you will understand, our Waitrose directors are very disappointed that you have chosen not to call a meeting, to discuss in more detail, the other proposed signs. Whilst I have used my best endeavours to explain our proposals, it would appear that there has been little, if any consideration for the commercial concerns expressed by our directors in this matter.

WE ARE ALSO PARTICULARLY DISAPPOINTED AT YOUR CAVALIER APPROACH TO SIGNING.

This is clearly an issue which will need to be addressed at a future time.

2. CCTV and Car Park Lighting

(a) CCTV - I would confirm that our CCTV cameras are fixed and view into the car park areas only.

I am presently waiting for the supplier's literature for these cameras, which I will forward to you immediately they become available.

✓ OK

(b) Car Park Lighting - It is my understanding that further to the issue of additional information you are generally agreeable to our lighting proposals. I would also confirm that - wherever practically possible, we have omitted light fittings adjacent to properties to avoid light spillage in these areas, as requested by yourselves..

Irrespective of the above, I would suggest that our lighting proposals are not dissimilar to the street lighting used in the town.

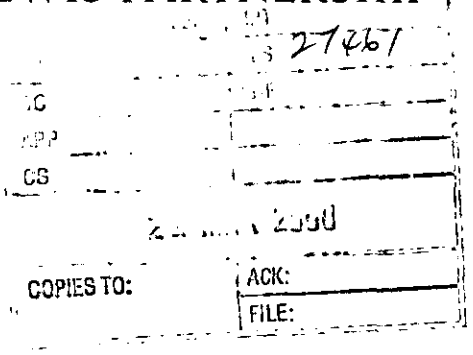
I trust the above details will be sufficient for you to determine this application, so that we can progress the works.

Please contact me should you have any queries.

Yours sincerely

G P Daurat
Architect

JOHN LEWIS PARTNERSHIP



171 Victoria Street
London SW1E 5NN
Telephone (0171) 828 1000
Telex 8954150 Jonel G

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

15 March 2000
GPD/SO/A4266
6020/2.1

Ms H Morgan
Senior Planning Officer
Wokingham District Council
Environmental Services Department
Planning Services
P O Box
Shute End
Wokingham
Berkshire RG4 1WR

Dear Ms Morgan

Proposed Erection of Internally Illuminated Shop and Car Park Signs
Waitrose, London Road, Twyford - Job No 6020

Further to our telephone conversation of 13 March 2000 I would confirm the following points as discussed:-

1. Signage

You are generally agreeable to the erection of 3 No external signs to the store. I am attaching the following revised drawings to show these revisions:-

6020/AE-100H
6020/AE-101F
6020/AS-DE-001C

You have expressed a wish for these signs to be in a green or cream colour I have explained, and I believe you understand the reasons why our Waitrose directors wish these signs to be in white. This is essentially to comply with the Waitrose corporate imagery - in the same way that our competitors do no deviate from their corporate imagery. As discussed these signs will be halo lit, as requested by yourselves.

Following your earlier comments regarding the proposed internally illuminated sign across the Coffee Shop window, our directors and designers feel that it is of vital importance to locate a sign at this point. This is the only element of the store, that relates to the High Street shop frontages.

We have attempted to relocate this sign internally as proposed by yourselves - but have found the window mullions to be a visual obstruction to reading the sign.

We would like to propose therefore, that the sign is located externally, across the Coffee Shop window, as originally proposed - but without illumination of any kind. the letters would be solid with white faces and returns.

Please advise whether you find this acceptable.

As you will understand, our Waitrose directors are very disappointed that you have chosen not to call a meeting, to discuss in more detail, the other proposed signs. Whilst I have used my best endeavours to explain our proposals, it would appear that there has been little, if any consideration for the commercial concerns expressed by our directors in this matter.

This is clearly an issue which will need to be addressed at a future time.

2. CCTV and Car Park Lighting

(a) CCTV - I would confirm that our CCTV cameras are fixed and view into the car park areas only.

I am presently waiting for the supplier's literature for these cameras, which I will forward to you immediately they become available.

(b) Car Park Lighting - It is my understanding that further to the issue of additional information you are generally agreeable to our lighting proposals. I would also confirm that - wherever practically possible, we have omitted light fittings adjacent to properties to avoid light spillage in these areas, as requested by yourselves..

Irrespective of the above, I would suggest that our lighting proposals are not dissimilar to the street lighting used in the town.

I trust the above details will be sufficient for you to determine this application, so that we can progress the works.

Please contact me should you have any queries.

Yours sincerely



pp G P Daurat
Architect

Copy Director of Development and Services
Chief Architect Waitrose
Group Leader Architect (M J Fenn)
Senior Development Manager (New Branches)
Property Manager (K Harrison)
Manager Interior Design Waitrose
Interior Design (V Tuley)
Wokingham District Council (H Sanders)

For plans see Part One of Officers File

31 MAR 2000

Date: 29 March 2000

To: Harold Sanders, Conservation

We have received Revised Plans for the following planning application:

Application Number: A/2000/0350

Location: Waitrose Ltd, London Road, Twyford, Reading.

Proposal: Proposed erection of internally illuminated shop and car park signs.

Applicant: Waitrose Ltd C/O John Lewis Plc.

Case Officer: Heather Morgan

The new plans show the following: Deletion of sign on service yard elevation, and one sign on main car park elevation; halo lit signage not internally illuminated.

Comments are required by 08/04/2000.

Should you have any queries regarding this application please contact the case officer Heather Morgan on (0118) 974 6446.

DRAWING 6020/AE – 100 H. SIGNS AGREED.

DRAWING 6020/AE – 101 F. I DO NOT CONSIDER THE SIGN ON THE FACE OF THE COFFEE SHOP IS ACCEPTABLE. AN ALTERNATIVE LOCATION AND MAYBE FORM OF SIGN, SHOULD BE SOUGHT.

DRAWING NO. 6020/AS–DE – 001C.

THIS DRAWING INDICATES MAIN BUILDING SIGNS. W1. W3 AND W5 AS AGREED. W2 AND W4 HAVE NOT BE ACCEPTED.

Sep. applicn { THERE ARE ALSO FOUR ADDITIONAL SIGNS NOTED (WAITROSE RESTAURANT PANEL SIGNS) ALL OF WHICH HAVE BEEN COMMENTED ON – BUT NOT ACCEPTED IN THEIR PRESENTED FORM AND SIZE.

IN RELATION TO THE LETTER I COMMENT AS FOLLOWS:

Recd 1.30PM 17.3.00

JOHN LEWIS PARTNERSHIP

POL	27344
DC	ACK
APP	
CS	
20 MAR 2000	
COPIES TO:	ACK:
	FILE:

171 Victoria Street
London SW1E 5NN
Telephone (0171) 828 1000
Telex 8954150 Jonel G

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

15 March 2000
GPD/SO/A4266
6020/2.1

Ms H Morgan
Senior Planning Officer
Wokingham District Council
Environmental Services Department
Planning Services
P O Box
Shute End
Wokingham
Berkshire RG4 1WR

0350

REVISED PLAN

Dear Ms Morgan

Proposed Erection of Internally Illuminated Shop and Car Park Signs
Waitrose, London Road, Twyford - *Job No 6020*

Further to our telephone conversation of 13 March 2000 I would confirm the following points as discussed:-

1. Signage

You are generally agreeable to the erection of 3 No external signs to the store. I am attaching the following revised drawings to show these revisions:-

6020/AE-100H
6020/AE-101F
6020/AS-DE-001C

You have expressed a wish for these signs to be in a green or cream colour I have explained, and I believe you understand the reasons why our Waitrose directors wish these signs to be in white. This is essentially to comply with the Waitrose corporate imagery - in the same way that our competitors do no deviate from their corporate imagery. As discussed these signs will be halo lit, as requested by yourselves.

Following your earlier comments regarding the proposed internally illuminated sign across the Coffee Shop window, our directors and designers feel that it is of vital importance to locate a sign at this point. This is the only element of the store, that relates to the High Street shop frontages.

We have attempted to relocate this sign internally as proposed by yourselves - but have found the window mullions to be a visual obstruction to reading the sign.

John Lewis plc
Registered in England 233462
Registered Office
171 Victoria Street London SW1E 5NN

16-MAR-2000 16:49 FROM JOHN LEWIS ARCHITECTS TO 901189532659 P.02/02

We would like to propose therefore, that the sign is located externally, across the Coffee Shop window, as originally proposed - but <u>without</u> illumination of any kind. the letters would be solid with white faces and returns.

Please advise whether you find this acceptable.

As you will understand, our Waitrose directors are very disappointed that you have chosen not to call a meeting, to discuss in more detail, the other proposed signs. Whilst I have used my best endeavours to explain our proposals, it would appear that there has been little, if any consideration for the commercial concerns expressed by our directors in this matter.

This is clearly an issue which will need to be addressed at a future time.

2. <u>CCTV and Car Park Lighting</u>

(a) CCTV - I would confirm that our CCTV cameras are fixed and view into the car park areas only.

I am presently waiting for the supplier's literature for these cameras, which I will forward to you immediately they become available.

(b) Car Park Lighting - It is my understanding that further to the issue of additional information you are generally agreeable to our lighting proposals. I would also confirm that - wherever practically possible, we have omitted light fittings adjacent to properties to avoid light spillage in these areas, as requested by yourselves..

Irrespective of the above, I would suggest that our lighting proposals are not dissimilar to the street lighting used in the town.

I trust the above details will not be sufficient for you to determine this application, so that we can progress the works.

Please contact me should you have any queries.

Yours sincerely

G P Daurat
Architect

Copy Director of Development and Services
Chief Architect Waitrose
Group Leader Architect (M J Fenn)
Senior Development Manager (New Branches)
Property Manager (K Harrison)
Manager Interior Design Waitrose
Interior Design (V Tuley)
Wokingham District Council (H Sanders)

1. WHITE SIGNS DO NOT APPEAR TO BE THE WAITROSE 'CORPORATE IMAGE'. REF. SIGNS AT WOKINGHAM (IN THE CONSERVATION AREA) WHICH ARE NOT ALL WHITE BUT WITH GREEN EDGES. SILVER SIGNS ALSO HAVE BEEN USED AT WOKINGHAM.

2. I CONSIDER THE COFFEE SHOP SHOP APTLY ILLUSTRATES HOW THE SIGNAGE OF THIS STORE HAS BEEN APPROACHED BY THE JOHN LEWIS PARTNERSHIP.

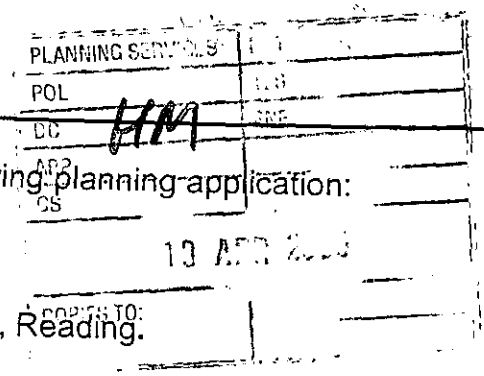
IN MY TERMS THIS SIGN IS AN UNACCEPTABLE 'ADD-ON'. TO FIX IT ACROSS THE WINDOW IS UNACCEPTABLE AS WELL IN MY TERMS.
A FREESTANDING PUB-TYPE SIGN MAY BE MORE APPROPRIATE AND ACCEPTABLE IN THE PUBLIC SPACE AND CONSERVATION AREA.

3. I AM DISAPPOINTED WITH THE DIRECTORS' TOO APPROACH TOO. A MEETING WOULD NOT HELP. A CO-ORDINATED DESIGN APPROACH FROM THE START WOULD BE FAR MORE CONSTRUCTIVE.

Harold Sanders
CONSERVATION & DESIGN ARCHITECT
05.04.00.

Date: 29 March 2000

To: Twyford Parish Council



We have received Revised Plans for the following planning application:

Application Number: A/2000/0350

Location: Waitrose Ltd, London Road, Twyford, Reading.

Proposal: Proposed erection of internally illuminated shop and car park signs.

Applicant: Waitrose Ltd C/O John Lewis Plc.

Case Officer: Heather Morgan

The new plans show the following: Deletion of sign on service yard elevation, and one sign on main car park elevation; halo lit signage not internally illuminated.

Comments are required by 08/04/2000.

Should you have any queries regarding this application please contact the case officer Heather Morgan on (0118) 974 6446.

FROM TWYFORD PARISH COUNCIL

The Council would like to make the following comment:-

Signs W3 and W4 are unnecessary.

3rd April 2000

Date: 29 March 2000

To: Highways

We have received Revised Plans for the following planning application:

Application Number: A/2000/0350

Location: Waitrose Ltd, London Road, Twyford, Reading.

Proposal: Proposed erection of internally illuminated shop and car park signs.

Applicant: Waitrose Ltd C/O John Lewis Plc.

Case Officer: Heather Morgan

The new plans show the following: Deletion of sign on service yard elevation, and one sign on main car park elevation; halo lit signage not internally illuminated.

Comments are required by 08/04/2000.

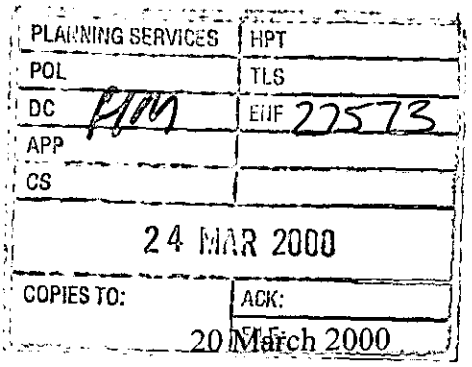
Should you have any queries regarding this application please contact the case officer Heather Morgan on (0118) 974 6446.

No Comments.

N.S. Tadder

11-4-00

9 PINE GROVE
TWYFORD
BERKSHIRE
RG10 9HX



Mr C Moore
Environmental Services Department
Planning Services
P O Box 157
Shute End
Wokingham, Berks
RG40 1WR

Dear Mr Moore

Application No: 99/68900/F

Location: Land between London Road, Wargrave Road and Hermitage Drive, Twyford

Proposal: Proposed A1 Retail Development with associated car parking and service area (amendment to planning permission 97/66681/F

I notice that Waitrose have their logo in very large letters on the back of their building which is clearly visible from where I live. I was disturbed to learn from Mrs Dane (a Twyford Parish councillor) that they intend to illuminate it at night. This would be very intrusive and entirely unnecessary and I hope that the unitary authority will not permit this.

I wrote to Mr Bintcliffe on 29 June 1998 expressing my concern about the two light columns, each 5 metres high, shown on drawing 113/280/P21B opposite the front of my house and suggested that a high wall be built to protect my property (and others in the road) from light pollution. This will be even more necessary if the Waitrose logo is illuminated at night. Additionally, there will be a large number of cars entering and leaving the car park each day and a high wall would protect our properties from exhaust fumes.

I look forward to receiving your comments.

Yours sincerely

(Mrs) Caroline Layton

Mrs. Caroline Layton

Received by Wokingham District Council

Application No: A/2000/0350

Proposal:

Proposed erection of internally illuminated shop and car park signs.

Location:

London Road Twyford.

The application is available for inspection at Wokingham District Council's offices during the following times:

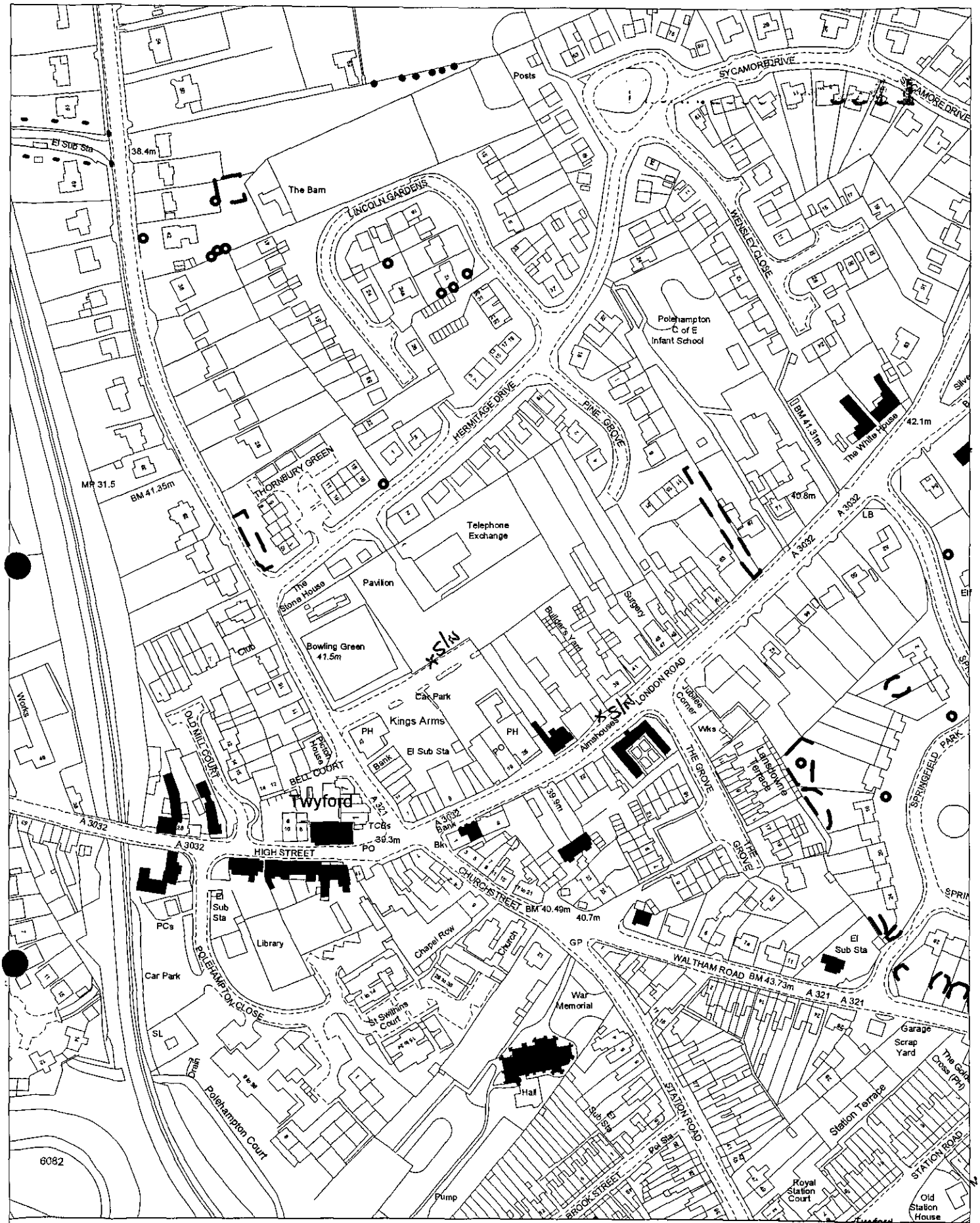
PLANNING DEPARTMENT, SHUTE END, WOKINGHAM TEL (0118) 974 6428 8.30 - 5.00 Monday - Thursday & 8.30 - 4.00 Friday

WOODLEY LIBRARY HEADLEY ROAD WOODLEY (9.30am - 7.00pm Mon, Thurs & Fri. 9.30am - 5.00pm Tues, 9.30am - 1.00pm Saturday. closed all day Wednesday)

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Heather Morgan P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 17/02/2000. Written comments submitted will become available for public inspection.

In view of the very large number of planning applications and letters of comment received, it will not normally be possible for an individual reply to observations made. However any comments will be taken into account when the application is determined and you will be notified of the decision.

Head Planning and Transportation



Site Plan, Scale: 1 to 2500

This copy has been produced specifically for the map return scheme purposes only. No further copies may be made.

This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of HMSO Office. © Crown Copyright. Wokingham District Council, Licence No. LA086134
Date: 14 January 2000

N
W E
S

FAX COVER SHEET

TO: Guro Dewat (John Lewis)

FROM: Heather Morgan

DESTINATION FAX No: 0207 592 5177

DATE: 4/4/00

TIME: 12.20

SUBJECT: VARIOUS – WAITROSE

TOTAL NUMBER OF PAGES (Inc. this cover sheet): 3

Tel 0118 974 6446.

Environmental Services Department, P.O Box 157, Civic Offices, Shute End, Wokingham, Berkshire RG40 1WR. Tel (0118) 9746428. Fax (0118) 9746484.

Giro Dawat re Waitrose Development, Twyford

I understand that you are currently on leave. There are a couple of outstanding matters which I consider need to be resolved

1/ Lighting

I have revisited the site and note that there is a lamp post at the corner of the car park, closest to the new development of housing which has recently been completed off Hermitage Drive.

I am concerned that the proximity to the fence and the rear bedrooms will undoubtedly result in light spillage to these properties. This is unacceptable from a planning point of view, and this light should be deleted. I consider this can be done without detriment to the level of lighting across the car park.

Please provide amended plans deleting this light and written confirmation that the light and column will be removed in its entirety. I will then be able to move towards a recommendation.

2/ ~~[illegible]~~ Signage outside Waitrose site

There are no red site notices for the adverts at Nos 39 and 41 London Road. This is the only form of notification being used for consultation purposes.

I will need to generate new site notices and erect them (or send them on). This will mean the 21 day consultation period cannot start until the new site notices are generated.

3/ Signage on the store

I understand that the ~~[illegible]~~ plans recently submitted are revisions to the original advert application, Ref A/2000/0350. This includes all 6 signs but incorporates the halo lighting and colour of signs. I will need to consult briefly with Harold Sanders on this. Having spoken to Mike Thorp, my Principal I will be issuing a split decision on the application on the basis of these revisions.
I trust this is the approach you were wishing to take.

I look forward to your response on the above

J Heather Mayer

(Senior Planning Officer)

~~0171 592 6495.~~ 0207 592 5177

duplicate

PLANNING SERVICES	HPT 27752
POL	TLS
DC FMM	ENF
APP	
CS	
30 MAR 2000	
COPIES TO:	ACK:
	FILE:

CgMs CONSULTING

7th Floor
Newspaper House
8-16 Great New Street
London EC4A 3BN

Tel: 020 7583 6767
Fax: 020 7583 2231

Email: cgms@compuserve.com
Web Site: www.cgms.co.uk

Our Ref: KG/PH

BY FAX AND POST

Mr M. Thorp
Wokingham District Council
Civic Offices
Shute End
Wokingham
Berkshire
RG40 1BN

28th March 2000

Dear Mr Thorp

WAITROSE, LONDON ROAD, TWYFORD

Thank you for seeing myself and my client at short notice yesterday. As I advised you the new Waitrose store at Twyford opened today, but the District Council have yet to determine any of the advertisement applications relating to signs on the store, within the car park and on adjacent buildings.

Clearly the opening of the store represents a major investment in Twyford. However customers need to be made aware of the store, who operates it, when it is open, how they can access it and circulate within the car park. Therefore certain signs covered by the applications submitted to the Council have already been erected.

These relate to signs within the car park indicating the location of trolley bays, disclaimer signs, circulation arrows etc. On the building three of the six Waitrose signs for which consent is sought have been erected. These are the three which Heather Morgan has verbally indicated are likely to be acceptable. Off site there are two directional signs to the car park.

I trust that you will appreciate why our client needed to undertake these works. I understand that you hope to be in a position to determine some, if not all, the applications shortly. As agreed I shall telephone you on Wednesday afternoon to discuss the current position.

Directors
P Chadwick BA, MIFA
K Goodwin BTp, MRTPI
E Mortimer BA, FRTPI, FRSA
J Stockdale BSc, ARICS
E Wright (non-executive)
D Hawkins BA, MIFA
C Hicks BSc (Econ), MCD, MRTPI
M Honour BLE, ARICS, MRTPI
A Mackie BA, MRTPI
P Woods BA, Dip UPI, MRTPI

CgMs Limited
Registered in England:
No 3303376
Registered Offices:
5-11 Mortimer Street, London
W1N 8HS

M. Thorp
Waitrose, London Road, Twyford
28 March 2000

[redacted]

We do have a duplicate application for the store and car park signs before you in order to maintain discussions should it be necessary for me to appeal the original application after Wednesday.

Yours sincerely,

Kevin Goodwin

Kevin Goodwin
Director

cc. G. Durat
P. Robinson
K. Harrison

Spoke to MT
Agreed to do a
part approval, part
refusal.

FILE NOTE 28/3

Mike Tharp spoke to Mr. Durrant and agent from CGMS.
Outlined the concerns of the LPA as expressed by the Officer.
MT agreed that the best way forwards was to agree to disagree on the signs and to deal with it on the basis of a part approval / part refusal. The areas of contention can then be dealt with at an appeal.

Spoke to Harold Sanders.
Discussed the above.
Agreed position - NSS happy with the need for the signage on the service yard or the sign on the car park frontage close to the entrance. NSS happy with the sign to be fixed to the front of the coffee shop.
NSS Objection in principle to the use of halo lighting for the signage.
NSS - not happy with the white signage. (NOTE HM has locally canvassed this & could be substantiated adequately in an appeal situation).

27642

URGENT PLEASE.

G. DAURAT

24.3.00.

COPIES TO: FILE: TEL: 07788 718 916.

Mr M Morgan

Wokingham District Council.
Environmental Services Dept.
Berkshire RG40 1WR.

Dear Heather,

Re: Wantrose Store - Twyford.

I regret that I was not able to speak to you today - but would welcome an opportunity to meet you, together with my planning advisor on Monday 27.3.00.

I believe this meeting would prove very useful for all sides - and would help simplify the whole matter of our present discussions

Please confirm whether it would

possible to meet with you on 27 3.00

- ideally in the morning.

Kind Regards.

Gino Dutt

Wokingham District Council Environmental Services Department, PO Box 157, Shute End, Wokingham, Berks, RG40 1WR

FAX

Date: 15/3/00

Number of pages including cover sheet: 2

To:
Chris Parrat
John Lewis.

Phone:

Fax phone: 0207 592 5177

CC:

From:
Heather Magan

Phone:

Fax phone: 0118 9746484

REMARKS: ☑ Urgent ☐ For your review ☐ Reply ASAP ☐ Please comment

Signs at Waitrose

Both Harold Sanders and myself were dismayed to find on a site visit today 2 signs have been erected in white plastic. One is on the service yard elevation which we as an LPA consider totally unnecessary and have advised you of this on several occasions. Please ensure these signs are removed and that no more are erected. This is being done at your risk. In addition, I had understood

that revised plans were to be submitted deleting the externally lit signs so that the others could be progressed. I would ask for these as a matter of urgency, as the application will be determined as it stands otherwise.

In addition, I am not aware that we have said what signage is acceptable. Cream appears on several signs proposed for the development as does dark green. It is clear to me that these are corporate colours which customers readily identify with Waitrose.

I am not back in the office until Monday 20th March and I would appreciate some form of response by that date.

I will also need to decide if the signs are not removed once a decision is made on the advert application whether it is expedient to institute enforcement action.

Heather Mayes

FILE NOTE 13/3

Spoke to Gino Dawat

Our comments are unchanged from our letter dated 2/3 notwithstanding his subsequent letter.

They have a problem if the lettering can't be white (HM said she'd need to reconsider very carefully).

Only way forward is to submit revised plans deleting all the contentious signs in order to hopefully progress an approval, and deal with contentious signs in a subsequent application.

GD agreed to do this.

1327

WOKINGHAM DISTRICT COUNCIL

To Heather

Date _____ Time _____

WHILE YOU WERE OUT

Name Mr Gino

Of Architect.

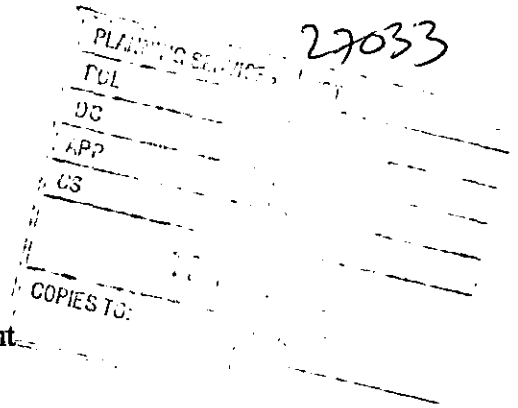
Phone No. 07788718916 Ext. _____

Phoned	✓	Please call back	✓
Called to see you		Will call back	
Wants to see you		Urgent	

MESSAGE Waitrose Twyford.

Signed _____

JOHN LEWIS PARTNERSHIP



171 Victoria Street
London SW1E 5NN
Telephone (0171) 828 1000
Telex 8954150 Jonel G

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

08 March 2000
GPD/SO/A4221
6020/2.1

Ms H Morgan
Senior Planning Officer
Wokingham District Council
Environmental Services Department
Planning Services
P O Box 157
Shute End
Wokingham
Berkshire RG40 1WR

Dear Mr Morgan

Proposed Erection of Internally Illuminated Shop and Car Park Signs
Proposed CCTV and Lighting - Waitrose Store, London Road, Twyford - Job No 6020

Thank you for your letter of 2 March 2000.

I have given detailed consideration to your comments and would respond as follows:-

1. Signage

I believe that I have indicated sufficiently well in correspondence and conversations to date, the necessity and the appropriateness of our signage proposals. Regardless I can confirm that based on your concerns as to the use of internally illuminated signs, we have revised our proposals to allow for halo lighting of solid letters.

As you will appreciate there are certain norms and design parameters which determine the colour and typeface of our signs. These being bound up in a long, and well established history of corporate imaging.

Experience has shown that white letters offer the mot attractive option on a dark brick building. And conversely, black letters on a light coloured background.

Irrespective of the questionable architectural merits of using green letters as proposed by yourselves - this colour is one which is totally alien to the well established Waitrose image for signs.

As you will surely appreciate, the significance of a consistent approach to corporate imagery, is of crucial importance to businesses in both the commercial and retail sector. Building signs are the identity of a building, and are particularly important in establishing a presence in a location. Ultimately this will have a real impact on the trading success of any business is as evidenced by the myriad store signs in Twyford.

John Lewis plc
Registered in England 233462
Registered Office
171 Victoria Street London SW1E 5NN

The Waitrose store signs by comparison are neither garish of surplus to requirements.

In relative terms, it is clearly evident that our store signs are not as intrusive and less in number, when the scale and bulk of the building, is compared to that of the High Street stores in Twyford (please see attached photographs).

Again, I would stress our view that the signs to the service yard wall, and that proposed below the entrance feature truss are necessary. The status and significance of the service yard wall has changed considerably, since the introduction of the new access road off London Road. Rather than being just a back of house location, this area will be the first encounter, thousands of customers will experience of Waitrose, on entering the site off London Road. The feature truss adjacent to the main entrance, would frame naturally a Waitrose sign at this point - adding emphasis to this important architectural feature and more importantly directing people to the main entrance.

Needless for me to reiterate the corporate and commercial aspirations of our directions in this matter. Much of the success of our stores, lies to a great extent on the long and detailed consideration given to the type and siting of our store signs. It would be considered a retrograde step and potentially damaging commercially, were we not able to resolve these differences before the store opening.

I trust that you will view the above comments as a sincere effort to explain our position, and above all, a genuine effort to find a solution to our disparate views in this matter. Again I would request your sympathetic consideration to holding an urgent meeting with myself, the design team and Waitrose directions to discuss this matter in more detail.

2. Lighting and CCTV

I can confirm that the CCTV cameras will be located on 5m high poles, in fixed locations and facing away from adjoining properties. I will submit a drawing to confirm the above.

Your earliest possible response to the above, would be much appreciated.

Yours sincerely

pp G P Daurat
Architect

Copy Chief Architect Waitrose
Group Leader Architect (M J Fenn)
Director of Development and Services
Senior Development Manager (New Branches)
Manager Interior Design Waitrose
Interior Design (V Tuley)

JOHN LEWIS PARTNERSHIP

171 Victoria Street London SW1E 5NN Telephone (0171) 828 1000

26865

PLANNING SERVICES UNIT
PGL
DC
JLP
CS
COPIES TO:
ACK:
FILE:

FAX

To Ms H Morgan — Fax number 01189746484

Wokingham District Council - Senior Planning Officer

From G P Dowrat — Fax number 0171 592 5177

JLP Architect — Date 8.3.00

Contact telephone number 0171 592 5175 — Number of pages (including this) 3.

I SUGGEST - COPY TO STEPHEN CONWAY WITH NOTE TO CONFIRM WE ARE PROPOSING TO REFUSE — COPIES TO OTHER LOCAL MEMBERS OR SAME MEMO TO EACH ! COPIED TO MR DOWRAT !

HS 09.03.00

08-MAR-00 15:45 FROM JOHN LEWIS ARCHITECTS TO 901189746484 P.01/03
0171 592 5177

JOHN LEWIS PARTNERSHIP

08 March 2000
GPD/SO/A4221
6020/2.1

171 Victoria Stre
London SW1E
Telephone (017 1000
Telex 8954150 jc

Direct Line 020 759 5175
Facsimile 020 7597 77
gino_daurat@johnlewis uk

Ms H Morgan
Senior Planning Officer
Wokingham District Council
Environmental Services Department
Planning Services
P O Box 157
Shute End
Wokingham
Berkshire RG40 1WR

Dear Mr Morgan

Proposed Erection of Internally Illuminated Shop and Car Park Signs
Proposed CCTV and Lighting - Waitrose Store, London Road, Twyford - Job No 60

Thank you for your letter of 2 March 2000.

I have given detailed consideration to your comments and would respond as follows -

1. Signage

I believe that I have indicated sufficiently well in correspondence and conversations to date, the necessity and the appropriateness of our signage proposals. Regardless I can confirm that based on your concerns as to the use of internally illuminated signs, we have revised our proposals to allow for halo lighting of solid letters.

GOOD ✓

As you will appreciate there are certain norms and design parameters which determine the colour and typeface of our signs. These being bound up in a long, and well established history of corporate imaging.

NOTSO — FROM A RECENT MEETING IT WAS APPARENT THAT YOUR PARTNERSHIP DOES HAVE A DEGREE OF FLEXIBILITY IN TYPEFACE AND FORM OF ILLUMINATION

Experience has shown that white letters offer the mot attractive option on a dark brick building. And conversely, black letters on a light coloured background

ATTRACTIVENESS IS A MATTER OF OPINION.

Irrespective of the questionable architectural merits of using green letters as proposed by yourselves - this colour is one which is totally alien to the well established Waitrose image for signs. OK — ORANGE

As you will surely appreciate, the significance of a consistent approach to corporate imagery, is of crucial importance to businesses in both the commercial and retail sector Building signs are the identity of a building, and are particularly important in establishing a presence in a location. Ultimately this will have a real impact on the trading success of any business is as evidenced by the myriad store signs in Twyford.

NOT A HELPFUL COMMENT

SORRY — WHAT DOES THIS MEAN

John Lewis plc
Registered in England
Registered Office

The Waitrose store signs by comparison are neither garish of surplus to requirement

In relative terms, it is clearly evident that our store signs are not as intrusive and less in number, when the scale and bulk of the building, is compared to that of the High Street stores in Twyford (please see attached photographs). ? WE ARE ENDEAVOURING TO IMPROVE THE IMAGE

Again, I would stress our view that the signs to the service yard wall, and that proposed below the entrance feature truss are necessary. The status and significance of the service yard wall has changed considerably, since the introduction of the new access road off London Road. Rather than being just a back of house location, this area will be the first encounter, thousands of customers will experience of Waitrose, on entering the site off London Road. The feature truss adjacent to the main entrance, would frame naturally a Waitrose sign at this point - adding emphasis to this important architectural feature and more importantly directing people to the main entrance.

ITS GREATEST IMPACT WILL BE ON NEIGHBOURS — AND I UNDERSTAND THEY DON'T WANT IT.

Needless for me to reiterate the corporate and commercial aspirations of our directions in this matter. Much of the success of our stores, lies to a great extent on the long and detailed consideration given to the type and siting of our store signs. It would be considered a retrograde step and potentially damaging commercially, were we not able to resolve these differences before the store opening.

IF THIS IS THE CASE WHY ARE THEY NOT PART OF THE PLANNING APPLICATION IF THAT IMPORTANT — THEY SHOULD BE

I trust that you will view the above comments as a sincere effort to explain our position, and above all, a genuine effort to find a solution to our disparate views in this matter. Again I would request your sympathetic consideration to holding an urgent meeting with myself, the design team and Waitrose directions to discuss this matter in more detail

DIRECTORS !

2. Lighting and CCTV

I can confirm that the CCTV cameras will be located on 5m high poles, in fixed locations and facing away from adjoining properties. I will submit a drawing to confirm the above. — URGENTLY REQUIRED.

Your earliest possible response to the above, would be much appreciated.

Yours sincerely

pp G P Daurat
Architect

Copy Chief Architect Waitrose
Group Leader Architect (M J Fenn)
Director of Development and Services
Senior Development Manager (New Branches)
Manager Interior Design Waitrose
Interior Design (V Tuley)

26565

WOKINGHAM DISTRICT COUNCIL

PARISH COUNCIL OBSERVATION SHEET

PLANNING APPLICATION APPLICATION NO./A/2000/0350

Parish: Twyford

Proposal: PROPOSED ERECTION OF INTERNALLY ILLUMINATED SHOP AND CAR PARK SIGN

Officer: HEATHER MORGAN

Address: WAITROSE LTD - LONDON ROAD, TWYFORD

Applicant: WAITROSE LTD

The Council would like to make the following comments to the revised plans:-

i) We appear to have an extra drawing - 6020/D5-000 of a sign not on the list and not on the layout plan. We suggest it should be positioned near the main entrance and could replace sign N1 which is superfluous.

- ii) Sign L for recycling would be better turned through 90 degrees so that it can be seen by motorists approaching the site. In place already. No real problem where it is.
- iii) The charge of £25 is excessive if someone having combined say a trip to Waitrose with a visit to the dentist in Church Street should through no fault of their own, go over the time. Perhaps a lesser charge for 2-4 hours would be more customer friendly. – Not planning.
- iv) Sign F for the cycle park needs to be more prominent - perhaps move it to the front of the bay. No difficulty with its current position Okay.
- v) Sign C for the pickup point also needs to be aligned where drivers can see it. Drivers will be able to see it.
- vi) Q signs for right turn only at the Eastern side of the site - are two really necessary? – No problem with 2.
- vii) W2, 3 and 6 are far too large - anyone seeing them should already know where they are - do they need to be illuminated especially on the north wall facing the car park. They will be very obtrusive to nearby residential properties. Being addressed.
- viii) We do not agree with the signs placed on other people's property although we cannot suggest good alternative positions. In particular the sign in the garden of number 41 will block light from their windows and be particularly unsightly in the Conservation Area. → HS comments awaited. Office –
- ix) We cannot trace an application for Conservation Area consent which is also required. ?

If at an ← to would prevent pedestrians moving freely. Okay

Mrs A Jacobs
Parish Clerk

29th February 2000

Wokingham District Council Environmental Services Department, PO Box 157, Shute End, Wokingham, Berks, RG40 1WR

FAX

Date: 9/3/00

Number of pages including cover sheet: 1

To:
Guia Dourat

Phone:

Fax phone: 0207 592 5177

CC:

From:
Heather Morgan

Phone:

Fax phone: 0118 9746484

REMARKS: ☐ Urgent ☑ For your review ☐ Reply ASAP ☐ Please comment

Please advise if you have had an opportunity to look at the comments in respect of signage as set out in my letter dated 2/3/00

Heather Morgan

Date: 23 February 2000

To: Highways

We have received Revised Plan for the following planning application:

Application Number: A/2000/0350

Location: Waitrose Ltd, London Road, Twyford, Reading.

Proposal: Proposed erection of internally illuminated shop and car park signs.

Applicant: Waitrose Ltd c/o John Lewis Plc.

Case Officer: Heather Morgan

The new plans show the following: Revised details of car park and road frontage signage. Drawing no 6020/DE-001 B, 6020/CA-G01 G, 6020/AE-101 E, 6020/AE-100 G, 6020/DF-G01 R, Schedule and detail.

Comments are required by 03/03/2000.

Should you have any queries regarding this application please contact the case officer Heather Morgan on (0118) 974 6446.

THE HIGHWAY AUTHORITY DOES NOT WANT TO RESTRICT THE GRANT OF PERMISSION.

N.S. Trotter

6-3-00

Wokingham District Council Environmental Services Department, PO Box 157, Shute End, Wokingham, Berks, RG40 1WR

FAX

Date: 2/3/00

Number of pages including cover sheet: 3

To:

~~[illegible]~~

Gino Durant

Phone:

Fax phone: 0207 592 5177

CC:

From:

Heather Morgan

Phone:

Fax phone: 0118 9746484

REMARKS: ☑ Urgent ☐ For your review ☐ Reply ASAP ☐ Please comment

Letter re signage and lighting

H. P. Morgan

Tel. 0118 974 6446 (Direct Line)
E-mail: Heather.Morgan@wokingham.gov.uk
Date. 2 March, 2000
My ref. HPM/A/2000/0350
Your ref.

Mr. G. Daurat,
John Lewis Partnesip,
171 Victoria Street,
London.
SW1E 5NN.

Environmental Services Department
Planning Services
P.O. Box 157
Shute End, Wokingham
Berkshire RG40 1WR
Tel: (0118) 974 6000
Fax: (0118) 974 6484
Minicom No: (0118) 977 8909
DX: 33506 – Wokingham

WITHOUT PREJUDICE

BY FAX AND POST

Dear Mr. Daurat,

PROPOSED ERECTION OF INTERNALLY ILLUMINATED SHOP AND CAR PARK SIGNS
PROPOSED CCTV AND LIGHTING
WAITROSE SITE, LONDON ROAD, TWYFORD

I refer to your faxed letter dated 24 February 2000 in response to my earlier correspondence, in respect of the above. I will respond to each point raised in turn.

Signage
I am pleased to note that you are happy to provide halo lighting but am concerned that you consider it necessary for the signage to be white. I assume the purpose of the halo lighting is to ensure the lettering as a whole is visible, and it's purpose is not to light individual letters. White lettering will be too visually prominent on the face of the building. It is considered that green lettering would be an acceptable compromise. It is considered this would ensure the signage is visible without being too prominent.

Notwithstanding the points you have raised in respect of need for signage to provide 'architectural embellishment' it is not considered necessary for signage to be present on the service yard elevation or adjacent to the main entrance. These signs are not visible from any public viewpoint, other than residents in the immediate area. It is considered that shoppers will know it's a Waitrose store as annotated signage will have already directed them into the site. The Local Planning Authority does not consider the elevation to be so bland as to necessitate a proliferation of signage. This local Member is of the same view on this matter.

Please advise me as soon as possible whether these amendments are acceptable. If not, the application will be determined as it stands at present.

Lighting and CCTV

I am in receipt of the details in compliance with condition 25 in respect of the above. As explained on the telephone, adequate time will need to be given to internal consultees and the Parish Council to allow them a reasonable period to respopnd. I have also just received your fax highlighting the need for this height of lighting column. Having briefly perused the plans, I note that no details appear to have been submitted in respect of the height of the CCTV cameras. In addition, I would need confirmation that the cameras are to be fixed. It would also assist if the areas the cameras will cover could shown on the plan, plus a letter confirming the angle of the camera. This information is needed in order to ensure that the privacy of nearby residents will not be adversely affected.

Please provide this information as soon as possible, as a determination cannot be contemplated until this is received.

Yours sincerely,

Heather Morgan

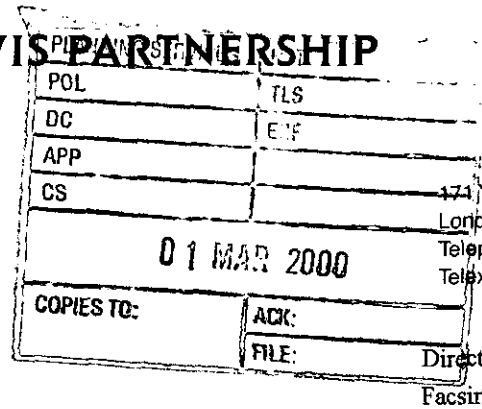
HEATHER MORGAN

Senior Planning Officer

cc: Director of Development and Services
Chief Architect – Waitrose
Group Leader Architect (M J Fenn)
Senior Development Manager (New Branches)

Copy

JOHN LEWIS PARTNERSHIP



171 Victoria Street
London SW1E 5NN
Telephone (0171) 828 1000
Telex 8954150 Jonel G

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

24 February 2000
GPD/SO/A4168
6020/2.1

Ms H Morgan
Wokingham District Council
Environmental Services Department
Berkshire RG40 1WR

Dear Ms Morgan

New Waitrose Store - Twyford - Proposed Erection of Internally Illuminated Shop and Car Park Signs (Reference HPM/A/2000/0350) - Job No 6020

Thank you for your letter of 22 February 2000, with detailed responses to our proposed building signs application.

Whilst we are prepared to convert the present signs to halo lighting, our interior designers feel quite strongly that these signs need to have white fronts and returns for best effect against the dark brown/red brickwork. I trust you will find this proposal acceptable.

As you will appreciate our Waitrose directors are very disappointed at your objections to the other proposed building signs. It would appear that your main objection is based on the view that the building has a surplus of signs generally.

I had hoped however, that the photographic evidence and analysis of the building and its surrounds, might have shown that the mass of unrelieved brickwork would have benefited from the inclusion of our proposed signs.

The sign to the service yard elevation, and the one adjacent the main entrance in particular, are in my view, possibly the most critical in terms of the architectural embellishment of the building. The omission of these signs will I feel detract a great deal from the overall quality and identity of the development.

Notwithstanding any future action which our directors may wish to pursue, I would very much appreciate your reviewing this matter - especially in the light of the considerable adjustments we have already instigated at your request.

Yours sincerely

G P Daurat
Architect

Copy Director of Development and Services
Chief Architect Waitrose
Group Leader Architect (M J Fenn)
Senior Development Manager (New Branches)

John Lewis plc
Registered in England 233462
Registered Office
171 Victoria Street London SW1E 5NN

PLANNING SERVICES 26402
POL
DC
APP
CS
28 FEB 2000
COPIES TO: ACK FILE

24 February 2000
PD/SO/A4168
6020/2.1

Ms H Morgan
~~Wokingham~~ District Council
Environmental Services Department
Berkshire RG40 1WR

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

Dear Ms Morgan

New WaitroseStore - Twyford - Proposed Erection of Internally Illuminate Shop and Car Park Signs (ReferencedHPM/A/2000/0350) - Job No 6020

Thank you for your letter of 22 February 2000, with detailed responses to our proposed building signs application.

(1) Whilst we are prepared to convert the present signs to halo lighting, our interior designers feel quite strongly that these signs need to have white fronts and returns for best effect against the dark brown/red brickwork. I trust you will find this proposal acceptable.

I THOUGHT THESE ARE PROPOSED OUTSIDE BUILDING

As you will appreciate our Waitrose directors are very disappointed at your objections to the other proposed building signs. It would appear that your main objection is based on the view that the building has a surplus of signs generally.

I had hoped however, that the photographic evidence and analysis of the building and its surrounds, might have shown that the mass of unrelieved brickwork would have benefited from the inclusion of our proposed signs.

(2) The sign to the service yard elevation, and the one adjacent the main entrance in particular, are in my view, possibly the most critical in terms of the architectural embellishment of the building. The omission of these signs will I feel detract a great deal from the overall quality and identity of the development.

Notwithstanding any future action which our directors may wish to pursue, I would very much appreciate your reviewing this matter - especially in the light of the considerable adjustments we have already instigated at your request.

Yours sincerely

Gino Daurat
Architect

Harold
Any comments?
Regards

(1) YOUR "EXTERIOR DESIGNER" CONSIDERS WHITE LETTERS TO BE A REGRETTABLE ADDITION — PERHAPS THEY WOULD LIKE TO CONSIDER ALTOTHER COLOURS. — CREAM GOLD. GREEN

Copy Director of Development and Services
Chief Architect Waitrose
Group Leader Architect (M J Fenn)
Senior Development Manager (New Branches)

(2) THIS IS ARCHITECTURAL NONESENSE ! IN FACT 'CLAPTRAP'

IF THIS DESIGN IS RELYING ON TWO SIGNS TO GIVE IT "OVERAL QUALITY AND IDENTITY" IT FAILS — BADLY.

I DO NOT CONSIDER THIS A SERIOUS COMMENT OR HELPS TO PROMOTE THIS

SIGNAGE PROPOSALS ASSOCIATED WITH A DEVELOPMENT PART OF THIS.
IT WOULD APPEAR ESSENTIAL TO HAVE ADVERTISEMENT/SIGNING AS PART OF THE INITIAL DESIGN CONSIDERATIONS.
H/S. 29.02.00.

PLANNING SERVICES 26402
POL
DC
APP
CS

24 February 2000
Our ref: SO/A4168
Your ref: 20/21

Ms H Morgan
~~Wokingham~~ District Council
Environmental Services Department
Berkshire RG40 1WR

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

Dear Ms Morgan

New WaitroseStore - Twyford - Proposed Erection of Internally Illuminate Shop and Car Park Signs (ReferencHPM/A/2000/0350) - Job No 6020

Thank you for your letter of 22 February 2000, with detailed responses to our proposed building signs application.

Whilst we are prepared to convert the present signs to halo lighting, our interior designers feel quite strongly that these signs need to have white fronts and returns for best effect against the dark brown/red brickwork. I trust you will find this proposal acceptable.

As you will appreciate our Waitrose directors are very disappointed at your objections to the above proposed building signs. It would appear that your main objection is based on the view that the building has a surplus of signs generally.

I had hoped however, that the photographic evidence and analysis of the building and its surrounds, might have shown that the mass of unrelieved brickwork would have benefited from the inclusion of our proposed signs.

The sign to the service yard elevation, and the one adjacent the main entrance in particular, are in my view, possibly the most critical in terms of the architectural embellishment of the building. The omission of these signs will I feel detract a great deal from the overall quality and identity of the development.

Notwithstanding any future action which our directors may wish to pursue, I would very much appreciate your reviewing this matter - especially in the light of the considerable adjustments we have already instigated at your request.

Yours sincerely

G F Daurat
Architect

Cc Director of Development and Services
Chief Architect Waitrose
Group Leader Architect (M J Fenn)
Senior Development Manager (New Branches)

Wokingham District Council Environmental Services Department, PO Box 157, Shute End, Wokingham, Berks, RG40 1WR

FAX

Date: 28/02/00

Number of pages including cover sheet: 1

To:
Gino Dawat

Phone:

Fax phone: 0207592 5177

CC:

From:
Heather Morgan

Phone:

Fax phone: 0118 9746484

REMARKS: ☐ Urgent ☑ For your review ☐ Reply ASAP ☐ Please comment

I have received the lighting details in todays post which will be registered ASAP. Please provide a jointly worded letter explaining in detail why low height bollards cannot be used. This is something the local ward Councillor is particularly concerned with.
I am looking into the concerns you have raised in respect of signage with Harold Sanders.

Heather

For plans see Part One or Officer File

24 FEB 2000

Date: 23 February 2000

To: Harold Sanders, Conservation

We have received Revised Plan for the following planning application:

Application Number: A/2000/0350

Location: Waitrose Ltd, London Road, Twyford, Reading.

Proposal: Proposed erection of internally illuminated shop and car park signs.

Applicant: Waitrose Ltd c/o John Lewis Plc.

Case Officer: Heather Morgan

The new plans show the following: Revised details of car park and road frontage signage. Drawing no 6020/DE-001 B, 6020/CA-G01 G, 6020/AE-101 E, 6020/AE-100 G, 6020/DF-G01 R, Schedule and detail.

Comments are required by 03/03/2000.

Should you have any queries regarding this application please contact the case officer Heather Morgan on (0118) 974 6446.

AWAITING REVISED DRAWINGS AS A RESULT OF OUR MEETING WITH MR DAURANT ON 21.FEB.00

DETAILS OF 'WAITROSE' NEW HEDGE PANEL TREATMENT REQUIRED

SIGN T.M.U.V. — THESE ARE 1500 LONG SIGNS PLEASE CONFIRM LOCATIONS AND HOW/OR WHAT ARE THEY FIXED

24.02.00

Wokingham District Council Environmental Services Department, PO Box 157, Shute End, Wokingham, Berks, RG40 1WR

FAX

Date: 22/2/00

Number of pages including cover sheet: 2

To:
Gwio Dawat

Phone (0118) 932 0597

Fax phone:

CC:

From:
Heather Morgan
Senior Planning Officer.

Phone (0118) 974 6446.

Fax phone: 0118 9746484

REMARKS: ☑ Urgent ☐ For your review ☐ Reply ASAP ☐ Please comment

See attached sheet for comments in respect of tree signage

Heather Morgan

P.S I will forward to receipt of lighting plans, elevations, and lighting levels in the very near future

London Road frontage

① Signage in coffee shop.
No objection to the size or general location of the sign.
Needs to be relocated so that it is behind the window glazing of the coffee shop.

② Signage on the wall.
No objection to the size or position of the sign.

- Typeface letters need to be dark brown / dark green / black with halo lighting (as per example quoted for Gloucester Road).

Main Store entrance

① No objection to the size and location of the sign over the main entrance.
Typeface letters need to be dark brown / dark green / black with halo lighting.

② 0.6m high signage close to the entrance is considered to be unnecessary, due to other signage in the immediate locality. This should be deleted.

③ 0.9m high signage in recessed position closer to the edge of the building ~~above~~ and at a lower level below the decorative banding is acceptable in principle, on the basis that the sign on the flank elevation fronting the service yard is deleted. This signage should be dark brown / dark green / black and halo lit.

Service Yard frontage

① This sign is totally unnecessary. This should be deleted in its entirety.

university to conclude that the site had been released for development ahead of the local plan process and to base its appeal on this assumption...In relation to the question of the release of the site I consider that the actions of the Council have been confusing, unhelpful and unreasonable."

He also considered that the Council took insufficient account of the advice given in PPG1 regarding prematurity and that the development could have been granted planning permission as it complied with the relevant policies of the Development Plan. He concluded the appellant's application for an award of costs was justified.

COSTS AWARDED TO THE APPELLANT

Simon Lewis

1327

WOKINGHAM DISTRICT COUNCIL

To Heather,

Date 22/2 Time

WHILE YOU WERE OUT

Name Signage.

Of Mr. Raynard.

Phone No. 9344881 Ext.

Phoned	✓	Please call back	✓
Called to see you		Will call back	
Wants to see you		Urgent	

MESSAGE Wants to know the outcome on the signage. Not visible from anywhere.

(*) Need to advise of any revisions (*)

Signed Heather

FILE NOTE 21/02/00

Tel. Con. with Cllr Conway

① Residents had rung Cllr over the weekend re the signage which appeared to be going up on the side of the bldg over the service yard.. Residents & Cllr very concerned ab the size of signs and apparent lack of need for it!! Concerned the sgns were going up without having been granted advert consent.

② In addition, poles appeared to be going in on the perimeter of the car park. Very concerned that these would either be for CCTV or lighting columns.
HM - no application has come in to my knowledge.
Would chase contact Chris Durrant and advise Enforcement immediately.

Tel. Con. with Chris Durrant (07788) 718916.

Said LPA were extremely concerned at the works which appeared to be going on without obtaining the necessary permissions.
Signage - Confirmed that only one letter is to go up at the moment for the LPA to look ab. No further signage will go up until agreed by the LPA.
Poles - confirmed that these were lighting columns which were being put in.

TOWN AND COUNTRY PLANNING ACT 1990

SECTION 78 APPEAL

WRITTEN REPRESENTATION

APPELLANT :	MR B FOSTER
APPEAL SITE :	LAND ADJOINING THE COTTAGE, HEATHLANDS ROAD, WOKINGHAM WITHOUT
REASON FOR APPEAL :	REFUSAL OF OUTLINE PLANNING PERMISSION FOR THE PROPOSED ERECTION OF ONE DWELLING

LOCAL PLANNING AUTHORITY REFERENCE : 99/69538/O

DEPARTMENT OF THE ENVIRONMENT, TRANSPORT AND THE REGIONS REFERENCE : APP/X0360/A/99/1034631

HM – no application in yet. Doing works at their own risk.
Explained LW was very concerned at the potential impact on neighbours.
(Note – had advised them at pre-app stage that they'd need to justify the height of the columns. eg very low level lighting could not be used).
GD – are we likely to get them to remove the poles?
HM – couldn't say without the details.
Breaching condition at the moment.
GD – have used the lighting columns elsewhere in the country and in conservation areas with no problems.
A little concerned bomb trail may be a problem.
HM – concern primarily relates to residents amenity.
Advised to take no further action. Will be advising Enforcement. Better from a public relations point of view.
GD – confirmed verbally they'd put no further columns in (Hadrib shocked when any-body). Likely to keep digging the holes for the columns.

Advised LW caveat of the position re the above.

JCPM 21/02

2.02 Consent was originally granted in 1955 for a haulage contractors on a section of the current application site. See site plan contained at Appendix B. The subsequent permissions related to the same site, including the 1981 application ~~also covered the same site~~. This application was refused on five grounds : namely that the site fell within a rural area and no departure from policy could be justified, was contrary to the District Plan for Spencers Wood, was contrary to rural policies of the Central Berkshire Structure Plan, would generate additional traffic onto a sub-standard road and would create an unfortunate precedent. A copy of the Refusal Notice is contained in Appendix C.

2.03 The appeal was allowed on the basis that the Inspector considered the introduction of a Builders Merchants Yard would represent a diversification rather than in intensification of use. It was considered that notwithstanding the access difficulties, diversification should be encouraged unless it is unacceptably detrimental to the local environment. However, the Inspector did consider it necessary to enter a caveat for the Council should the business pass into less responsible hands. For this reason, in allowing the appeal, the Inspector stated in Condition 1 that the development, ie the builders merchants yard, should cease on or before 5 years from the appeal decision letter. A copy of the appeal decision notice is contained in Appendix D.

2.04 No application was received in 1986 for the continuation of the builders yard, and both uses have continued to date. However, the builders merchants has predominated in the last ten years or so. The extent of the builders merchants has also increased since the appeal, and no applications have ever been received. The current extent of the yard is indicated on the site plan contained in Appendix B.

2.05 The use of the approved site in 1981 as a builders merchants is now immune from enforcement action both under the breach of condition and under the 10 year change of use rules. ~~(Check the parts in the relevant legislation)~~. Evidence has also been provided as part of the appeal application that the larger area has been used as a Builders Merchants Yard for at least 10 years.

letter & plans to follow

PLANNING SERVICES NOT 26083
TLS
✓HM
ENF
18 FEB 2000
CHARGE TO: ACK:
FILE:

February 2000
OPD/SO A4112
6020 5.1

Ms H Morgan
Senior Planning Officer
Wokingham District Council
Environmental Services Department
P.O Box 157
Shute End
Wokingham
Berkshire
RG40 1WR

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

Dear Ms Morgan

Proposed Erection of Internally Illuminated Shop and Car Park Signs
Waitrose, London Road, Twyford
Job No 6020

Thank you for your letter of 15 February 2000 with comments regarding the above planning application.

Having consulted with our Interior Designer regarding these signs, I would advise you of the following:-

1. London Road Sign

I met with Mr Anton (Highways Department of Wokingham District Council) on 14 February 2000, to determine an acceptable location for the store sign at the site entrance off London Road. Mr Anton identified the extent of Highway ownership to this entrance. This took in our notional line between the front of properties either side of this entrance and the footpaths extending into London Road. Mr Anton advised that it would not be acceptable to locat our store sign within the Highway footpath as proposed.

As an alternative to this location, we discussed the possibility of locating the sign within the garden area of No 41 London Road. Mr Anton advised that subject to planning approval, this would be acceptable. He also advised that the sign would need to respect a 4.5m setback from the road edge, so as to maintain the necessary visibility splay.

17 February 2000

B/A4112

Based on the above, we have revised our proposals for the location of this sign which is shown on the following attached drawings:-

6020

I would confirm that we are presently negotiating with the owners of No 41 London Road, over the proposed location of this sign.

Also we shall be submitting a new planning application in respect of this sign.

2 Car Park Signs

I would confirm that we have taken on board all your concerns expressed with regards to these signs, and would like to submit the following revised drawings for your approval:-

6020

3 Building Signage

As discussed with Mr Sanders our building signage proposals are the result of long and protracted Design Meetings which are eventually presented to the Waitrose Directors for final approval, and attended by interior designers, architects and senior Waitrose personnel.

As you will appreciate the signing of our buildings is considered a very important aspect of our business. A careful balance must be achieved between the necessity to establish a commercial presence from the outset, whilst working within the framework of the existing urban context.

To this end, the present proposals represent the third attempt and what we consider to be an adequate solution for this development.

Notwithstanding the above comments, there is clearly a difference of interpretation which needs to be resolved. As you will see from the amendments undertaken to the car park signs we will endeavour wherever possible to accommodate aspects of any design which may benefit from a degree of refinement.

In a similar way we have taken on board your concerns of light spillage into residential properties from lamp standards adjacent to the southern boundary - and omitted the 2 No lamp standards in question.

17 February 2000

B/A4112

I trust therefore that at our meeting of 21 February 2000, I may be able to elaborate a little as to why we believe the building signs proposed are suitable, but shall remain open to valid criticism, in the spirit of co-operation which I believe should exist between all parties.

Yours sincerely

G P Daurat
Architect

Copy Chief Architect Waitrose
Group Leader Architect (M J Fenn)
Senior Development Manager (New Branches)
Manager Interior Design Waitrose
Interior Design (VTuley)
Property Manager (K Harrison)
Wokingham District Council (H Sanders)

Wokingham District Council Environmental Services Department, PO Box 157, Shute End, Wokingham. Berks, RG40 1WR

FAX

Date: 15/2

Number of pages including cover sheet: 3

To:
Guio Dawat
John Lewis PLC

Phone:
Fax phone: (0171) 592 5177
CC:

From:
Heather Morgan

Phone: 0118 974 6446
Fax phone: 0118 9746484

REMARKS: ☐ Urgent ☑ For your review ☐ Reply ASAP ☐ Please comment

Letter re amendments needed to signage.

H P Morgan

Tel. 0118 974 6446 (Direct Line)
E-mail: Heather.Morgan@wokingham.gov.uk
Date. 15 February 2000
My ref. HPM/A/2000/0350
Your ref.

Environmental Services Department
Planning Services
P.O. Box 157
Shute End, Wokingham
Berkshire RG40 1WR
Tel: (0118) 974 6000
Fax: (0118) 974 6484
Minicom No: (0118) 977 8909
DX: 33506 – Wokingham

Mr. G. Daurat,
John Lewis PLC,
Building Directorate,
171 Victoria Street,
London.
SW1E 5NN.

BY FAX AND POST

WITHOUT PREJUDICE

Dear Mr. Daurat,

PROPOSED ERECTION OF INTERNALLY ILLUMINATED SHOP AND CAR PARK SIGNS
WAITROSE, LONDON ROAD, TWYFORD

I refer to the current application in respect of the above site. Having visited the site and received the comments from our Highways and Conservation sections the following amendments are requested:

London Road sign
The opening hours sign on the London Road frontage is to be looked at afresh as it currently lies within highway land. As it stands at present, consent would not be forthcoming. I understand that you are likely to either reposition the sign on the adjacent property or provide two signs on the flank walls of the properties either side of the entrance road. In both these instances you will need to obtain the necessary permissions and the advert application form will need to be amended to reflect this.

Car park signs
The signs should be relocated so that they are clear of parking spaces i.e. not in spaces, but on verges, kerbs etc.
The disabled parking signs should be located to the middle of the spaces, not at end of the gap used for wheelchair access.
The pedestrian crossing sign should be located in advance of the crossing to warn drivers.
Warning sign of HGV manoeuvres to be added to sign J.
Signs L, N and H at entry/exit points must not encroach into the entry/exit lanes.
Mounting height for signs where pedestrians are likely to walk shall be 2.4m to bottom of the sign minimum from the ground.

There is no objection in principle and the designs are deemed acceptable. However, it is considered that there is a proliferation of signs which are unnecessary. It is considered only one sign B and D are necessary. It is considered the number of 'disclaimer' signs should be reduced. Details do not appear to have been submitted in respect of position and height of sign F.
Consideration should be given to deleting one sign N adjacent to the main entrance.
Please advise whether all the signs can be reduced further in size in order to minimise their impact. It would also assist if the dimensions could be given at a scale of 1:5 and not 1:4.

Building signage
Internally illuminated signs are deemed unacceptable within a Conservation Area. These will need to be amended so that they are externally illuminated and details of the lighting will need to be submitted. There is also some concern at the Perspex materials to be used. Alternatives need to be discussed with Harold Sanders. His contact number is (0118) 974 6465.
Please provide written confirmation that the sign in the coffee stop is to be located within the building.
Delete the service yard sign on the flank wall. It is considered there are already sufficient signs to direct drivers.
The two large Waitrose signs fronting the service road and the car park appear to be overly large. It is accepted that they provide some break up of the flank walls. The size of the signs should be reduced width and depth. Suggested 1/2 on plans

I understand you wish matters to be resolved as quickly as possible. I look forward to receipt of amended plans in the near future.

Yours sincerely,

HPM

HEATHER MORGAN
Senior Planning Officer
cc: H. Sanders

See Officer Comms for all plans.

To:
Highways

From: Heather Morgan

Date: 24 January 2000

Application Number: A/2000/0350

Proposal: Proposed erection of internally illuminated shop and car park signs..

Site Address:
, London Road, Twyford.

Applicant:
Waitrose Ltd C/O John Lewis Plc.

Your observations are required in respect of this application within **7 days** of the above date.

COMMENTS

REQUEST REVISED PLAN TO SHOW :-

1. SIGNS LOCATED CLEAR OF PARKING SPACES (ie: NOT IN SPACES - BUT ON VERGES, KERBS ETC).
2. DISABLED PARKING SIGNS TO BE LOCATED TO MIDDLE OF CAR PARKING SPACES, NOT AT END OF THE GAP, ~~USED~~ FOR WHEELCHAIR ACCESS.
3. PEDESTRIAN CROSSING SIGN TO BE LOCATED IN ADVANCE OF CROSSING TO WARN DRIVERS. ~~SIGN~~
4. WARNING SIGN OF HGV MANOEVURES TO BE ADDED TO SIGN J OR PLACED NEARBY.
5. SIGNS L, N & H AT ENTRY/EXIT POINTS MUST NOT ENCROACH INTO THE ENTRY/EXIT LANES.
6. MOUNTING HEIGHT FOR SIGNS WHERE PEDESTRIANS ARE LIKELY TO WALK SHALL BE 2.4m (TO ~~UNDER~~BOTTOM OF SIGN) MINIMUM FROM GROUND LEVEL.

N.S. Tolley

10-2-00

FROM: Heather Morgan

DATE: 24 January 2000

Twyford Parish Council Consultation Sheet

Application Number: A/2000/0350

Proposal: Proposed erection of internally illuminated shop and car park signs..

Site Address: London Road Twyford.

Applicant: Waitrose Ltd C/O John Lewis Plc.

CS

09 FEB 2000

COPIES TO:

ACT:

Your observations are required in respect of this application **by 17/02/2000**.

No Comment.

SIGNED: _____ DATE: 7-2-00

CLERK TO Twyford Parish Council

See part 1 for plans

To:
Harold Sanders
Urban Design And Conservation Officer

26 JAN 2000

From: Heather Morgan

Date: 24 January 2000

Application Number: A/2000/0350

Proposal: Proposed erection of internally illuminated shop and car park signs..

Site Address:
, London Road, Twyford.

Applicant:
Waitrose Ltd C/O John Lewis Plc.

Your observations are required in respect of this application within **7 days** of the above date.

SHOP SIGN DETAILS NOT SUPPLIED.
CAR PARK SIGNS - DESIGN ACCEPTABLE TO ME
LOCATIONS TO BE AGREED. - NO SITE PLAN SUPPLIED

Harold Sanders

08.02.00.

ADDITIONAL COMMENTS AFTER RECEIVING LOCATION/SITE PLAN + DETAILS OF MAIN 'WAITROSE' SIGNS.

1. SIGN 900 HIGH IN SERVICE YARD UNACCEPTABLE SIZE AND LOCATION. - NUMEROUS SIGNS ALREADY INDICATE TO SERVICE VEHICLES WHERE THE STORE AND SERVICE YARD IS LOCATED. I CONSIDER THIS SIGN IS NOT NECESSARY. - SEE COMMENT 4
2. IS SIGN W4 WHICH IS ON WINDOW W2 LOCATED INSIDE COFFEE SHOP - IF NOT, IT SHOULD BE.
3. SIGN W5. QUESTIONABLE MATERIALS OTHER OPTIONS TO BE DISCUSSED TO REFLECT CONSERVATION AREA
4. WE MUST LEARN FROM 'TESCO' SIGNS. THE CAR PARK WILL BE DOTTED WITH NUMEROUS 'WAITROSE' SIGNS ONLY 'MODEST' SIGNS APPROPRIATE TO THE CONSERVATION AREA, SHOULD BE PERMITTED

1327

WOKINGHAM DISTRICT COUNCIL

To Heather

Date _____ Time _____

WHILE YOU WERE OUT

Name Gino Dawson

Of _____

Phone No. 07788 718916 Ext. _____

Phoned		Please call back	
Called to see you		Will call back	
Wants to see you		Urgent	

MESSAGE Wantrass. Sign on Lake Rd. Frontage. U'stood it was h'way land. Documentation to establish who owns the land. Bubble brought it was privately owned. PTO

Signed _____

Steve Aubon checked highway ownership plans.
Advert on highway land → unacceptable from town point of view
Need to get agreement from site next door
OR
put two signs up on the walls of the buildings adjoining the entrance & get their agreement.
Will check and submit revised plans.

MEETING 31/01 Gino Durant

Need light spillage drwgs. Both on elevations and on the floor plan.
Need to ensure neighbours will not be adversely affected
Concerned at 4.5m high.
GD - min. lighting levels needed for the safe operation of the car park
HM - need these info to be submitted.
Why not low level lighting
GD - less efficient and would need more
HM - need this to be detailed and a justification made for the height.
- would need to seek conservation officers advice on the design of the lighting.
Orlade & PTK Assoc. - resid. above?

Signage
HM - All signage will almost certainly need to be externally illuminated (Inv. Area)
Perspex may not be acceptable. Aluminium coated individual letters?
- not convinced of need for signage on back elevation facing car park
GD - ideally want all the signage on the building.
Road Signage - HM - is to be on highway land? Concerned at possible impact on visibility.
2.2m high. Only 0.9m visible underneath. Likely to be a problem. Would need to speak to highways
GD - Initial sign from clients point of view

WOKINGHAM D.C. DEVELOPMENT CONTROL

Start date:	11 JAN 2000
Officer: HM	Application No. A/2000/0350

Map No. 29 Site 1:20
Easting: ..... Flood Pln .....
Northing: ..... Mineral .....

Level: ☐ Sub Committee ☑ Delegated ☐ Sec. State
☐ Incorrect Fee ☐ Invalid ☐ PD

Description:
(A) PROPOSED ERECTION ~~SA~~ INTERNALLY ILLUMINATED SHOP & CAR PARK SIGNS

Location: WAITROSE LONDON ROAD

Parish: TWYFORD Ward: Twyford & Ruscombe
24.1.2000

Applicant: WAITROSE LTD

Fee Received 50-00 Required ..... Additional ..... Refund .....

(5)
Enforcement Section to be notified ☐ tick if required

Additional information required for validation

		Reason	Requested	Received
1	1:2500 OS location plan showing property edged in blue/red			
2	1:500 block plan showing existing & proposed dev. + adj. Properties	To show exact posthon all signs	To follow 11/1	
3	Forms unsigned			
4	Correct S 66 certificate			
5	Elevation plans			
6	Floor plans			
7	Metric scale disclaimer			
8	Encroachment letter			
9	Miscellaneous			

APPLN NO. _____

ACTION REQUIRED BY DEVELOPMENT CONTROL

Conservation Area ..... Twyford .....

Listed Building 1 2 2*

Advertisement Required .....

Date Site Notice Sent : 24.1.2000 Parish Council Informed - YES / NO

INTERNAL CONSULTATIONS

Building Control	NF: .....
Landscape	NK: .....
Trees	NK: .....
Conservation Officer	NK: ✓ .....
Environmental Health	NA: .....
Housing	NA: .....
Leisure & Cultural services	PA: .....
Public Rights of Way	PA: .....
Property	NG: .....
District Secretary (only if called in by SOS)	MA: .....
Policy & Plans	QA: .....
Strategic Planning (JSPU)	HA: .....
Minerals (BABTIE)	GA: .....
Archaeological Site (BABTIE)	: .....
Education	AP: .....
Social Services	BT: .....
Highways	XA: ✓ .....

EXTERNAL CONSULTATIONS

Adjacent D P A	: .....
Adjacent Parish	: .....
Southern Electricity Board	BN: .....
British Gas	BM: .....
PSA Oil Pipeline	BD: .....
Transco	: .....
Environment Agency	BP: .....
Rail Track	BI: .....
Police Arch. Liaison Officer	PC: .....

HERITAGE BODIES

The Georgian Group	KC: .....
Ancient Monuments Society	KA: .....
Council for British Arch.	KB: .....
RCHME	KF: .....
Telecommunications (NRPB)	: .....
Sport England	: .....

OTHERS:

.....

.....

.....No pre-apps.....

NEIGHBOURS:

2x S/N — one on London Road ✓

— one on hoarding in existing car park (See map x)

By hand 10/1/00
Rec NO 52076 £50—

11 JAN 2000 0550

JOHN LEWIS PLC
BUILDING DIRECTORATE.
171, VICTORIA ST.
LONDON SW1E 5NN.
TEL: 0171 592 5175.
4.1.2000.
Fax (0171) 592 5177

WOKINGHAM DISTRICT COUNCIL
PLANNING DEPT.
P.O BOX 157
SHUTE END, WOKINGHAM.
BERKS. RG40 1WR

Dear Sirs,

Re: New Waitrose Store - Twyford.
Signs Application.

Please find attached application forms for consent to display an advertisement at the above development. Also attached is a cheque for £50, together with the following drawings:

6020/AS-01 B.
AE-100 B.
AE-101 C.
Schedule of external signs.

Please contact me should you have any queries.

Yours faithfully

Gina Dutt

(G. DAURAT).

cc
CHIEF ARCH.
M. FENN - GP. LEADER.

1933

1 WAITROSE

ADDRESS LONDON ROAD **PARISH** TWYFORD

PLOT No. **ORD. SHEET No.**

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
97/65015/A	KIMBERLEY SECURITIES	A1 RETAIL, PARKING	6.11.97	RE
97/65016/C	"	"	16.12.98	C/
97/66681/A	"	"	16.12.98	CA/L
97/66711/C	"	Demo. of Bldgs in Conservation Area	22.12.98	Gra
99/68899/A	Thames Valley Housing Assn.	Erect 5 Dwellings & Car Parking & Landscaping (Amend 66681)	29.6.99	CA/L
99/68900/F	"	A1 Retail - Car Parking & Svc Area	21.4.99	CA/L
C/66681/14	Kimberley Securities	C - COND 14 of 66681 for Appl of Ext. Materials	9.3.99	Ap
FP99/8763	Zenith Blds Ltd.	5 - 3 Bed. Houses	17.5.99	C/

MINISTRY DECISION

SPECIAL ORDERS

1933

2 WAITROSE

ADDRESS LONDON ROAD **PARISH** TWYFORD

PLOT No. **ORD. SHEET No.**

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
C/68900/05	c/o Farrell & Clark	Comply with COND. 05 of Cons. 99/68900/F Appl of Public Art Provisions		22.6.9
C/68900/11	"	Comply with cond. 11 of consent 99/68900/F app. of landscape maintenance.	20/7/99	Ap
C/68900/14	"	Comply with cond. 14 of consent 99/68900/F for app. of external materials.	20/7/99	App
C/68899/13	c/o Zenith Builders Ltd	Details to comply with COND 13 of 99/68899/F - Appl of Materials	26/7/99	GRA
FP99/8761	Kimberley Dev. Plc.	Waitrose Store	9/7/99	REF
C/68900/7/8/25	c/o Farrell & Clark	Details to comply CONDS 7, 8 & 25 of Cons. 99/68900 for Appl of Hard & Soft Landscaping / Roadlibus access	19/8/99	GRA

~~MINISTRY DECISION~~

C/68899/05	Thames Valley H.A.	Details - comply COND 5 of Cons. for Appl Road Clearing Plan	17/8/99	GRA

1933
3 WAITROSE

ADDRESS LONDON ROAD **PARISH** TWYFORD

PLOT No. **ORD. SHEET No.**

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
C/68899/18	Thames Valley Housing Assoc	D. to C. - C. 18 of 68899 for Appl of Foundation Plans	27.8.99	A
C/68900/30	c/o Farrell & Clarke	D. to. C. C. 30 of 68900/F Appl of Refuse Disposal Plan	2.9.99	Gr
FP99/8761/A	Kimberley Dev. PLC	Erect supermarket & car parking Storage area	10.9.99	C/A
C/68900/28	"	D. to C. - COND 28 of 68900 for Appl of Readibus Access	6.10.99	AP
C/68900/10	c/o Farrell & Clarke	D. to C. - COND 10 of 68900 for Appl of Boundary Treatments	12.10.99	AP
C/68900/21	~~Kim~~ c/o Farrell & Clarke	D. to C. w cond 21 of 68900/or app. of residential parking	16.12.99	APP

MINISTRY DECISION

SPECIAL ORDERS

1782/a

11 JAN 2000 C320

You are advised to read the accompanying notes before completing any part of this form.

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

Town and Country Planning Act 1990 (Schedule 2 to the 1989 Regulations)

The Town and Country Planning (Consent to Display Advertisements) Amendment Regulations 1993. All documents to be submitted in quadruplicate.

Completed copies of this form and the drawing specified overleaf (see Note 3) should be sent to:- **Wokingham District Council, Planning Department, PO Box No. 157, Civic Offices, Shute End, Wokingham, Berkshire, RG40 1WR.**

1. APPLICANT (Block capitals please)

Full Name: SAINSBURY LTD.

Address: 171, VICTORIA ST.

LONDON Post Code SW1E 5NN

Tel. No. 0171 828 1000

2. AGENT (if any) (Block capitals please)

Full Name JOHN COUTTS plc.

Address: 171, VICTORIA ST.

LONDON Post Code SW1E 5NN

Tel. No. 0171 828 1000.

3. Full postal address or location of the land on which the advertisement is to be displayed.

NEW SAINSBURY STORE.
LONDON ROAD, TWYFORD.
READING BERKS RG10 REH.

4. State the purpose for which the land or building is now used.

NEW SAINSBURY STORE.

5. (a) Has the applicant an interest in the land?

YES / ~~NO~~*

(b) If **NO**, has the permission of the owner, or of any other person entitled to give permission for the display of the advertisement, been obtained?

(See Note 4) YES / NO *

6. (a) State the nature of the advertisement (e.g. hoarding, shop sign, projecting sign, etc.)

STORE SIGNS.
CAR PARK SIGNS.

(b) Is the advertisement already being displayed?

YES / NO *

7. (a) Will the advertisement be illuminated?

YES / ~~NO~~*

(b) If **YES**, state the type of illumination (e.g. internally, externally, floodlighting, etc.)

INTERNALLY.

(c) Will the illumination be static or intermittent?

STATIC.

8. Period for which consent is sought (See Note 2).

5 YEARS OR LONGER.

9. Any additional information which you may wish to supply.

—

* **Delete as appropriate**

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ 50

Signed ..... (applicant/agent) Date 4.1.2000

G. DARLEY

DATA PROTECTION ACT 1984
'Information contained in this form is likely to be personal data within the terms of the Data Protection Act 1984, and as such will be held by the Council on computer (such as the PLANAPS applications processing system) and may be used by the Council only for purposes registered under the terms of the Data Protection Act.'

NOTES

GENERAL

1. Under the Town and Country Planning (Control of Advertisements) Regulations 1989, many outdoor advertisements required "express consent" from the local planning authority (usually the district council) before they can be lawfully displayed. Applicants should refer to the Regulations for details.

Period of Consent

2. Normally the maximum period for which the Council will grant consent is 5 years; but they have discretion to grant consent for a longer period. If consent is required for a specific period of more or less than 5 years, this requirement should be stated in reply to Question 8 on the application form.

Drawing Required

3. The drawing of the proposed advertisement can be in black and white on paper. It should show the size of the advertisement and its position on the land or the building in question. For a sign, the drawing should indicate the materials to be used, fixings, colours, height above the ground and, where it would project from a building, the extent of the projection.

   The drawings should include a 1:2500 scale location plan showing the site edged in *RED*. All drawings should be submitted in quadruplicate.

Owner's Consent

4. It is a condition of every consent granted by or under the Regulations that, before displaying the advertisement for which consent is given, the permission of the owner of the land or other person entitled to grant permission shall be obtained.

Other Consents

5. A grant of consent under the Town and Country Planning (Control of Advertisements) Regulation 1989 does not rank as consent which may be required for any other purpose, e.g. 'listed building consent' where the advertisement is to be displayed on any listed building.

Fees for Advertisement Applications

6. Regulation 11 of the Town and Country Planning (Fees for Applications and Deemed Applications) Regulations 1997 requires a fee to be paid to the Council with the advertisement application. The fee is related to each site on which it is proposed to display one or more advertisements. The appropriate fee for the following categories of advertisement is:-

   1. Advertisements displayed on business premises, on the forecourt of business premises or on other land within the curtilage of business premises, wholly with reference to all or any of the following matters:- **£50.00**

      (a) the nature of the business or other activity carried on on the premises:
      (b) the goods sold or the services provided on the premises; or
      (c) the name and qualifications of the person carrying on such business or activity or supplying such goods or services.

   2. Advertisements for the purpose of directing members of the public to, or otherwise drawing attention to the existence of, business premises which are in the same locality as the site on which the advertisement is to be displayed but which are not visible from that site. **£50.00**

   3. All other advertisements. **£190.00**

A/2000/0350
HM.

JOHN LEWIS PARTNERSHIP

171 Victoria Street
London SW1E 5NN
Telephone (0171) 828 1000
Telex 8954150 Jonel G

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

24 January 2000
GPD/SO/A3962
6020/2.1

Wokingham District Council
Environmental Services Department
Planning Services
P O Box 157
Berkshire
RG40 1WR

ORIGINAL PLANS

25 JAN 2000

Dear Sirs

Application for Consent to Display an Advertisement
New Waitrose Store, Twyford
Job No 6020

Further to my application of 10 January 2000 (reference Inv No 52076), I am submitting 4 off drawing number 6020/DE/001A, which should have accompanied the original application documents.

Yours faithfully

PD G P Daurat
Architect

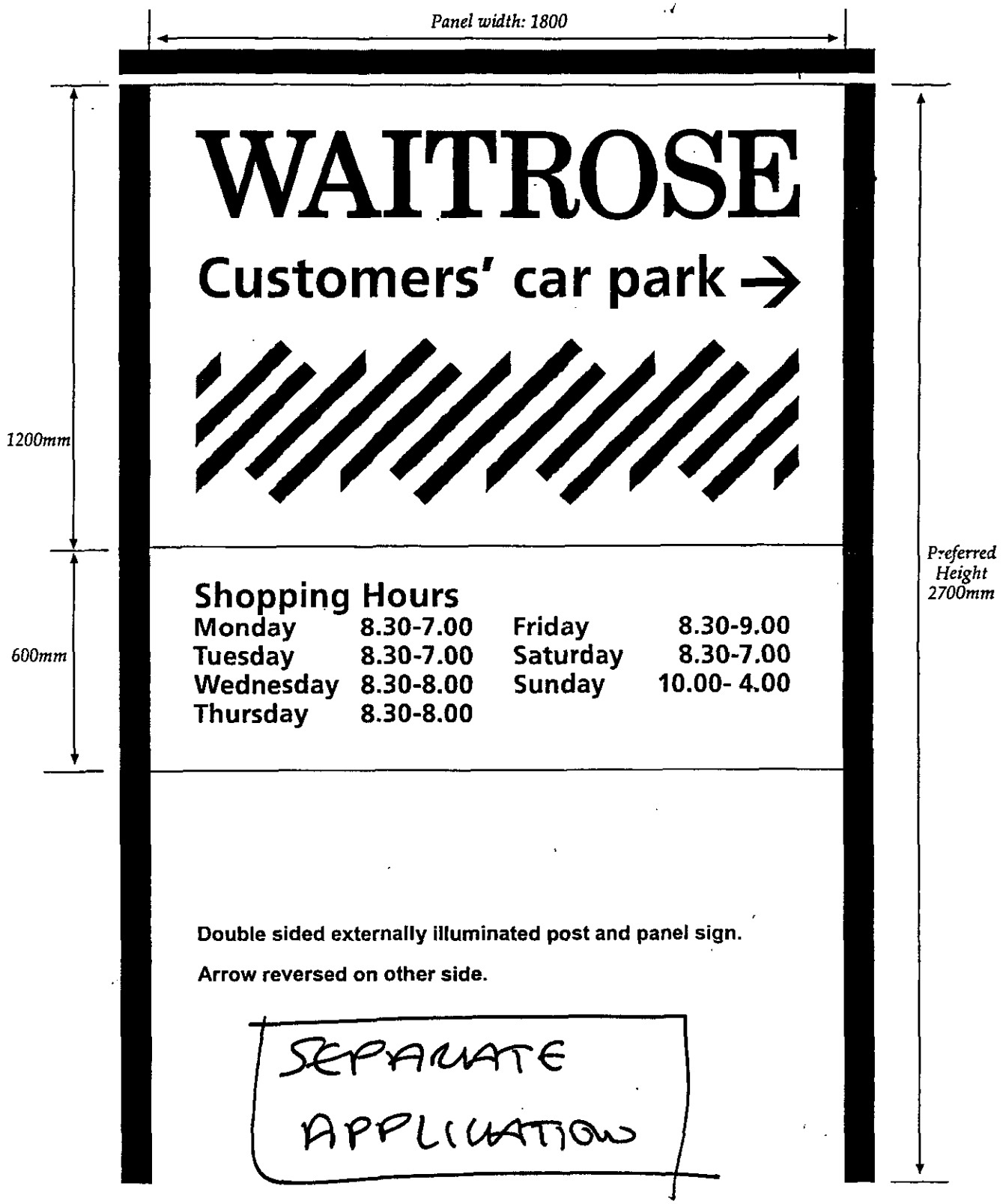
SUPERSEDED PLANS

Enc

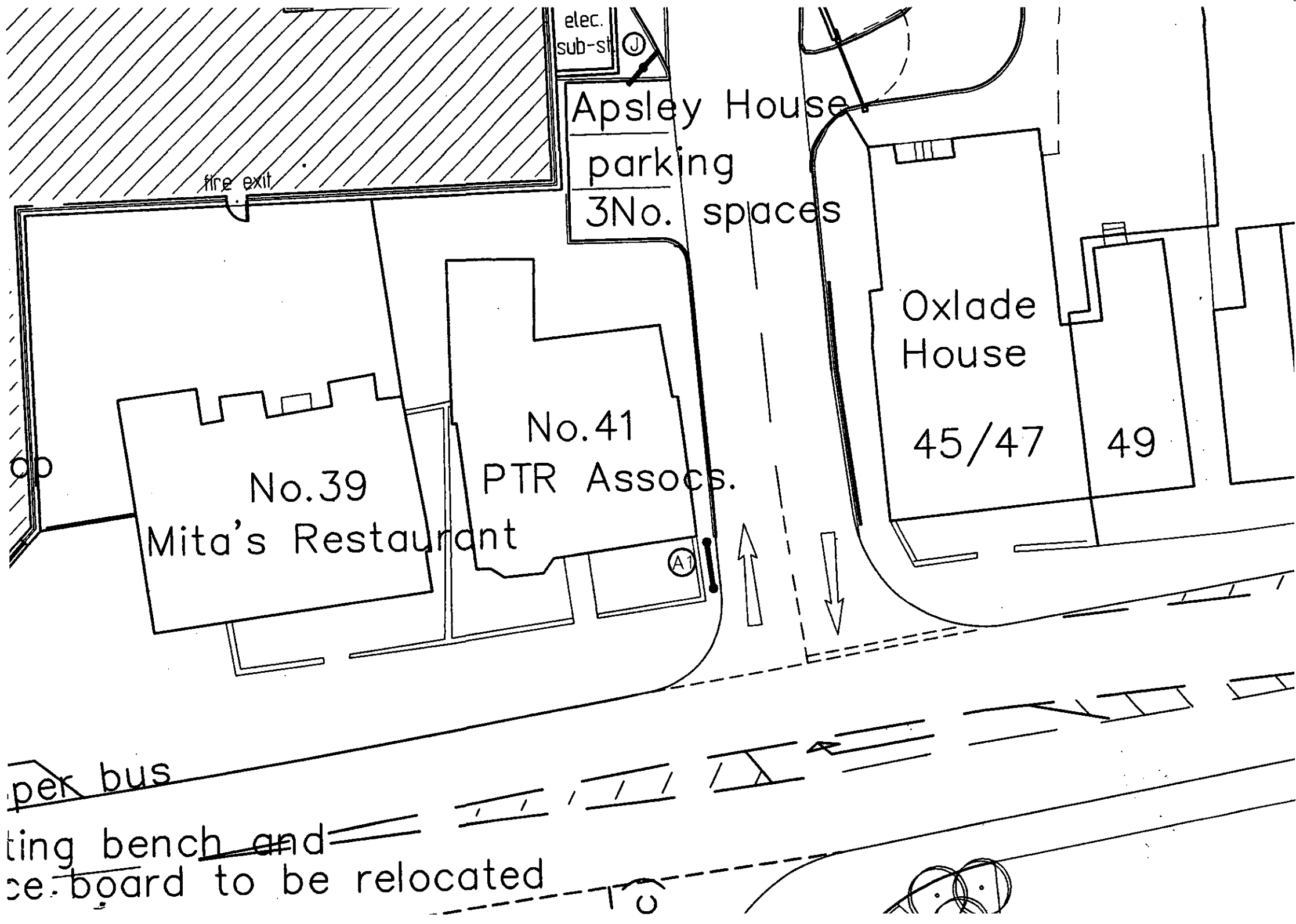
Copy Chief Architect Waitrose
Group Leader Architect (M J Fenn)

John Lewis plc
Registered in England 233462
Registered Office
171 Victoria Street London SW1E 5NN

Shop hours to be confirmed before any manufacture.



WAITROSE *food shops of the John Lewis Partnership* *171 Victoria Street, London SW1E 5NN* *tel 0171 828 1000, fax 0171 592 6530*	*drawing title* **TWYFORD** **MAIN ENTRANCE SIGN** **SIGN - A1**	*drawing number* 6020/DS-021 *revision* *scale* NTS *date* 10 /01 / '00


elec.
sub-st.
J
Apsley House
parking
3No. spaces
fire exit
Oxlade
House
45/47
49
No.41
PTR Assocs.
No.39
Mita's Restaurant
A1
per bus
ting bench and
ce board to be relocated

Date: 29 March 2000

To: Case Officer

We have received Revised Plans for the following planning application:

Application Number: A/2000/0350

Location: Waitrose Ltd, London Road, Twyford, Reading.

Proposal: Proposed erection of internally illuminated shop and car park signs.

Applicant: Waitrose Ltd C/O John Lewis Plc.

Case Officer: Heather Morgan

The new plans show the following: Deletion of sign on service yard elevation, and one sign on main car park elevation; halo lit signage not internally illuminated.

Comments are required by 08/04/2000.

Should you have any queries regarding this application please contact the case officer Heather Morgan on (0118) 974 6446.

SUPERSEDED

1970

(RING ONE)

REVISED PLANS | ADDITIONAL PLANS | MINOR AMENDMENTS | ADDITIONAL / REVISED PLANS TO COMPLY WITH CONDITIONS

App No. (Planaps) A 2000 0350 (Ludhouse) Date Rec. 20/3/00

Location: Waitrose, London Road, Tyford

Parish Tyford

Applicant: Waitrose Ltd c/o John Lewis Plc

Description of attached plans Relebiar & sign on service yard elevation, and one sign on main car park elevation; halo lit signage not internally illuminated

Drawing No's: 6020 | AE-100 H, -101 F, AS-DE-001 C.

CONSULTEES

Copies of plans will automatically be sent to Woodley Library, Part I Reg., Parish Council, Ward Councillors and the Case Officer unless specified.

Please tick which of the following you wish consulted.

OTHERS: H. Sanders.

Drawing No's

1. NK (Landscape & Trees) ☐
2. NK (Env. Design) ☐
3. XA (Highways) ✓
4. NF (Building Control) ☐
5. BC/DC Liaison ☐

A full set of plans will be sent to all consultees unless particular drawing No's are specified in the spaces above.

NEIGHBOURS: _____

Date for Responses 10 DAYS.

FURTHER ACTION

Re-advertise App. Y / (N) (Delete as required)

Redate Application Y / (N) From _____

New Site Notice Y / (N)

New Description _____

CASE OFFICER H. M.

Consultations Sent by Admin. on 29.03.00.

Yellow - Part One Copy
Green - Officer's Copy

Recd 1·30PM 17·3·00

JOHN LEWIS PARTNERSHIP

POL	27344
DC	
APP	
CS	
2[illegible] MAR 2000	
COPIES TO:	ACK:
	FILE:

171 Victoria Street
London SW1E 5NN
Telephone (0171) 828 1000
Telex 8954150 Jonel G

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

15 March 2000
GPD/SO/A4266
6020/2.1

Ms H Morgan
Senior Planning Officer
Wokingham District Council
Environmental Services Department
Planning Services
P O Box
Shute End
Wokingham
Berkshire RG4 1WR

SUPERSEDED

0350

REVISED PLAN

Dear Ms Morgan

Proposed Erection of Internally Illuminated Shop and Car Park Signs
Waitrose, London Road, Twyford - Job No 6020

Further to our telephone conversation of 13 March 2000 I would confirm the following points as discussed:-

1. Signage

You are generally agreeable to the erection of 3 No external signs to the store. I am attaching the following revised drawings to show these revisions:-

6020/AE-100H
6020/AE-101F
6020/AS-DE-001C

You have expressed a wish for these signs to be in a green or cream colour I have explained, and I believe you understand the reasons why our Waitrose directors wish these signs to be in white. This is essentially to comply with the Waitrose corporate imagery - in the same way that our competitors do no deviate from their corporate imagery. As discussed these signs will be halo lit, as requested by yourselves.

Following your earlier comments regarding the proposed internally illuminated sign across the Coffee Shop window, our directors and designers feel that it is of vital importance to locate a sign at this point. This is the only element of the store, that relates to the High Street shop frontages.

We have attempted to relocate this sign internally as proposed by yourselves - but have found the window mullions to be a visual obstruction to reading the sign.

John Lewis plc
Registered in England 233462
Registered Office
171 Victoria Street London SW1E 5NN

16-MAR-2000 16:49 FROM JOHN LEWIS ARCHITECTS TO 901189326597 P.02/05

We would like to propose therefore, that the sign is located externally, across the Coffee Shop window, as originally proposed - but without illumination of any kind. the letters would be solid with white faces and returns.

Please advise whether you find this acceptable.

As you will understand, our Waitrose directors are very disappointed that you have chosen not to call a meeting, to discuss in more detail, the other proposed signs. Whilst I have used my best endeavours to explain our proposals, it would appear that there has been little, if any consideration for the commercial concerns expressed by our directors in this matter.

This is clearly an issue which will need to be addressed at a future time.

2. CCTV and Car Park Lighting

(a) CCTV - I would confirm that our CCTV cameras are fixed and view into the car park areas only.

I am presently waiting for the supplier's literature for these cameras, which I will forward to you immediately they become available.

(b) Car Park Lighting - It is my understanding that further to the issue of additional information you are generally agreeable to our lighting proposals. I would also confirm that - wherever practically possible, we have omitted light fittings adjacent to properties to avoid light spillage in these areas, as requested by yourselves..

Irrespective of the above, I would suggest that our lighting proposals are not dissimilar to the street lighting used in the town.

I trust the above details will not be sufficient for you to determine this application, so that we can progress the works.

Please contact me should you have any queries.

Yours sincerely

G P Daurat
Architect

Copy Director of Development and Services
Chief Architect Waitrose
Group Leader Architect (M J Fenn)
Senior Development Manager (New Branches)
Property Manager (K Harrison)
Manager Interior Design Waitrose
Interior Design (V Tuley)
Wokingham District Council (H Sanders)

16-MAR-2000 16:49 FROM JOHN LEWIS ARCHITECTS TO 901189320597 P.03/05

Date: 23 February 2000

To: Case Officer

We have received Revised Plan for the following planning application:

Application Number: A/2000/0350

Location: Waitrose Ltd, London Road, Twyford, Reading.

Proposal: Proposed erection of internally illuminated shop and car park signs.

Applicant: Waitrose Ltd C/O John Lewis Plc.

Case Officer: Heather Morgan

The new plans show the following: Revised details of car park and road frontage signage. Drawing no 6020/DE-001 B, 6020/CA-G01 G, 6020/AE-101 E, 6020/AE-100 G, 6020/DF-G01 R, Schedule and detail.

Comments are required by 03/03/2000

SUPERSEDED

Should you have any queries regarding this application please contact the case officer Heather Morgan on (0118) 974 6446.

(RING ONE)

REVISED PLANS | ADDITIONAL PLANS | MINOR AMENDMENTS | ADDITIONAL / REVISED PLANS TO COMPLY WITH CONDITIONS

App No. (Planaps) /A/2000/0350 (Ludhouse) Date Rec. 21/02/00

Location: Waitrose, London Road, Twyford

Parish Twyford

Applicant: Waitrose Ltd c/o John Lewis PLC.

Description of attached plans Revised details of car park and road frontage signage.

Drawing No's: 6020/DE-001 Rev B 6020/DF-G01 R, 6020/AE-1004, 6020/AG-D1E, 6020/CA-G02 G, Schedule + Detail

CONSULTEES

Copies of plans will automatically be sent to Woodley Library, Part I Reg., Parish Council, Ward Councillors and the Case Officer unless specified.

Please tick which of the following you wish consulted.

OTHERS: H. Sanders

		Drawing No's	
1.	NK (Landscape & Trees)		☐
2.	NK (Env. Design)		☐
3.	XA (Highways)		✓
4.	NF (Building Control)		☐
5.	BC/DC Liaison		☐

A full set of plans will be sent to all consultees *unless particular drawing No's are specified in* the spaces above.

NEIGHBOURS:

Date for Responses 10 DAYS. ASAP

FURTHER ACTION

Re-advertise App. Y / (N) (Delete as required)

Redate Application Y / (N) From

New Site Notice Y / (N)

New Description

CASE OFFICER H. M.

Consultations Sent by Admin. on 23.02.00

Yellow - Part One Copy
Green - Officer's Copy

JOHN LEWIS PARTNERSHIP

Rec'd 21/02/00 by hand

171 Victoria Street
London SW1E 5NN
Telephone (0171) 828 1000
Telex 8954150 Jonel G

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

18 February 2000
GPD/SO/A4112
6020/5.1

Ms H Morgan
Senior Planning Officer
Wokingham District Council
Environmental Services Department
P O Box 157
Shute End
Wokingham
Berkshire
RG40 1WR

PLANNING SERVICES | RPT
TCL | TLS
DC | ENF
APP |
CS |
22 FEB 2000
COPIES TO: | ACK:
FILE:

0350

REVISED PLAN

RPT 26183
TCL | TLS
DC | ENF
APP |
CS |
21 FEB 2000
COPIES TO: | ACK:
FILE:

Dear Ms Morgan

Proposed Erection of Internally Illuminated Shop and Car Park Signs
Waitrose, London Road, Twyford
Job No 6020

Thank you for your letter of 15 February 2000 with comments regarding the above planning application.

Having consulted with our Interior Designer regarding these signs, I would advise you of the following:-

1. <u>London Road Sign</u>

I met with Mr Anton (Highways Department of Wokingham District Council) on 14 February 2000, to determine an acceptable location for the store sign at the site entrance off London Road. Mr Anton identified the extent of Highway ownership to this entrance. This took in a notional line drawn between the front of properties either side of this entrance and the footpaths extending into London Road. Mr Anton advised that it would not be acceptable to locate our store sign within the Highway footpath as proposed.

As an alternative to this location, we discussed the possibility of locating the sign within the garden area of No 41 London Road. Mr Anton advised that subject to planning approval, this would be acceptable. He also advised that the sign would need to respect a 4.5m set back from the road edge, so as to maintain the necessary visibility splay.

Based on the above, we have revised our proposals for the location of this sign which is shown on the following attached drawings:-

6020 /DE-001 B.

I would confirm that we are presently negotiating with the owners of No 41 London Road, over the proposed location of this sign.

Also we shall be submitting a new planning application in respect of this sign.

2. Car Park Signs

I would confirm that we have taken on board all your concerns expressed with regards to these signs, and would like to submit the following revised drawings for your approval:-

6020/DF-G01R	CA-G02 G
AE - 100G	External signage. Schedule + detail
AE -101 E	

3. Building Signage

As discussed with Mr Sanders our building signage proposals are the result of long and protracted Design Meetings which are eventually presented to the Waitrose Directors for final approval, and attended by interior designers, architects and senior Waitrose personnel.

Will be amended Subsequent to meeting on 21/02/00

As you will appreciate the signing of our buildings is considered a very important aspect of our business. A careful balance must be achieved between the necessity to establish a commercial presence from the outset, whilst working within the framework of the existing urban context.

To this end, the present proposals represent the third attempt and what we consider to be an adequate solution for this development.

Notwithstanding the above comments, there is clearly a difference of interpretation which needs to be resolved. As you will see from the amendments undertaken to the car park signs, we will endeavour wherever possible to accommodate aspects of any design which may benefit from a degree of refinement.

In a similar way we have taken on board your concerns of light spillage into residential properties from lamp standards adjacent to the southern boundary - and omitted the 2 No lamp standards in question.

I trust therefore that at our meeting of 21 February 2000, I may be able to elaborate a little as to why we believe the building signs proposed are suitable, but shall remain open to valid criticism, in the spirit of co-operation which I believe should exist between all parties.

Yours sincerely

G P Daurat
Architect

Enc

Copy Chief Architect Waitrose
Group Leader Architect (M J Fenn)
Senior Development Manager (New Branches)
Manager Interior Design Waitrose
Interior Design (V Tuley)
Property Manager (K Harrison)
Wokingham District Council (H Sanders)

SCHEDULE OF EXTERNAL SIGNS AT WAITROSE TWYFORD

DEC 99

REVISION D1

Sign	Description	Construction	Size (mm)	Qty	Ht to top of sign	Drawing no.
A	Main Entrance sign	Single sided on a double post, externally illuminated	2400wx2400h	1	4000m AFFL	6020/DS-001
A1	Main Entrance sign	Double sided on a double post, non illuminated	1500wx1500h	1	2250m AFFL	6020/DS-021
B	Parent & child parking	Single sided on a single post	300wx525h	2	1900mm AFFL	6020/DS-002
C	Pick up point	Single sided on a double post	600wx600h	1	1000mm AFFL	6020/DS-003
D	Disabled parking	Single sided on a double post	600wx600h	1	1900mm AFFL	6020/DS-004
E	Pedestrian crossing	MOT sign on a single post	600mm	2	2400mm AFFL	6020/DS-005
F	Cycle parking	Wall mounted	600wx600h	1	1600mm AFFL	6020/DS-006
G1	Trolley Types	Single sided on a double post with green rear	900wx900h	1	2100mm AFFL	6020/DS-007
G	Trolley Types	Single sided wall mounted	900wx900h	1	2100mm AFFL	6020/DS-020
H	Charges/ Caution sign	Double sided sign on double posts	450wx788h	1	1900mm AFFL	6020/DS-008
I	Trolley bay	Triangular post mounted sign	600wx600h	4	2700mm AFFL	6020/DS-009
J	Delivery/ Car access	Single sided sign on a double post	450wx788h	1	1900mm AFFL	6020/DS-010
K	Disclaimer signs	Single sided on a double post	600wx 600h	4	1900mm AFFL	6020/DS-011
L	Recycling sign	Single sided on a double post	600wx600h	1	1900mm AFFL	6020/DS-012
M	Pedestrian access	Single sided on a double post	600wx600h	1	1000mm AFFL	6020DS-013
N	Charges sign	Single sided sign on a double post	450wx788h	1	1900mm AFFL	6020/DS-014
N1	Charges sign	Single sided sign wall mounted	450wx788h	1	1900mm AFFL	6020/DS-025
O	Bus sign	Single sided sign on a double post	600wx600h	1	1900mm AFFL	6020/DS-015
P	Disclaimer sign	Double sided on a double post	600wx600h	2	1900mm AFFL	6020/DS-016
Q	Right turn only	MOT sign on a single post	450mm diam.	3	2400mm AFFL	6020/DS-017
R	Ahead only	MOT sign on a single post	450mm diam.	2	2400mm AFFL	6020/DS-018
S	Left turn only	MOT sign on a single post	450mm diam.	1	2400mm AFFL	6020/DS-019

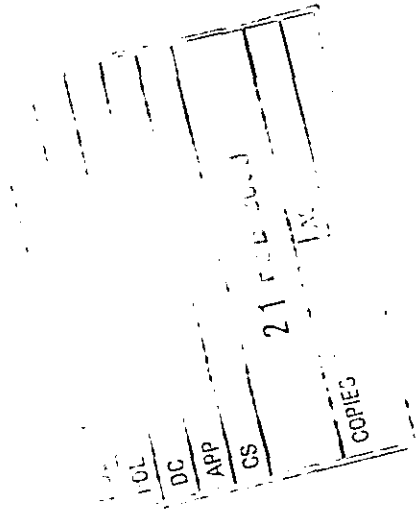
REVISED PLAN 0350 1

SCHEDULE OF EXTERNAL SIGNS AT WAITROSE TWYFORD **DEC 99** **REVISION D1**

Sign	Description	Construction	Size (mm)	Qty	Ht to top of sign	Drawing no.
T	Restaurant Waitrose panel sign	Panel sign mounted on restaurant wall above restaurant sign.	2400wx480h	1	to be advised on site	6020/DS-022
U	Restaurant panel sign	Wall mounted. Position to be advised on site	1500wx635h	1	to be advised	6020/DS-023
V	Restaurant panel sign	Wall mounted. Position to be advised on site	2400wx480h	1	to be advised	6020/DS-024
W1	Building sign above main entrance	Individual internally illuminated letters	500mm high	1	see drawing	6020/AE-100
W2	Building sign	Individual internally illuminated letters	600mm high	1	see drawing	6020/AE-100
W3	Building sign	Individual internally illuminated letters	900mm high	1	see drawing	6020/AE-100
W4	Building sign	Individual internally illuminated letters	350mm high	1	see drawing	6020/AE-101
W5	Building sign	Individual internally illuminated letters	750mm high	1	see drawing	6020/AE-101
W6	Building sign	Individual internally illuminated letters	900mm high	1	see drawing	6020/AE-101

Rev D1. 17/02/00 - Due to comments from Planning dept.
Sign C post height reduced
Signs Q,R & S posts to be 2400mm to underside of sign.
Sign U revised.
Sign P quantity reduced

Rev C. 14/02/00
Main entrance sign A1 added
Arrow removed from sign A
Sign L amended
Sign N divided into wall & post mounted signs
Disabled parking signs reduced to 1no.
Cycle parking sign to be wall mounted & enlarged
Sign G & G1 amended
Sign Q quantity increased to 3 no.
Sign K quantity reduced to 4 no.



REVISED PLAN

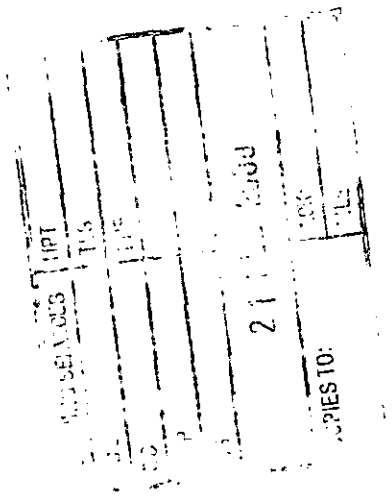
0350

SCHEDULE OF EXTERNAL SIGNS AT WAITROSE TWYFORD **DEC 99** **REVISION D1**

Sign	Description	Construction	Size (mm)	Qty	Ht to top of sign	Drawing no.

Sign N quantity reduced to 2 no.
Sign T added
Signs U & V not to be manufactured until further notice.

Rev A. 10/01/00- now incorporated into rev.C
Rev B- 10/02/00- now incorporated into rev.C



REVISED PLAN
0350

Sign G



REVISED PLAN

0350

900x900mm White stove enamelled panel with 40mm returns

150mm Green/Orange band at top & returns RAL 6012 & 2070 Y 70R.
100mm Dark Green RAL 6012 bands on face only.

Dark Green text cap height 50mm in Frutiger 65 screen printed.

White text cap height 10mm in Frutiger 65 screen printed.

Pictograms in Dark Green RAL 6012

Sign to be mounted on a double post 2100mm AFFL
Rear of sign to be Dark Green RAL 6012

WAITROSE

food shops of the John Lewis Partnership
171 Victoria Street
London *tel 071 828 1000*
SW1E 5NN *fax 071 828 4166*

drawing title
WAITROSE TWYFORD

TROLLEY INFORMATION
ENTRANCE SIGN G

drawing no. 6020/DS-007
revision
date DEC 99

Sign G1



0350

REVISED PLAN

900x900mm White stove enamelled panel with 40mm returns

150mm Green/Orange band at top & returns RAL 6012 & 2070 Y 70R.
100mm Dark Green RAL 6012 bands on face only.

Dark Green text cap height 50mm in Frutiger 65 screen printed.

White text cap height 10mm in Frutiger 65 screen printed.

Pictograms in Dark Green RAL 6012

Sign to be wall mounted 2100mm AFFL

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street
London *tel 071 828 1000*
SW1E 5NN *fax 071 828 4166*

drawing title
WAITROSE TWYFORD

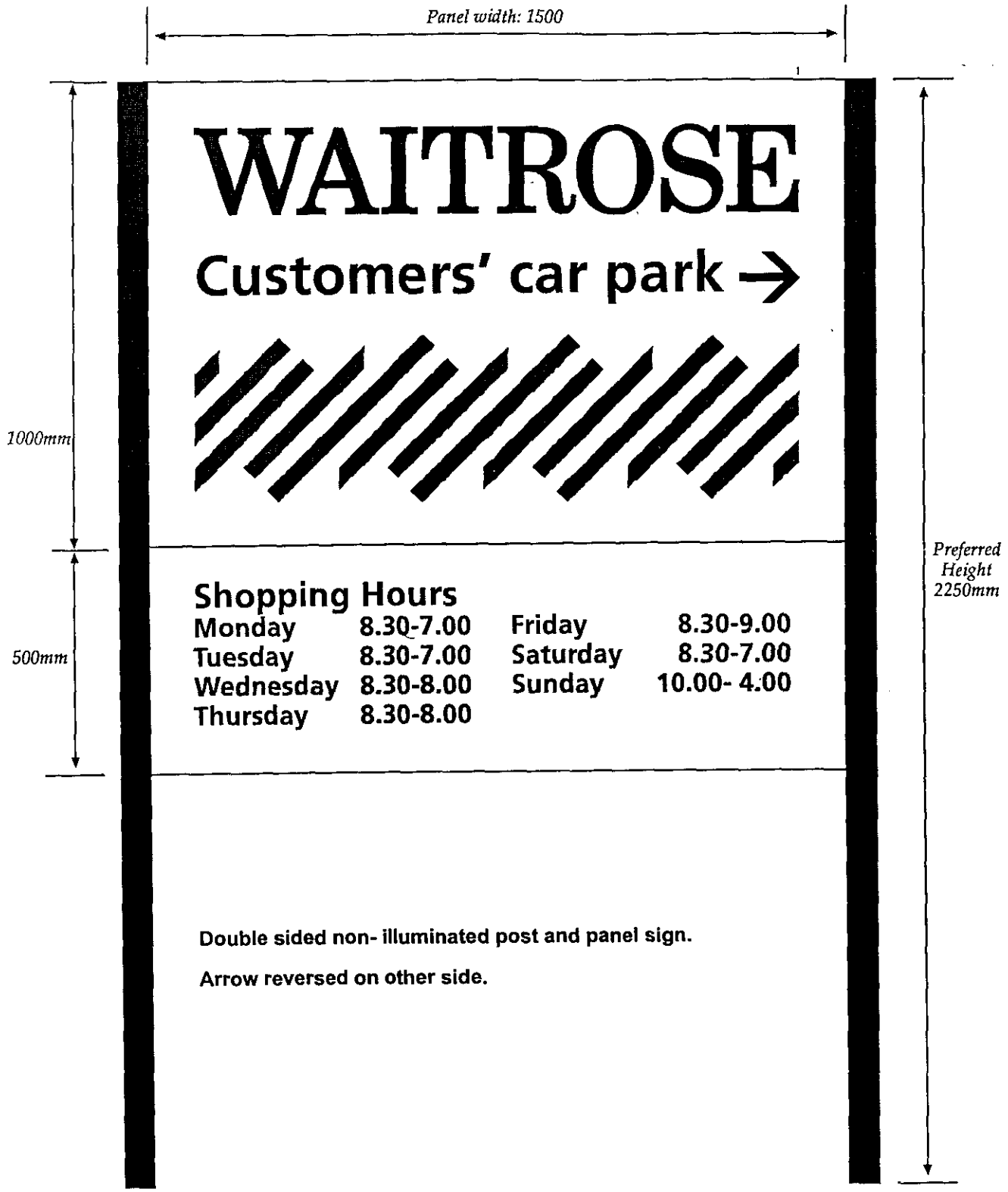
TROLLEY INFORMATION
ENTRANCE SIGN G1

drawing no. 6020/DS-020
revision
date DEC 99

REVISED PLAN

0350

Shop hours to be confirmed before any manufacture.



WAITROSE *food shops of the John Lewis Partnership* *171 Victoria Street* *tel 0171 828 1000* *London SW1E 5NN* *fax 0171 592 6530*	*drawing title* **TWYFORD** **MAIN ENTRANCE SIGN** **SIGN - A1**	*drawing number* 6020/DS-021 *revision* A *scale* NTS *date* 10 /01 / '00

REVISED PLAN

0350



Black lettering on white background

Text height to be advised.

Size of panel 2400wx480h

WAITROSE

food shops of the John Lewis Partnership

171 Victoria Street
London SW1E 5NN

tel 0171 828 1000
fax 0171 592 6530

drawing title

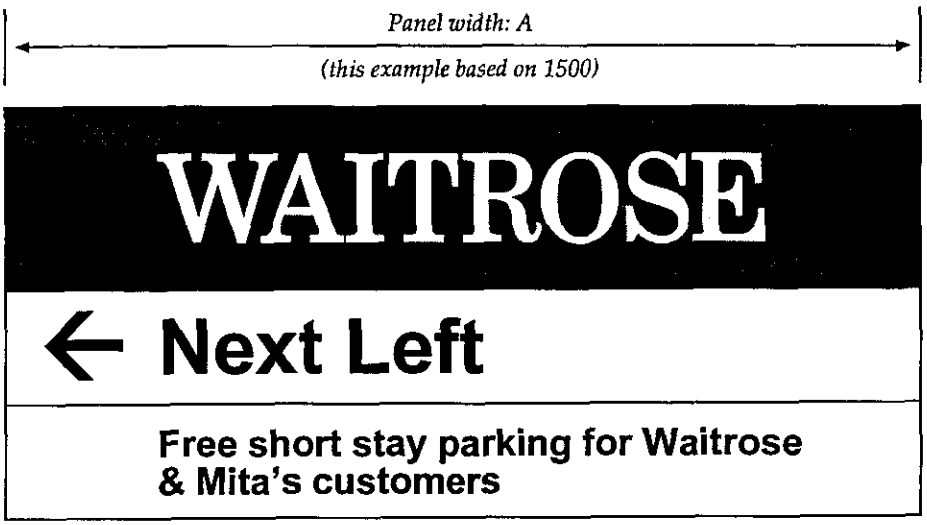
TWYFORD

WAITROSE LOGO & ARROW PANEL SIGN T

drawing number	6020/DS-022
revision	
scale	1:4
date	10/01/00

0350

REVISED PLAN



Panel to be1500w x 635h.
Panel to be wall mounted on side of The Mita's restaurant.
Position to be advised on site.

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street *tel 0171 828 1000*
London SW1E 5NN *fax 0171 592 6530*

drawing title
TWYFORD
MITA'S RESTAURANT
PANEL SIGN U

drawing number	6020/DS-023
revision	A
scale	NTS
date	10/02/00

REVISED PLAN

0350



Black lettering on white background

Text height to be advised.

Size of panel 2400wx480h

WAITROSE

food shops of the John Lewis Partnership

171 Victoria Street
London SW1E 5NN

tel 0171 828 1000
fax 0171 592 6530

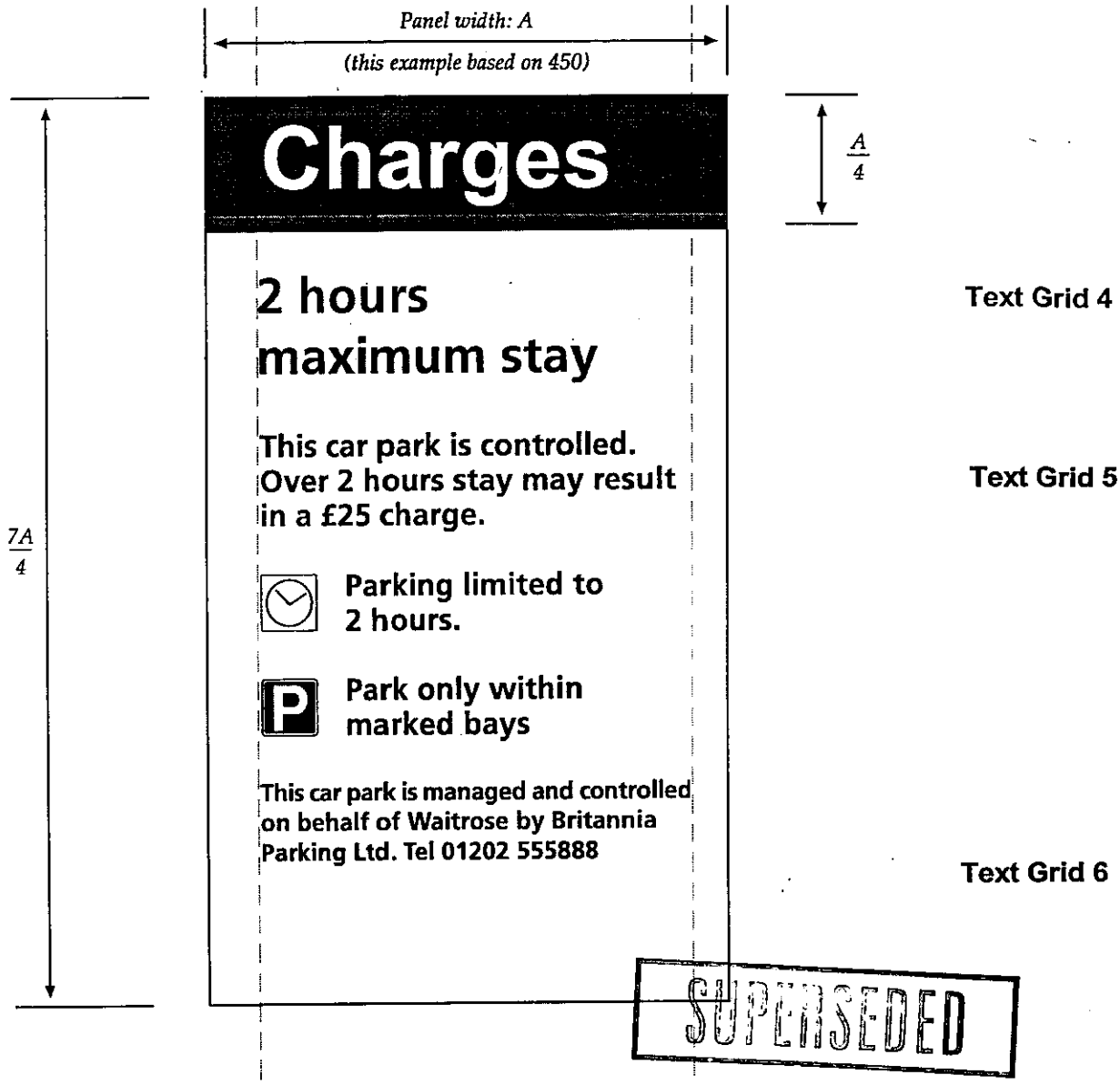
drawing title

TWYFORD

WAITROSE LOGO & ARROW PANEL SIGN V

drawing number	6020/DS-024
revision	
scale	1:4
date	10/02/00

REVISED PLAN
0350



Refer to specification sheet for colour(s) and WAITROSE new header panel treatment.

WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street
London SW1E 5NN
tel 0171 828 1000
fax 0171 592 6530

drawing title
TWYFORD
PARKING CHARGES LIMITS
WALL MOUNTED- N1

drawing number 6020/DS025
revision
scale 1:4
date 10 / 01 / 00

Sign G



900x900mm White stove enamelled panel with 40mm returns

150mm Green/Orange band at top & returns RAL 6012 & 2070 Y 70R.
100mm Dark Green RAL 6012 bands on face only.

Dark Green text cap height 50mm in Frutiger 65 screen printed.

White text cap height 10mm in Frutiger 65 screen printed.

Pictograms in Dark Green RAL 6012

Sign to be mounted on a double post 2100mm AFFL
Rear of sign to be Dark Green RAL 6012

WAITROSE

food shops of the John Lewis Partnership
171 Victoria Street
London *tel 071 828 1000*
SW1E 5NN *fax 071 828 4166*

drawing title
WAITROSE TWYFORD

TROLLEY INFORMATION
ENTRANCE SIGN G

drawing no. 6020/DS-007
revision
date DEC 99

Sign G1



APPROVED

900x900mm White stove enamelled panel with 40mm returns

150mm Green/Orange band at top & returns RAL 6012 & 2070 Y 70R.
100mm Dark Green RAL 6012 bands on face only.

Dark Green text cap height 50mm in Frutiger 65 screen printed.

White text cap height 10mm in Frutiger 65 screen printed.

Pictograms in Dark Green RAL 6012

Sign to be wall mounted 2100mm AFFL

WAITROSE

food shops of the John Lewis Partnership
171 Victoria Street
London *tel 071 828 1000*
SW1E 5NN *fax 071 828 4166*

drawing title
WAITROSE TWYFORD

TROLLEY INFORMATION
ENTRANCE SIGN G1

drawing no. 6020/DS-020

revision

date DEC 99

SOUTHPORT U.K. LONDON OFFICE
EX SYSTEMS LTD

APPLICATION NO.0350

Name of appellant:
Waitrose Ltd

Site address:
Waitrose Store, London Rd

Proposal:The Erection of 3 "Waitrose" signs on store

Case Officer:HM

Appeal Decision

Site visit made on 03 October 2000

by Hugh Llewelyn

an Advertisement Control Officer appointed by the Secretary of State for the Environment, Transport and the Regions

PLAN The Planning Inspectorate
POL Room 1404
DC Tollgate House
APP Houlton Street
CS Bristol BS2 9DJ
☎ 0117 987 8927
COPIES TO
Date
23 OCT 2000

Appeal Ref: APP/X0360/H/1126
Waitrose Store, London Road, Twyford, Wokingham

- The appeal is made under Regulation 15 of the Town and Country Planning (Control of Advertisements) Regulations 1992 against a refusal to grant express consent.
- The appeal is made by Waitrose Ltd against the decision of Wokingham District Council.
- The application (ref:A/2000/0350) is dated 4 January 2000.
- The advertisements proposed are:

Sign W2: internally-illuminated "halo" letters measuring 4.15m x 0.6m on the north west elevation.
Sign W4: non-illuminated letters measuring 2.4m x 0.35m on the south east elevation.
Sign W6: internally-illuminated "halo" letters measuring 6.2m x 0.9m on the north east elevation.

Summary of Decision: The appeal is dismissed.

Procedural Matters

1. My decision is based on the written representations exchanged, the photographs submitted and an inspection of the site. I accept the description of the appeal site and its surroundings in the Council's statement enclosed with their letter of 31 July 2000.

Main Issues

2. I consider that the main issues in this case are the likely effects of the signs, including in conjunction with existing signs, on the street scene and Conservation Area.

Planning Policy

3. The Council refer to policy LBE10 of the London Area Local Plan and policies WBE16 & WHE2 of the draft Wokingham District Local Plan. However, the Regulations require decisions be made only in the interests of amenity and public safety, taking account of any material factors. Thus, while I have taken into account the Council's policies, they cannot be decisive.

Reasons

4. The appeal premises comprise a new supermarket on the corner of London Road and Wargrave Road in the centre of Twyford. Sign W2 would be erected on the store's north west elevation next to the angled, west-facing main entrance, which has one approved sign (W1). Sign W2 would overlook the car park and the vehicular access from Wargrave Road. Also on the north west elevation is an approved sign (W3). Sign W4 would be erected on

the windows of the coffee shop, facing London Road. The coffee shop projects in front of the south east elevation of the store, which has one approved sign (W5). Sign W6 would be erected on the plain brick wall of the north east elevation facing a service yard and the vehicular entrance from London Road.

5. Most of the store is in the Twyford Village Conservation Area where special attention must be paid to preserving or enhancing its character or appearance. There should thus be strict control over displaying advertisements. However, provided signs are in keeping with an Area, particularly one with a strong commercial character, then they may be acceptable.

6. The Council claim the appellants do not need the signs. However, as paragraph 9 of Planning Policy Guidance 19 points out, it is accepted that, except for some signs in Areas of Special Control, anyone proposing to display an advertisement "needs" that sign in that location, whether for commercial or other reasons. But by the same token, the appellants' need for the signs cannot be a decisive factor in favour of them.

7. As this part of the Conservation Area is dominated by the modern store, and as the Council have approved very similar signs, I do not consider that the intrinsic design of the appeal signs would harm the character or appearance of the Conservation Area.

8. Looking at Sign W2 first, when viewed from the eastern part of the car park, I agree with the appellant that it would be seen only in conjunction with Sign W3 at the other end of the north west elevation; Sign W1 would not be seen even though it would be on the adjacent elevation. However, from the eastern part of the car park, all three signs would be seen together. I am satisfied that the addition of Sign W2 would then result in an impression of advertisement clutter, notwithstanding the length of this elevation. I think that this impression of clutter would be strengthened by the intended position of Sign W2, which would be lower than both Signs W1 and W3, and consequently look discordant with them because of the strong horizontal lines of the store.

9. As to Sign W4, I do not consider that it would lead to any impression of clutter. When viewed from the north east Sign W5 would not be seen in conjunction with it. Both signs would be seen from the south west, but in view of what I consider is the modest size of both signs in relation to the size of the store's south east elevation, I do not consider that any impression of advertisement excess or clutter would arise from this direction either. However, the Council state that they would wish to see the sign inside the windows of the coffee house and I would agree. To my mind, the erection of Sign W4 outside the glazing and cutting across the glazing bars would make it look a random after-thought that paid no respect to the architectural detailing of the coffee house.

10. Turning to Sign W6 on the north east elevation, I believe that it would be seen in conjunction with Sign W3 on the north west elevation only from some limited angles and that mostly it would be seen alone. And it would not be seen at all from London Road except when entering the car park entrance. Although quite large, Sign W6 would be the only sign on an elevation which is to my mind also quite large. I do not regard Sign W6 as likely to look over scale in this setting. As to the houses to the north east, Sign W6 would be seen only from the upstairs windows and through trees. I do not consider that the sign would therefore intrude into the outlook of local residents to any significant degree. And when the panel was seen by local residents, I would judge that it would be perceived as an integral part of the store and not in some way as intruding into the residential area.

11. Notwithstanding my assessment of Sign W6 above, I consider that the intended position of the sign too high. It would be above the height of Sign W3 on the adjacent elevation and look discordant with it. Moreover, whilst Sign W3 is below a brick string course, Sign W6 would be on one and would interrupt the course in an incongruous fashion which showed no respect to the architectural detailing of the store. Therefore, I consider Sign W6 unsatisfactory solely because of its high level position on the string course.

Conclusions

12. For the reasons given above and having regard to all other matters raised, I conclude that the display of Signs W2, W4 & W6 would be detrimental to the interests of amenity.

Formal Decision

13. In exercise of the powers transferred to me, I dismiss the appeal.

Information

14. Particulars of the right of appeal against this decision to the High Court are enclosed for those concerned.

Hugh Llewelyn

Advertisement Control Officer

The Planning Inspectorate

RIGHT TO CHALLENGE THE DECISION

The attached appeal decision is final unless it is successfully challenged in the Courts. If a challenge is successful, the appeal decision will be quashed and the case returned to the Secretary of State for redetermination. It does not follow necessarily that the original decision on the appeal will be reversed when it is redetermined.

You may wish to consider taking legal advice before embarking on a challenge. The following notes are provided for guidance only.

Under the provision of section 288 of the Town and Country Planning Act 1990, a person who is aggrieved by a decision may seek to have it quashed by making an application to the High Court on the grounds:

1. that the decision is not within the powers of the Act; or

2. that any of the 'relevant requirements' have not been complied with; ('relevant requirements' means any requirements of the 1990 Acts or of the Tribunals and Inquiries Act 1992, or of any order, regulation or rule made under those Acts. These include the Town and Country Planning (Control of Advertisements) Regulations 1992 and the Town and Country Planning (Inquiries Procedure) rules 1974.)

The two grounds noted above mean in effect that a decision cannot be challenged merely because someone does not agree with the Advert Control Officer's judgement. Those challenging a decision have to be able to show that a serious mistake was made by the Advert Control Officer when reaching his or her decision; or, for instances, that hearing or site visit was not handled correctly, or that the appeal procedures were not carried out properly. If a mistake has been made the Court has discretion not to quash the decision if it considers the interests of the person making the challenge have not been prejudiced.

It is important to note that such an application to the High Court must be lodged with the Crown Office within 6 weeks from the date of the decision letter. This time limit cannot be extended.

An appellant whose appeal has been allowed should note that 'a person aggrieved' may include third parties as well as the local planning authority.

If you require further advice about making a High Court challenge you should consult a solicitor, or contact the Crown Office at the Royal Courts of Justice, Queens Bench Division, Strand, London WC2 2LL. Telephone: 0171 936 6000.

INSPECTION OF DOCUMENTS

It is the Inspectorate's policy to retain case files for a period of one year from the date on the decision letter. Any person notified of the decision can inspect the listed documents, photographs and plans within 6 weeks of the date of the decision letter. Other requests to see the appeal documents will not normally be refused. All requests should be made to Room 14/04, Tollgate House, Houlton Street, Bristol BS2 9DJ, quoting the appeal reference and stating the day on which you wish to visit. Please give at least 3 days' notice and include a daytime telephone number, if possible.

COMPLAINTS AND OTHER COMMENTS TO THE INSPECTORATE

Any complaints about the decision letter, or about the way in which the case was conducted, or any procedural aspect of the appeal should only be made in writing to the complaints officer in Room 1404, Tollgate House, Houlton Street, Bristol BS2 9DJ. Telephone: 0117 987 8927, quoting the appeal reference. You should normally receive a reply within 15 days of our receipt of your letter. You should note however, we cannot reconsider an appeal on which a decision letter has been issued. This can be done following a successful High Court challenge as explained overleaf.

PARLIAMENTARY COMMISSIONER FOR ADMINISTRATION (THE OMBUDSMAN)

If you consider that you have been unfairly treated through maladministration on the part of the Inspectorate you can ask the Ombudsman to investigate. The Ombudsman cannot be approached direct; reference can be made to him only by an MP. While this does not have to be your local MP (whose name and address will be in the local library) in most cases he or she will be the easiest person to approach. Although the Ombudsman can recommend various forms of redress he cannot alter the appeal decision in any way.

COUNCIL ON TRIBUNALS

If you feel there was something wrong with the basic procedure used for the appeal, a complaint can be made to the 'Council on Tribunals', 22 Kingsway, London WC2B 6LE. The Council will take the matter up if they think it comes within their scope. They are not concerned with the merits and cannot change the outcome of the appeal decision.

The Planning Inspectorate

Room 1222
Tollgate House
Houlton Street
Bristol BS2 9DJ

Direct Line 0117 987 8609
Switchboard 0117 987 8000
Fax No 0117 987 8181
GTN 1374
E-Mail adverts.pins@gtnet.gov.uk
www.planning-inspectorate.gov.uk

PLANNING SERVICES
POL
PC
APP
CS
COPIES
ACK:
FILE:

Planning Department
Wokingham District Council
Council Offices
Shute End
Wokingham, Berkshire
RG11 1WR

Your Ref: A/2000/0350

Our Ref: APP/X0360/H/00/1126

Date: 23 OCT 2000

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL: Waitrose Store, London Road, Twyford

I enclose a copy of our Officer's decision on the above appeal[s].

The attached leaflet explains the right of appeal to the High Court against the decision, and how the documents can be inspected.

If you have any queries relating to the decision please send them to:

The Complaints Officer
The Planning Inspectorate
Room 14/04
Tollgate House
Houlton Street
Bristol
BS2 9DJ

Phone No. 0117 987 8927 Fax No. 0117 987 6219

Yours faithfully

Mr D Oakes

SUPPORTING STATEMENT

ADVERTISEMENT APPEAL

In respect of

**WAITROSE STORE,
LONDON ROAD,
TWYFORD, BERKSHIRE**

On behalf of

WAITROSE LTD

CgMs Ref: 2198

Date: June 2000

CONTENTS **PAGE(S)**

INTRODUCTION 3
SITE AND SURROUNDING AREA 5
RELEVANT CORRESPONDENCE 6
PLANNING POLICY 8
OTHER ISSUES 12
CONCLUSION 16

APPENDICES

Appendix 1: Advertisement application, dated 4 January 2000
Appendix 2: Letter of registration, dated 24 January 2000
Appendix 3: Decision notice, dated 23 May 2000
Appendix 4: Application Drawing: 'Car Park Signage Layout', No. 6020/DE-001D
Appendix 5: App'n Drawings: 'Elevations. North-east and south-east', No. 6020/AE-101 G & 'Elevations. South-west and north-west', No. 6020/AE-100 I
Appendix 6: Photographs of existing signs and site
Appendix 7: Appeal Forms
Appendix 8: Council correspondence with applicant – in chronological order
Appendix 9: Extract from PPG19 'Outdoor Advertisement Control'
Appendix 10: Policy LBE10 'New Advertisements' of the Loddon Area Local Plan
Appendix 11: Policies WBE1, WBE16 & WHE2 of the Wokingham District Local Plan
Appendix 12: Comparative plans showing the existing & proposed field of views of sign W4
Appendix 13: Extracts from the 'Twyford & Twyford Station Conservation Area Studies'

1.0 INTRODUCTION

1.1 On 4th January 2000 an advertisement application was made to Wokingham District Council on behalf of Waitrose Limited (Agent: John Lewis plc). The application sought consent to display shop and car park signs and was registered on 24 January 2000 (**See Appendices 1 & 2**). The advertisement application was part approved, part refused consent on 23rd May 2000 (**See Appendix 3**).

1.2 The car park signs were not contentious and received approval. Reference to these signs will not be made again in this statement.

1.3 Advertisement consent was sought for six 'Waitrose' signs. Consent was granted for three and three were refused. So as to avoid confusion, the six signs shall be referred to as W1 – W6, as shown on the approved drawing no. 6020/DE-001D; this drawing can be seen in **Appendix 4**. Thus, signs W1, W3 & W5 received advertisement consent, whereas signs W2, W4 and W6 were refused.

1.4 Two drawings show the four elevations of the Store and hence the proposed appearance of the three signs that were refused advertisement consent. These two drawings can be seen in **Appendix 5**. Together with the drawing referred to in paragraph 1.3 above, these three drawings are the ones which form part of the advertisement consent and are referred to in condition no. 4 of the decision notice (See Appendix 3).

1.5 The reason for refusal given by Wokingham District Council states:

> **"The proposed signage, by reason of its size, position and proliferation, would introduce an element of visual clutter, detrimental to the visual amenity of the area and the appearance of the Twyford Village Conservation Area. As such, these elements of the proposal are contrary to Policies LBE10 of the Loddon Area Local Plan and policy WBE16 and**

WHE2 of the Wokingham District Local Plan (Deposit Draft) as modified".

It should be noted that the decision notice refuses advertisement consent for four signs. However, sign 1, referred to as "signage to the front of 41 London Road" in the decision notice, is the subject of a separate application and does not form part of this appeal.

1.6 The three signs that have received advertisement consent have already been erected. Photographs of these signs and Store can be seen in **Appendix 6**.

1.7 **Appendix 7** contains the appeal forms.

2.0 SITE AND SURROUNDING AREA

2.1 The appeal site lies on the north side of London Road, Twyford's main shopping street. The site is irregularly shaped; the Store occupies the southern part of the site, with car parking in the northern part. The site is accessed and egressed off both London Road (ie to the south) and Wargrave Road (ie to the west).

2.2 The Store has a modern appearance. It is brick clad with a multi-pitched tiled roof. The main pedestrian entrance is located in the western corner of the Store. The service bay stands to the north-east of the Store. A coffee shop, which forms part of the Store, fronts London Road.

2.3 A variety of uses surround the Store. To the north of the site lie a telephone exchange and residential dwellings. To the east lie commercial properties and residential dwellings. To the south the Store fronts London Road upon which lie commercial properties. To the west lie two public houses and a bowling green.

2.4 The southern part of the site lies within the Twyford Village Conservation Area (See paragraphs 5.7 & 5.8).

3.0 RELEVANT CORRESPONDENCE

3.1 During the period in which the Council determined the advertisement application, it corresponded with the agent, Mr Daurat at John Lewis Plc, on three separate occasions. Copies of the Council's correspondence can be seen in chronical order in **Appendix 8**. *It should be noted that the correspondence also relates to the 'London* Road sign', 'Car park signs' and 'Lighting and CCTV'; none of which are of relevance to this appeal.

3.2 The Council's letter of 15 February 2000 states that internally illuminated signs are unacceptable within a conservation area. The letter also states that the two large 'Waitrose' signs fronting the service road (ie W6) and car park (ie W3) appear overly large. However, the letter adds that "it is accepted that they provide some break up of the flank walls". In addition, the letter seeks written consent that the coffee shop sign (ie W4) is located within the building

3.3 Heather Morgan's (ie case officer) hand written fax of 22 February 2000 states that the Council has no objection to the size or general location of the coffee shop sign (ie W4), but it should be behind the window glazing. In addition, the fax states that the high signage close to the entrance (ie W2) is considered to be unnecessary due to other signage in the immediate locality (ie W1). The service yard signage (ie W6) is also referred to and considered to be "totally unnecessary".

3.4 The Council's letter of 2 March 2000 accepts that halo lighting is acceptable, but questions the necessity for the signage to be white. The letter also specifically refers to the signs W2 & W6, which are again considered to be unnecessary.

3.5 It can be concluded from the above that the Council initially considered sign W6 only to be overly large, rather than totally unnecessary and the Council considered that sign W6 and sign W3 did break up the flank walls. In addition, the size and

location of the coffee shop sign (ie W4) is acceptable to the Council, provided it is internally, rather than externally displayed.

3.6 In addition to this correspondence, both the agents and ourselves had a number of conversations with the case officer over the time it was taking to determine this application. Assurances were especially given at the beginning of April that the application would be dealt with in an expeditious manner as the Store was due to open.

3.7 Despite these reassurances, the applicant had to open the Store in advance of obtaining consent for three of the signs and a decision was not received until nearly two further months had elapsed.

4.0 PLANNING POLICY

4.1 Planning policy of relevance to this appeal is contained within PPG19 'Outdoor Advertisement Control', the Town and Country Planning (Control of Advertisements) Regulations 1992, the Loddon Area Local Plan and the Wokingham District Local Plan (Deposit Draft) as modified.

PPG19 – *Outdoor Advertisement Control*

4.2 PPG19 was published in March 1992 and provides guidance on advertisement control and advertisement appeals. Paragraph 17 'Advertisement Control Policies', which can be seen in full in **Appendix 9** states:

> **"Even though advertisement control policies or design guidance may have been formulated having regard to matters of amenity and public safety, reference to these policies and guidance cannot by themselves be the decisive factor in determining whether an advertisement is to be permitted. Because the Advertisements Regulations require that applications be considered only in the interests of amenity and public safety, taking account of any material factors, it will always be necessary to assess the specific amenity and public safety merits of the proposed advertisement display (including relevant factors mentioned in this Guidance) in relation to the particular application site."**

It is clear from the above that the policies contained within the Loddon Area Local Plan and the Wokingham District Local Plan cannot in themselves be the decisive factor leading to the Council's part refusal of advertisement consent.

4.3 Paragraph 22 'Advertisements in Conservation Areas' (See Appendix 9) states:

> **"LPA's have the power to designate conservation areas. It is reasonable to expect that more exacting standards of advertisement control will prevail in conservation areas. However, the designation of a locality as a conservation area**

> **does not necessarily justify it also being defined as an 'Area of Special Control of Advertisements'. Many conservation areas are thriving commercial centres where the normal range of advertisements on commercial premises is to be expected, provided they do not detract from visual amenity. LPA's should use advertisement controls flexibly in such areas, so as to conserve or enhance particular features of architectural of historic interest".**

It is clear from the above that a balance should be struck between the desire of the local planning authority to conserve or enhance particular features of architectural or historic merit and the commercial character of a conservation area, or part of a conservation area. In fact, the above states that in commercial centres (which we consider to include Twyford), the normal range of advertisements on commercial premises is to be expected, provided they do not detract from visual amenity. Issues relating to the impact of the three signs on visual amenity are dealt with later. It should be noted that the site does not lie within an 'Area of Special Control of Advertisements'.

Loddon Area Local Plan

4.4 Policy LBE10 'New Advertisments' of the Loddon Area Local Plan is specifically referred to in the decision notice. The policy states:

> **"Advertisements will be permitted if they are considered to be well sited and do not detract from the area within which they are displayed. Within *conservation areas the applicant will need to demonstrate that the design* and location of the advertisement reflects the character of the area".**

The above policy and supporting text can be seen in **Appendix 10**. The design and proposed location of the three refused signs is discussed later.

Wokingham District Local Plan

4.5 Chapter 4 'Built Environment, Design & Heritage' of the Local Plan contains three policies of specific relevance to this appeal: Policy WBE1 'Developments in its Local Context'(ie not referred to in the decision notice), Policy WBE16 'Outdoor Advertisements' and Policy WHE2 'Retention and Enhancement of Features within Conservation Areas'. Only Policies WBE16 & WHE2 are referred to in the decision notice, but all three can be seen in **Appendix 11**.

4.6 Policy WBE1 covers general design issues, "requiring good contemporary design throughout the Plan area, which respects its local context". In addition, the Policy states that the "Council will have regard to visual impact". It is considered that the three signs which were refused advertisement consent add to the good contemporary design of the Waitrose store, especially signs W2 & W6, which add visual interest to otherwise blank walls. Hence, the signs result in a positive visual impact. The contemporary style and appearance of the Store is matched by the six signs.

4.7 Policy WBE16 states that "advertisements will only be permitted which are sympathetic to their surroundings in relation to amenity and highway safety". It is considered that visual amenity is the only issue, as there are no highway safety issues relating to signs W2, W4 & W6. The relationship of the signs to their surroundings are dealt with in detail in Section 5.

4.8 Policy WBE16 goes on to state that "particular regard will be paid to residential amenity in considering applications that are in or close to residential areas". Although residential dwellings do lie reasonably close to the Store, the area within which the Store stands is primarily commercial. In addition, the distance between the Store and the closest residential dwellings is such that the additional signage proposed for the Store will have minimal visual impact and hence will not affect residential amenity..

4.9 Policy WHE2 states that "the Council will seek to retain and enhance those features that make up the distinct character of conservation areas". It is considered that the

erection of sign W2 would retain the character of the Conservation Area, not only because of its proposed location and design, but also as it faces 'out', away from the Conservation Area. In addition, being located on the north-west elevation, the sign would be erected on the edge of the Conservation Area. It is considered that sign W6, due to its positioning on the north-east elevation, can only be seen from certain angles (ie particularly from the north) and therefore would not affect the character of the Conservation Area; primarily the sign is visible from outside the Conservation Area. It is proposed that sign W4 will front London Road and therefore will have a visual impact on the Conservation Area. However, the impact of the sign is considered to enhance the Conservation Area, due to its size, shape and positioning. It allows the part of the Store upon which it is attached to be read, in visual terms, as another retail unit on London Road, rather than a nameless intrusion into the street scene, as at present.

5.0 OTHER ISSUES

5.1 There are a number of issues which deserve detailed consideration in relation to this advertisement appeal. They are as follows:

Illumination, Colour & Material

5.2 The Waitrose signs (ie W1 – W3, W5 & W6) are halo illuminated, with white faces and returns. Sign W4 is proposed to be of a similar appearance, but will be non-illuminated. The standard corporate appearance of the Waitrose signs is common place in towns and cities throughout the Country. The decision notice does not refer to the illumination, colour or design of the signs that did not receive advertisement consent. Therefore, these three points are considered to be acceptable to the Council, in particular, as the signs that received consent are the same.

Siting

5.3.1 The siting of the three refused signs (ie W2, W4 & W6) is of particular importance to this appeal. The proposed siting of all three is sought for different reasons.

Sign W2

5.3.2 Sign W2 is considered to be necessary so as to attract shoppers attention to the main Store entrance, especially those who have parked in the northern corner of the site. A combination of the presence of the sign and the entrance canopy is such that it should attract shoppers to the main entrance. Due to the angle of the sign above the main entrance, it is difficult or impossible to see it from certain parts of the car park. It is considered to be necessary the an additional sign is erected, guiding shoppers toward the Store entrance.

Sign W4

5.3.3 Sign W4 is proposed to be located in a non-illuminated form in front of the glazing, on the south-east elevation of the Store, on the coffee shop. The erection of this sign is considered to be particularly important, giving the Store a presence on London Road. As is clearly demonstrated in Photograph No 7 (See Appendix 6), the existing sign cannot be seen from certain parts of London Road. The narrow field of view of the existing sign from London Road is illustrated in plan form in **Appendix 12**; as is a comparative plan which shows the wide field of view that would result from the installation of the proposed sign. In addition, the presence of the proposed sign would give identity to the coffee shop, which presently appears as a nameless unit on London Road.

Sign W6

5.3.4 Sign W6 is considered to be appropriately placed so as to inform shoppers of the location of the Store. Shoppers travelling north-east to south-west along London Road, accessing the Store from London Road, will be unaware of the location of the Store without the erection of sign W6. In travelling to the Store via this route, a shopper, at present, would not see a Waitrose sign attached to the Store until they have entered the car park, looked behind them and seen sign W3. If they do not see sign W6, it will not be immediately apparent where the Store is.

Size

5.4 Signs W2, W4 & W6 are all considered to be appropriately sized, fully respecting their proposed location on the elevations of the Waitrose store. Sign W2 respects both the vertical and horizontal dimensions of the wall on which it is to be located, as well as the horizontal dark brick courses. Sign W4 also respects the dimensions of the elevation upon which it is proposed to be located (this is acknowledged in writing by the Council), in front of the coffee shop glazing. Although sign W6 is a large sign, each letter measuring 900mm in height, it is proposed to be located on a

7-8m high wall. The large sign proposed is considered to respect the proportions of the Service bay wall and adds visual interest to an otherwise blank brick wall.

Proliferation & Visual Clutter

5.5 The Waitrose Store has a sales area of 20,861 sq ft and therefore, according to the PPG6 definition, is defined as a large supermarket. It is considered that the present provision of only three signs is particularly small in number, for such a large food store. Even with the proposed number of signs (ie six) it is not considered that there is a "proliferation" of signs, as suggested by the Council.

5.6 It is also considered that the erection of the proposed signs will not result in "visual clutter". All three signs are proposed to be located on presently blank walls/glazing and could arguably be considered to add visual interest to the Store.

Twyford Village Conservation Area

5.7 A fundamental criteria that is applied to any development within a conservation area is whether or not the development either preserves or enhances the appearance of the conservation area. The Twyford Village Conservation Area in this location comprises a mix of buildings of various styles. The 'Twyford & Twyford Station Conservation Area Studies' document, published by the District Council, specifically refers to London Road and Wargrave Road; three extracts of the document are contained within **Appendix 13**. Aspley House, a Grade 2 listed building, stands to the south-west of the Store. This building is not referred to in the decision notice and the setting of this listed building would not be affected.

5.8 It is considered that the appeal property has a beneficial affect on the appearance of the conservation area and respects the appearance of the other commercial properties on London Road. It is considered that given the appearance of the Waitrose signs and their proposed placement on the Store, the overall visual appearance of the Store

will enhance the appearance of the Conservation Area, rather than having a detrimental impact as the Council consider.

5.9 In correspondence from the Council they referred to the proposed signs as being "unnecessary". It is a matter of commercial consideration as to whether the signs are necessary for the Store to fulfil its function of meeting local shopping needs. The question of need is specifically addressed in paragraph 9 of PPG19, where it is accepted that anyone proposing to display an advertisement "needs" the advertisement in that particular location. It is therefore not appropriate for the Council to make a judgement on the need for a particular advertisement.

6.0 CONCLUSION

6.1 This advertisement appeal seeks to overturn the part refusal of advertisement consent by Wokingham District Council in relation to the Waitrose Store, Twyford. For the following reasons we ask that part of the Council's decision is overturned:

- The proposed signs have a simple, high quality appearance which on the Waitrose store, due to their size and location, enhance the visual amenity of the both the building and the Twyford Village Conservation Area.
- The signs reflect the commercial character of London Road and are appropriate to the Store.
- All three signs are considered to be important in identifying the Store, which at present has an anonymous appearance, especially from certain angles.
- Signs W2 & W6 bring visual interest to otherwise blank walls.
- The placement of sign W4 on the outside of the glazing is crucial in terms of advertising the existence of the Store on London Road. The size and positioning of the sign is acknowledged as being acceptable to the Council.
- The signs are necessary to inform customers of the Store's existence and sign W2 guides customers to the Store's main entrance.
- The proposed three signs successfully achieve the balance between commercial considerations and the protection of the Conservation Area as set out in PPG19.
- Contrary to the reason for refusal, the appeal signs' size, position and number will benefit the visual amenity and hence character of the Twyford Village Conservation Area. The proposal is therefore in accordance with Local Plan policy.
- There are no highway safety issues relating to the three signs.

APPENDIX 1

6020/5.1

1782/a

You are advised to read the accompanying notes before completing any part of this form.

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

Town and Country Planning Act 1990 (Schedule 2 to the 1989 Regulations)

The Town and Country Planning (Consent to Display Advertisements) Amendment Regulations 1993. All documents to be submitted in quadruplicate.

Completed copies of this form and the drawing specified overleaf (see Note 3) should be sent to:- **Wokingham District Council, Planning Department, PO Box No. 157, Civic Offices, Shute End, Wokingham, Berkshire, RG40 1WR.**

1. APPLICANT (Block capitals please)

Full Name: WAITROSE LTD

Address: 171, VICTORIA ST.

LONDON Post Code SW1E 5NN

Tel. No. 0171 828 1000.

2. AGENT (if any) (Block capitals please)

Full Name JOHN LEWIS plc

Address: 171, VICTORIA ST.

LONDON Post Code SW1E 5N

Tel. No. 0171 828 1000.

3. Full postal address or location of the land on which the advertisement is to be displayed.

NEW WAITROSE STORE
LONDON ROAD, TWYFORD
READING BERKS RG10 9EH.

4. State the purpose for which the land or building is now used.

NEW WAITROSE STORE.

5. (a) Has the applicant an interest in the land?

YES / ~~NO~~*

(b) If **NO**, has the permission of the owner, or of any other person entitled to give permission for the display of the advertisement, been obtained?

(See Note 4) **YES / NO** *

6. (a) State the nature of the advertisement (e.g. hoarding, shop sign, projecting sign, etc.)

SHOP SIGNS
CAR PARK SIGNS.

(b) Is the advertisement already being displayed?

~~YES~~ / NO *

7. (a) Will the advertisement be illuminated?

YES / ~~NO~~*

(b) If **YES**, state the type of illumination (e.g. internally, externally, floodlighting, etc.)

INTERNALLY.

(c) Will the illumination be static or intermittent?

STATIC.

8. Period for which consent is sought (See Note 2).

5 YEARS OR LONGER.

9. Any additional information which you may wish to supply.

-

*** Delete as appropriate**

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ 50

Signed ..... (applicant/agent) Date 4.1.2000

T. BANKS.

DATA PROTECTION ACT 1984
'Information contained in this form is likely to be personal data within the terms of the Data Protection Act 1984, and as such will be held by the Council on computer (such as the PLANAPS applications processing system) and may be used by the Council only for purposes registered under the terms of the Data Protection Act.'

APPENDIX 2

Tel. **(0118) 974 6446**

Date: 24 January 2000

6020/5.1

Your Ref:

My Ref: **Heather Morgan - A/2000/0350**
2000 0350

Waitrose Ltd
C/O John Lewis Plc
171
Victoria Street
London
SW1E 5NN

Environmental Services Department
Planning Services
P.O. Box 157
Shute End, Wokingham
Berkshire RG40 1WR
Tel: (0118) 974 6000
Fax: (0118) 974 6484
Minicom No: (0118) 974 6991
DX: 33506 – Wokingham

Dear Sir/Madam

Application Number: A/2000/0350

Site Address: London Road Reading.

Proposal: Proposed erection of internally illuminated shop and car park signs..

Thank you for the above application, which has now been accepted along with the sum of £50 in fees.

The Council will try to deal with your application within 8 weeks. However, it is not always possible to do so, particularly in the case of complex schemes, and those that require modification. If you have not received notification of the outcome of your application by **07/03/2000** you have the right to appeal to the Secretary of State for the Environment, Transport and the Regions. Appeals must be made within 6 months of this date, on a form, which is available from the Department of the Environment, Transport and the Regions.

If you have any queries concerning your application please contact your case officer, **Heather Morgan,** on **(0118) 974 6446** quoting reference number **A/2000/0350.**

Please note that approval under Building Regulations may be required for the proposed development, for which a separate application must be made. To obtain advice on this matter, you may contact the Building Control Section of the District Council on 0118 974 6375.

Yours faithfully,

Chris Wood
Head of Planning and Transportation

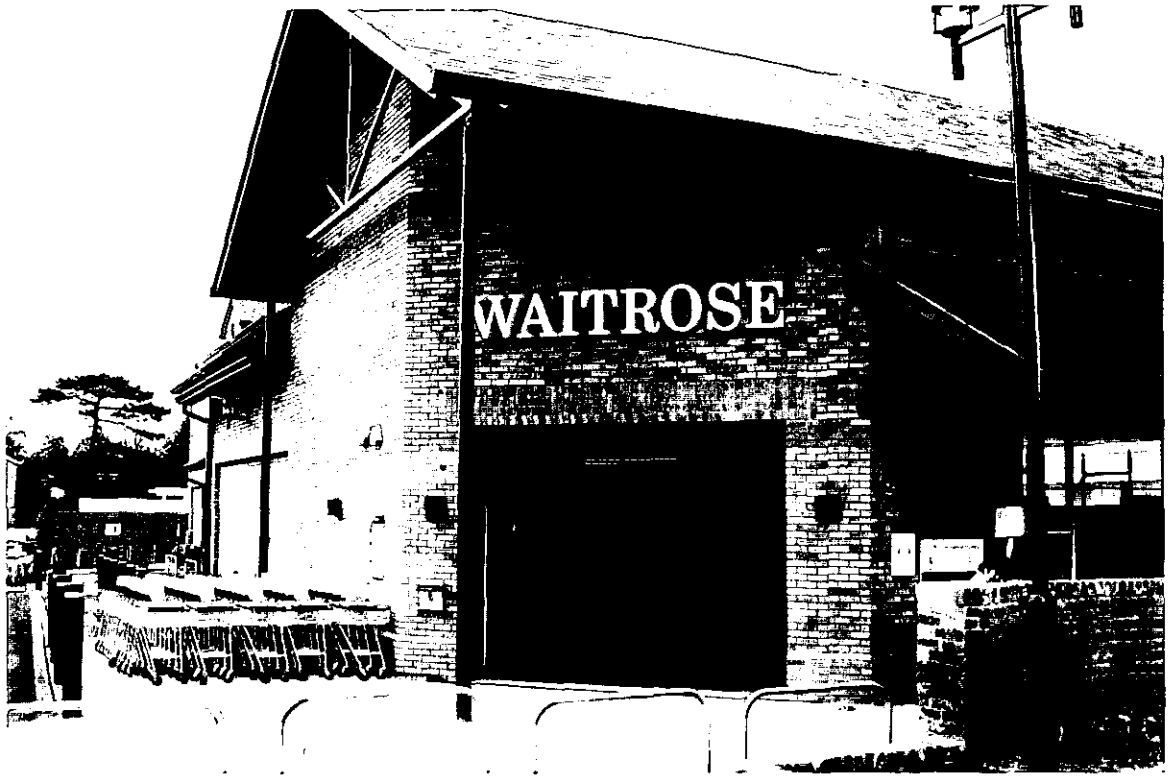
Please display site notices where shown on attached map.

APPENDIX 3

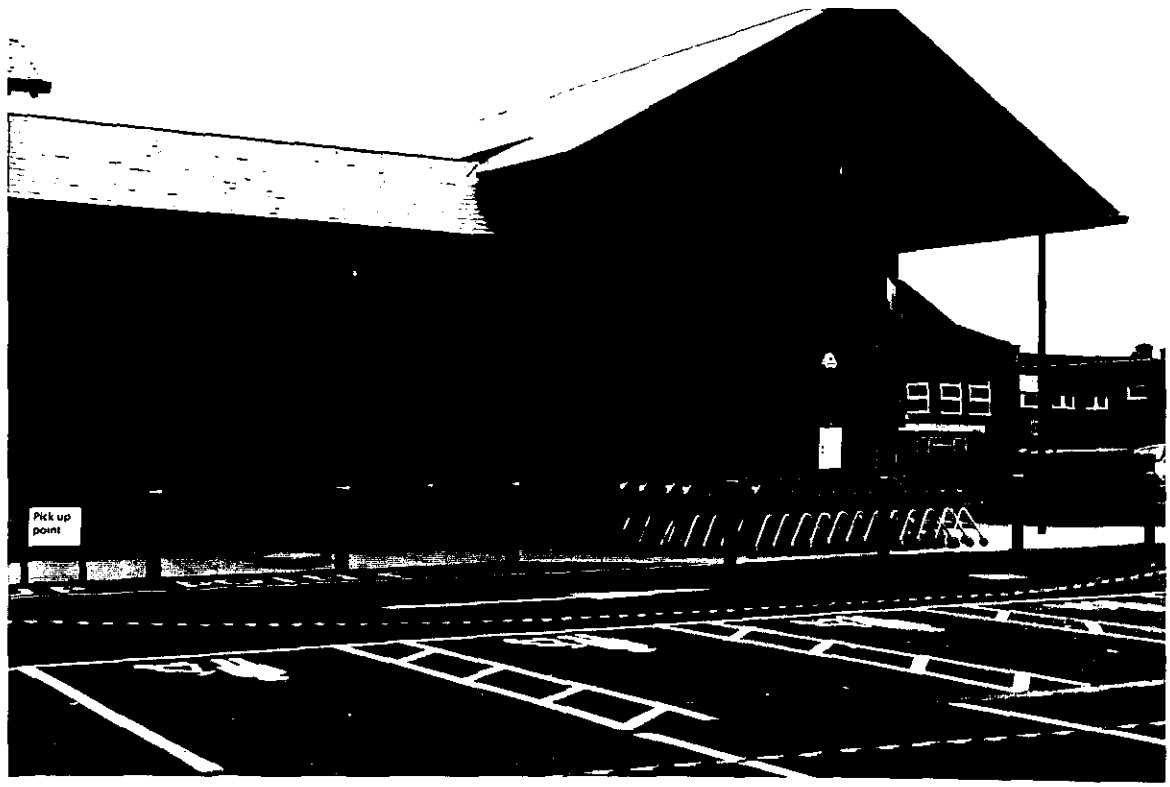
APPENDIX 4

APPENDIX 5

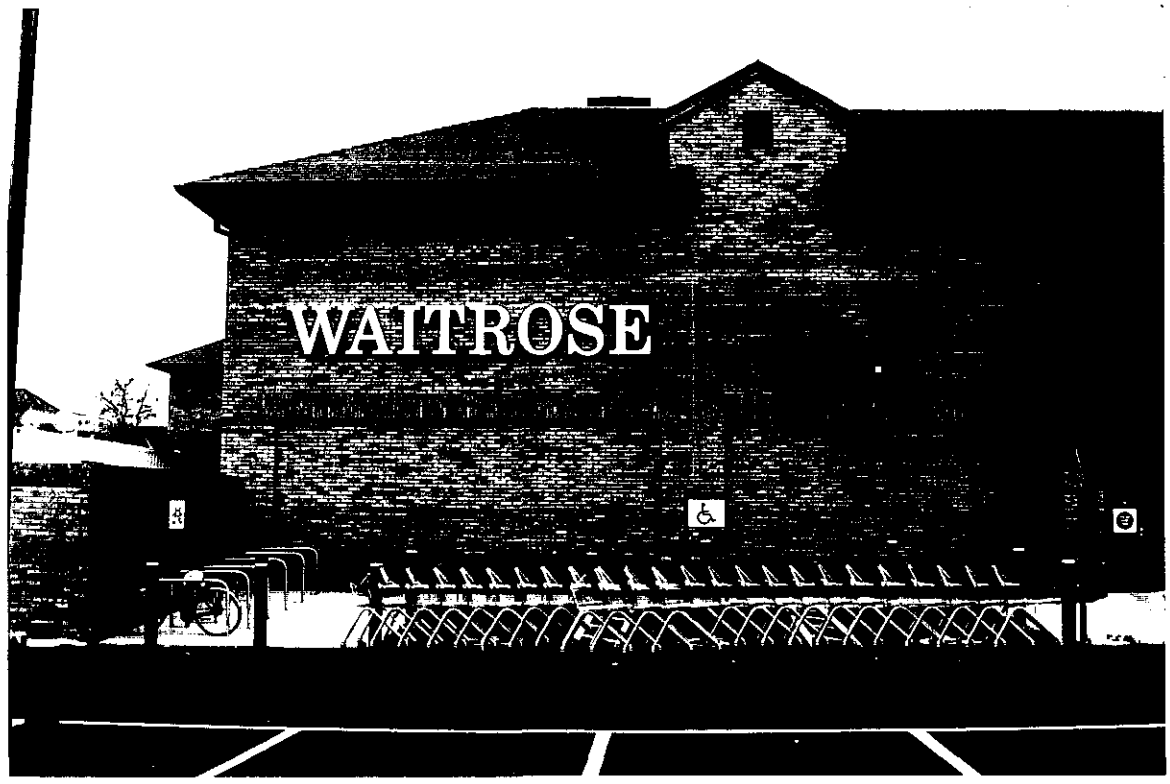
APPENDIX 6



PHOTOGRAPH 1
Sign W1, approved 'Waitrose' sign above main store entrance



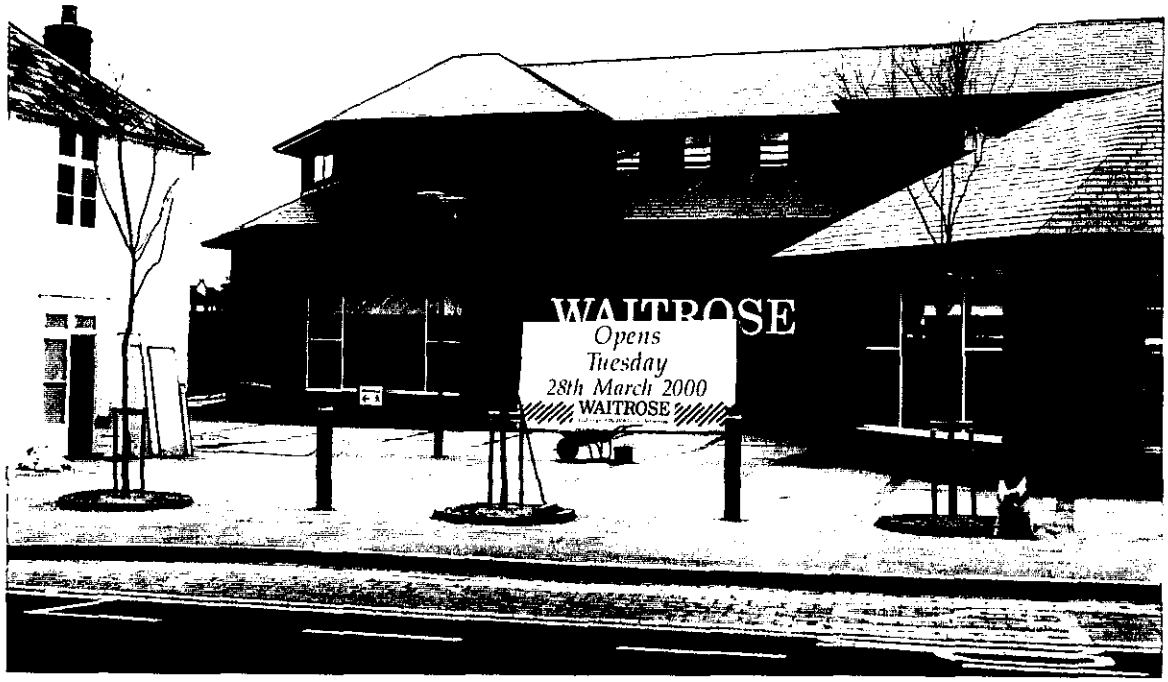
PHOTOGRAPH 2
Proposed location of sign W2, to left of main entrance



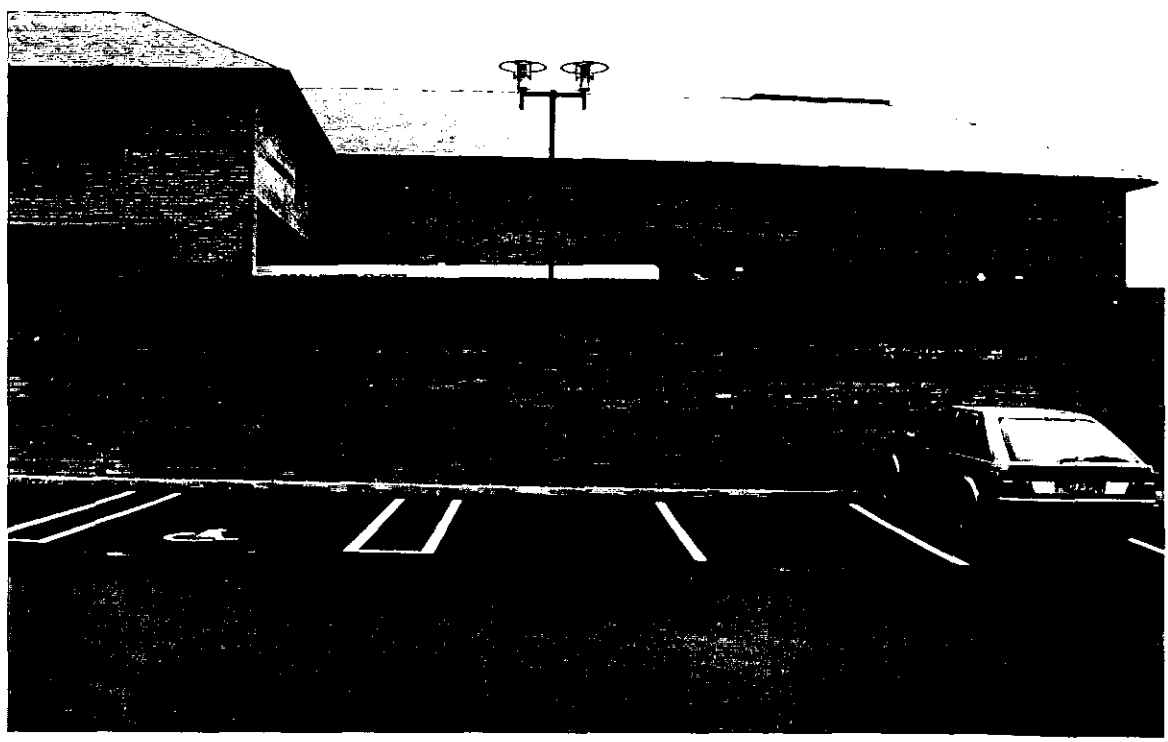
PHOTOGRAPH 3
Sign W3, approved 'Waitrose' sign, the only sign on the north-west elevation



PHOTOGRAPH 4
Proposed location of sign W4, in front of glazing on coffee shop



PHOTOGRAPH 5
Sign W5, approved 'Waitrose' sign to left of coffee shop



PHOTOGRAPH 6
Proposed location of sign W6, on north-east elevation



PHOTOGRAPH 7
View of Waitrose store from London Road. From this angle, the anonymity of the store is apparent



PHOTOGRAPH 8
Due to the presence of only one sign on north-east elevation, shoppers will be drawn towards sign W3 from the car park rather than the store's entrance

APPENDIX 7

THE PLANNING INSPECTORATE

DOE 14075B
Sheet 1
Rev Feb 2000

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

ADVERTISEMENT APPEAL TO THE SECRETARY OF STATE FOR THE ENVIRONMENT, TRANSPORT AND THE REGIONS

THE PLANNING INSPECTORATE, [PINS (AA) 5], ROOM 12/22, TOLLGATE HOUSE, HOULTON STREET, BRISTOL BS2 9DJ

- PLEASE READ THE ATTACHED NOTES FOR GUIDANCE BEFORE COMPLETING YOUR APPEAL
- PUT X IN THE APPROPRIATE BOX THROUGHOUT.

A - Appellant's details (please use capital letters)

1. Full name WAITROSE LIMITED
Address 371 VICTORIA STREET
LONDON
Post code SW1E 5NN
Telephone No: —— Your ref: ——

Name and address of any agent or professional representative to whom letters should be sent
CGMS LTD (ATTN: JOHN BROOKS)
7TH FLOOR, NEWSPAPER HOUSE
8-16 GREAT NEW STREET
LONDON
Post code EC4A 3BN
Telephone No 0207 5836737 Your ref: JB/2198

B - Appeal and grounds

2. I appeal against:-
WOKINGHAM DISTRICT Council's decision on (date) 25 MAY 2000 (ref) F/2000/0350

[X] to refuse consent for the display of advertisement(s);

[ ] condition(s) imposed by the Council on the grant of consent advertisement(s);

[ ] the Council's failure to give notice within the specified period of their decision on an application, or that it has been referred to the Secretary of State for the Environment

[ ] the Council's service of a discontinuance notice on (date) ..... (ref) .....

To accompany copy of the appeal sent to the Planning Inspectorate

3. I enclose a copy of:-

[X] the advertisement made to the Council;

[X] all relevant plans and particulars submitted to the Council;

[X] the notice of the Council's decision;

[X] any relevant correspondence with the Council;

[ ] the discontinuance served by the Council.

4. Description, measurements and colours, including details of illumination if applicable, of the advertisement(s) involved in this appeal.

ERECTION OF THREE "WAITROSE" SIGNS ON STORE IN TWYFORD. DETAILS OF SIGNS ARE SET OUT IN SUPPORTING STATEMENT.

5a. Address or location of the site to which the appeal relates.

WAITROSE STORE, LONDON ROAD, TWYFORD

5b. Has the land/site owners consent been obtained?	NO [ ]	YES [X]
5c. Is the site on highway land?	NO [X]	YES [ ]
6. Is the advertisement in position?	NO [X]	YES [ ]

7. Is there any other current appeal to the Secretary of State involving this site in any way?

NO [X] YES [ ]

If yes, what is it?

- [ ] An appeal under Town and Country Planning (Control of Advertisements) Regulations 1992
- [ ] A planning appeal under section 78 of the Town and Country Planning Act 1990
- [ ] An enforcement appeal under section 174 of the 1990 Act
- [ ] An appeal involving any listed building on the site

8. Please state the precise grounds or reasons for your appeal (use additional paper if necessary)

SEE SUPPORTING STATEMENT

C - Late appeals

9. If your appeal is late (see Notes for Guidance), please give reasons for the delay. (use additional paper if necessary)

NOT APPLICABLE

D - Procedures for deciding your appeal

10. Which procedure do you wish to be used in deciding your appeal?

- [X] consideration of written statements, photographs and an unaccompanied site inspection by an officer of the Inspectorate
- [ ] a hearing at which I or my representatives and a representative of the Council will make oral representations to an officer of the Inspectorate

If the last box is indicated, it would be helpful if you could state fully your reasons why the written representations method would be inadequate in this case. (use additional paper if necessary).

I certify I have sent a copy of this appeal to the Council against whose decision I am appealing.

Date 28 June 2000 Signature GMS Ltd

(on behalf of) [illegible] LIMITED

APPENDIX 8

Tel. 0118 974 6446 (Direct Line)
E-mail: Heather.Morgan@wokingham.gov.uk
Date. 15 February 2000
My ref. HPM/A/2000/0350
Your ref.

6020/5.1

Environmental Services Department
Planning Services
P.O. Box 157
Shute End, Wokingham
Berkshire RG40 1WR
Tel: (0118) 974 6000
Fax: (0118) 974 6484
Minicom No: (0118) 977 8909
DX: 33506 – Wokingham

RECEIVED
16 FEB 2000
BUILDING GROUP

Mr. G. Daurat,
John Lewis PLC,
Building Directorate,
171 Victoria Street,
London.
SW1E 5NN.

BY FAX AND POST

WITHOUT PREJUDICE

Dear Mr. Daurat,

PROPOSED ERECTION OF INTERNALLY ILLUMINATED SHOP AND CAR PARK SIGNS
WAITROSE, LONDON ROAD, TWYFORD

I refer to the current application in respect of the above site. Having visited the site and received the comments from our Highways and Conservation sections the following amendments are requested:

London Road sign
The opening hours sign on the London Road frontage is to be looked at afresh as it currently lies within highway land. As it stands at present, consent would not be forthcoming. I understand that you are likely to either reposition the sign on the adjacent property or provide two signs on the flank walls of the properties either side of the entrance road. In both these instances you will need to obtain the necessary permissions and the advert application form will need to be amended to reflect this.

Car park signs
The signs should be relocated so that they are clear of parking spaces i.e. not in spaces, but on verges, kerbs etc.
The disabled parking signs should be located to the middle of the spaces, not at end of the gap used for wheelchair access.
The pedestrian crossing sign should be located in advance of the crossing to warn drivers.
Warning sign of HGV manoeuvres to be added to sign J.
Signs L, N and H at entry/exit points must not encroach into the entry/exit lanes.
Mounting height for signs where pedestrians are likely to walk shall be 2.4m to bottom of the sign minimum from the ground.

There is no objection in principle and the designs are deemed acceptable. However, it is considered that there is a proliferation of signs which are unnecessary. It is considered only one sign B and D are necessary. It is considered the number of 'disclaimer' signs should be reduced. Details do not appear to have been submitted in respect of position and height of sign F.
Consideration should be given to deleting one sign N adjacent to the main entrance.
Please advise whether all the signs can be reduced further in size in order to minimise their impact. It would also assist if the dimensions could be given at a scale of 1:5 and not 1:4.

Building signage
Internally illuminated signs are deemed unacceptable within a Conservation Area. These will need to be amended so that they are externally illuminated and details of the lighting will need to be submitted. There is also some concern at the Perspex materials to be used. Alternatives need to be discussed with Harold Sanders. His contact number is (0118) 974 6465.
Please provide written confirmation that the sign in the coffee stop is to be located within the building.
Delete the service yard sign on the flank wall. It is considered there are already sufficient signs to direct drivers.
The two large Waitrose signs fronting the service road and the car park appear to be overly large. It is accepted that they provide some break up of the flank walls. The size of the signs should be reduced width and depth.

I understand you wish matters to be resolved as quickly as possible. I look forward to receipt of amended plans in the near future.

Yours sincerely,

HEATHER MORGAN
Senior Planning Officer
cc: H. Sanders

6020/5.1

Wokingham District Council Environmental Services Department, PO Box 157, Shute End, Wokingham, Berks, RG40 1WR

FAX

Date: 22/2/00

Number of pages including cover sheet: 2

To:
Enrico Durrat

Phone (0118) 932 0597
Fax phone:
CC:

From:
Heather Morgan
Senior Planning Officer

Phone (0118) 974 6446
Fax phone: 0118 9746484

REMARKS: ☑ Urgent ☐ For your review ☐ Reply ASAP ☐ Please comment

See attached sheet for comments in respect of bore signage

Heather Morgan

P.S I look forward to receipt of lighting plans, elevations, and lighting levels in the very near future

London Road Frontage

① Signage in coffee shop.
No objection to the size or general location of the sign.
Needs to be relocated so that it is behind the window glazing of the coffee shop.

② Signage on the wall.
No objection to the size or position of the sign.
Typeface letters need to be dark brown / dark green / black with halo lighting (as per example quoted for Gloucester Road).

Main Store entrance

① No objection to the size and location of the sign over the main entrance.
Typeface letters need to be dark brown / dark green / black with halo lighting.

② 0.6m high signage close to the entrance is considered to be unnecessary, due to other signage in the immediate locality. This should be deleted.

③ 0.9m high signage in revised position closer to the edge of the building and at a lower level below the decorative banding is acceptable in principle, on the basis that the sign on the flank elevation fronting the service yard is deleted. This signage should be dark brown / dark green / black and halo lit.

Service Yard Frontage

① This sign is totally unnecessary. This should be deleted in its entirety.

Tel. 0118 974 6446 (Direct Line)
E-mail: Heather.Morgan@wokingham.gov.uk
Date. 2 March, 2000
My ref. HPM/A/2000/0350
Your ref.

Environmental Services Department
Planning Services
P.O. Box 157
Shute End, Wokingham
Berkshire RG40 1WR
Tel: (0118) 974 6000
Fax: (0118) 974 6484
Minicom No: (0118) 977 8909
DX: 33506 – Wokingham

Mr. G. Daurat,
John Lewis Partnesip,
171 Victoria Street,
London.
SW1E 5NN.

WITHOUT PREJUDICE

BY FAX AND POST

Dear Mr. Daurat,

PROPOSED ERECTION OF INTERNALLY ILLUMINATED SHOP AND CAR PARK SIGNS
PROPOSED CCTV AND LIGHTING
WAITROSE SITE, LONDON ROAD, TWYFORD

I refer to your faxed letter dated 24 February 2000 in response to my earlier correspondence, in respect of the above. I will respond to each point raised in turn.

Signage
I am pleased to note that you are happy to provide halo lighting but am concerned that you consider it necessary for the signage to be white. I assume the purpose of the halo lighting is to ensure the lettering as a whole is visible, and it's purpose is not to light individual letters. White lettering will be too visually prominent on the face of the building. It is considered that green lettering would be an acceptable compromise. It is considered this would ensure the signage is visible without being too prominent.

Notwithstanding the points you have raised in respect of need for signage to provide 'architectural embellishment' it is not considered necessary for signage to be present on the service yard elevation or adjacent to the main entrance. These signs are not visible from any public viewpoint, other than residents in the immediate area. It is considered that shoppers will know it's a Waitrose store as annotated signage will have already directed them into the site. The Local Planning Authority does not consider the elevation to be so bland as to necessitate a proliferation of signage. This local Member is of the same view on this matter.

Please advise me as soon as possible whether these amendments are acceptable. If not, the application will be determined as it stands at present.

Lighting and CCTV

I am in receipt of the details in compliance with condition 25 in respect of the above. As explained on the telephone, adequate time will need to be given to internal consultees and the Parish Council to allow them a reasonable period to respopnd. I have also just received your fax highlighting the need for this height of lighting column. Having briefly perused the plans, I note that no details appear to have been submitted in respect of the height of the CCTV cameras. In addition, I would need confirmation that the cameras are to be fixed. It would also assist if the areas the cameras will cover could shown on the plan, plus a letter confirming the angle of the camera. This information is needed in order to ensure that the privacy of nearby residents will not be adversely affected.

Please provide this information as soon as possible, as a determination cannot be contemplated until this is received.

Yours sincerely,

Heather Morgan

HEATHER MORGAN

Senior Planning Officer

cc: Director of Development and Services
Chief Architect – Waitrose
Group Leader Architect (M J Fenn)
Senior Development Manager (New Branches)

APPENDIX 9

Considerations of "public safety"

15. In assessing an advertisement's impact on "public safety", LPAs are expected to have regard to its effect upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), on or over water, or in the air. LPAs will therefore consider such matters as the likely behaviour of drivers of vehicles who will see the advertisement; possible confusion with any traffic sign or other signal; or possible interference with a navigational light or an aerial beacon. LPAs will also bear in mind that some advertisements can positively benefit public safety by directing drivers to their destination. In their assessment of the public safety implications of an advertisement display, LPAs will assume that the primary purpose of an advertisement is to attract people's attention and will therefore not automatically presume that an advertisement will distract the attention of passers-by, whether they are drivers, cyclists or pedestrians. The vital consideration, in assessing an advertisement's impact, is whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting, or so confusing, that it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care for their own and others' safety. Further advice on assessing the public safety implications of the display of an advertisement is given in DOE Circular 5/92 (WO 14/92).

16. When considering public safety factors, LPAs will usually consult other relevant organisations who have an interest in the display of the advertisement. For example, they will consult the highway authority about an advertisement which is to be displayed alongside a trunk road or within view from a motorway, or where they consider that the safety of people using the highway may be affected.

Advertisement control policies

17. Many LPAs have adopted (usually after public consultation) policies, often with associated design guidance, controlling outdoor advertisements in their area, or in particular parts of their area where the display of poorly designed advertisements will be especially harmful. Such policies and guidance can be helpful in advising prospective advertisers on the type of advertising displays which are likely to prove acceptable in the locality. The policies are sometimes associated with policies for the development of shop-fronts or commercial premises in High Street locations, or with policies for conservation areas. These policy statements will be a material factor in considering an advertisement application: as in other planning proceedings, those that are incorporated in a statutory development plan will be accorded greater weight as a material consideration. Policy statements should give clear guidance to prospective advertisers on the likely acceptability of their proposals and provide a basis for rational and consistent decisions on advertisement applications. Design guidance should allow for flexibility in design, avoiding excessive prescription and detail, and concentrating rather on the broad framework within which advertisement proposals will be considered. But even though advertisement control policies or design guidance may have been formulated having regard to matters of amenity and public safety, references to these policies and guidance cannot by themselves be the decisive factor in determining whether an advertisement is to be permitted. Because the Advertisements Regulations require that applications be considered only in the interests of amenity and public safety, taking account of any material factors, it will always be necessary to assess the specific amenity and public safety merits of the proposed advertisement display (including relevant factors mentioned in this Guidance) in relation to the particular application site.

Reasons for advertisement control decisions

18. As with all other planning control decisions, LPAs should give reasons for any advertisement control refusal which are complete, precise, clear, specific and relevant to the particular application. This is especially important for anyone who may be considering the submission of an advertisement appeal to the Secretary of State. It is *never* sufficient for the LPA merely to state that a proposal has been refused "in the interests of amenity" or "because it is contrary to the interests of public safety". The specific reasons why, in the LPA's view, an advertisement proposal is contrary to the interests of amenity, or prejudicial to public safety, *at the particular site*, must always be stated. A succinct statement of reasons is preferable. A "split" decision where part of the application proposals is acceptable and part not, enables the advertiser to be entirely clear about which part of his proposals is unacceptable.

Advertisement control conditions

19. Regulation 13, which enables LPAs to grant "express consent" for the display of an advertisement, or the use of a site for an advertisement display, also provides for the grant of consent "subject ... to such additional conditions as they think fit, ..." The main purposes for which conditions may be imposed are:

> "(a) regulating the display of advertisements to which the consent relates;
>
> (b) regulating the use for the display of advertisements of the site to which the application relates or any adjacent land under the control of the applicant, or requiring the carrying out of works on any such land;

(c) requiring the removal of any advertisement or the discontinuance of any use of land authorised by the consent, at the end of a specified period, and the carrying out of any works then required for the reinstatement of the land."

The use of this power may enable the LPA to allow an advertisement proposal for which they would otherwise have refused consent. As with ordinary planning conditions, advertisement control conditions should only be imposed where they are:

* necessary
* relevant to advertisement control, that is amenity and public safety
* relevant to the proposed advertisement
* enforceable
* precise
* reasonable in all other respects.

In considering whether a particular condition can be justified, a key factor is whether consent would have to be refused in the absence of the condition. If not, any such condition needs special justification in order to leave no doubt about why it is being imposed.

20. All outdoor advertisements are also required to comply with the five standard conditions imposed by the Control of Advertisements Regulations. One condition is that the advertisement, or any site used for the display of advertisements, must be maintained in a clean and tidy condition. Although such a condition may seem superfluous for an advertisement on a shop, where it will be in a trader's interest to keep the premises clean and tidy, many advertisements displayed on isolated sites. The site can easily become covered in litter and rubbish or the advertisement's surfaces may be disfigured by graffiti. This standard condition therefore requires the advertiser to maintain the advertisement and the site in a tidy state, to the reasonable satisfaction of the LPA. Enforcement of this condition should usually be straight forward.

21. Because the Control of Advertisements Regulations provide a comprehensive and self-contained regime for the control of outdoor advertisements, it is most undesirable for LPAs to impose conditions relating to advertisements when they are granting planning permission for development which happens to include advertisement features, particularly where the condition purports to limit, or remove, the benefit of any "deemed consent" for the display of an advertisement granted by the Secretary of State, by virtue of the provisions of Regulation 6 of the Regulations.

Advertisements in Conservation Areas

22. LPAs have the power (in section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990) to designate conservation areas. It is reasonable to expect that more exacting standards of advertisement control will prevail in conservation areas. However, the designation of a locality as a conservation area does not necessarily justify its also being defined as an "Area of Special Control of Advertisements". Many conservation areas are thriving commercial centres where the normal range of advertisements on commercial premises is to be expected, provided they do not detract from visual amenity. LPAs should use advertisement controls flexibly in such areas, so as to conserve or enhance particular features of architectural or historic interest.

23. Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 provides that where an area is designated as a conservation area "... special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area" in the exercise of any of the provisions of the Planning Acts. This includes the control of outdoor advertisements. LPAs will therefore need to bear this provision in mind when considering any advertisement application in a conservation area.

"Listed" buildings and Ancient Monuments

24. Additional controls usually apply to advertisements for display on listed buildings, and on the site of a scheduled Ancient Monument. This is because almost all advertisements on listed buildings or scheduled monuments will constitute an "alteration" to the building or the monument's site and, therefore, require listed building or scheduled monument consent in addition to any advertisement consent. Special care is essential to ensure that any advertisement displayed on, or close to, a listed building or scheduled monument does not detract from the integrity of the building's design, historical character or structure, and does not spoil or compromise its setting.

Areas of Special Control of Advertisements and other special areas

25. In the National Parks, the Broads, all Areas of Outstanding Natural Beauty and conservation areas, stricter controls usually apply to the display of advertisements which do not require the LPA's express consent. For example, the normal short-term exemption from control for balloon advertising does not apply, nor does the "deemed consent" for certain internally illuminated advertisements; and hoardings around temporary construction sites may not display an advertisement without the LPA's express consent. Because of the necessity of preserving or enhancing the appearance of these areas, applications for express consent will also

APPENDIX 10

AMENITY VALUE THE DISTRICT COUNCIL WILL FORMALLY MAKE TREE PRESERVATION ORDERS.

ADVERTISEMENTS

1.4.16 The presence of advertisements in the urban environment can either enliven or spoil the street scene in which they are displayed. Appropriately designed and sited advertisements can have a severely detrimental effect on the visual quality of the built environment. Alternatively many signs and advertisements are appropriate to the location in which they are displayed and reinforce the vitality and character of a particular location.

1.4.17 There is a requirement to control the effect which advertisements have on the built environment. The Town and Country Planning (Control of Advertisements) Regulations 1992 gives District Councils the statutory authority to control the display of certain advertisements. Furthermore, provisions exist under the same regulations for the removal of an advertisement on the grounds of amenity or safety whether it is initially under the control of the District Council or not.

1.4.18 There is inevitably a concern on behalf of the District Council to ensure that all advertisements wherever they may be displayed should add to the amenity of the area rather than detract from it. Stricter rules with regard to the erection of "For Sale" signs now apply. Wokingham District Council will seek to ensure that estate agents throughout the District abide by these new regulations.

❖ LBE10 NEW ADVERTISEMENTS

ADVERTISEMENTS WILL BE PERMITTED IF THEY ARE CONSIDERED TO BE WELL SITED AND DO NOT DETRACT FROM THE AREA WITHIN WHICH THEY ARE DISPLAYED. WITHIN CONSERVATION AREAS THE APPLICANT WILL NEED TO DEMONSTRATE THAT THE DESIGN AND LOCATION OF THE ADVERTISEMENTS REFLECTS THE CHARACTER OF THE AREA.

1.4.19 Provisions exist within the advertisement regulations for particularly sensitive areas to be declared Areas of Special Control. Such designation requires the confirmation of the Secretary of State and is appropriate in sensitive urban and rural areas in order to afford greater protection to the environment. The District Council will investigate the need for the designation of Areas of Special Control as part of a package of measures aimed at improving advertisement control in areas where problems are perceived.

SHOP FRONTS

1.4.20 The design of a shopfront should relate satisfactorily to that of the rest of the building in which it is set, as well as to nearby buildings and shopfronts where appropriate. Particular care is needed where a building is listed or in a conservation area or is on a conspicuous site. The importance of 'house style' to some traders is recognised, but the importance of visual amenity is considered to be greater. House styles may therefore require to be sympathetically adapted, particularly in conservation areas.



❖ LBE11 SHOP FRONTS

NEW SHOP FRONTS WILL BE PERMITTED WHERE THEY RELATE SATISFACTORILY TO THE ARCHITECTURAL FRAMEWORK OF THE BUILDING, ARE COMPATIBLE WITH THE CHARACTER OF THE AREA AS A WHOLE AND USE APPROPRIATE MATERIALS AND STYLES. ADDITIONALLY WITHIN CONSERVATION AREAS TRADITIONAL SHOPFRONTS OR REMAINING FEATURES SHOULD BE RETAINED.

APPENDIX 11

POLICY WBE1 DEVELOPMENT IN ITS LOCAL CONTEXT

THE COUNCIL WILL REQUIRE GOOD CONTEMPORARY DESIGN THROUGHOUT THE PLAN AREA, WHICH RESPECTS ITS LOCAL CONTEXT. WHEN CONSIDERING ANY APPLICATION FOR DEVELOPMENT THE COUNCIL WILL HAVE REGARD TO THE FOLLOWING CONSIDERATIONS:

- ITS ENVIRONMENTAL IMPACT
- ITS VISUAL IMPACT
- ACCESSIBILITY
- LANDFORM AND ANY NATURAL FEATURES, INCLUDING LANDSCAPE TREATMENT AND ENVIRONMENTAL WORKS
- THE LOCAL TOWNSCAPE
- THE LAYOUT, FORM, SCALE, MASSING, AND MATERIALS OF DEVELOPMENT
- SAFETY AND SECURITY
- THE PRIVACY AND AMENITY OF THE EXISTING ENVIRONMENT
- SUPPLEMENTARY PLANNING DESIGN GUIDANCE ADOPTED BY THE COUNCIL.

Implementation: Use of design guidance in development control process.

4.26 Under the legislation, advertising control is dealt with separately from the mainstream planning process. Advertisements can have a particularly damaging effect on an area in terms of detriment to amenity (especially in residential areas), and safety to users of the public highway.

POLICY WBE16 OUTDOOR ADVERTISING

THE COUNCIL WILL ONLY PERMIT OUTDOOR ADVERTISEMENTS WHICH ARE SYMPATHETIC IN DESIGN TO THEIR SURROUNDINGS IN RELATION TO AMENITY AND HIGHWAY SAFETY.

PARTICULAR REGARD WILL BE PAID TO RESIDENTIAL AMENITY IN CONSIDERING APPLICATIONS THAT ARE IN OR CLOSE TO RESIDENTIAL AREAS.

Implementation: Through the development control process.

Monitoring: Survey quality of advertisements.

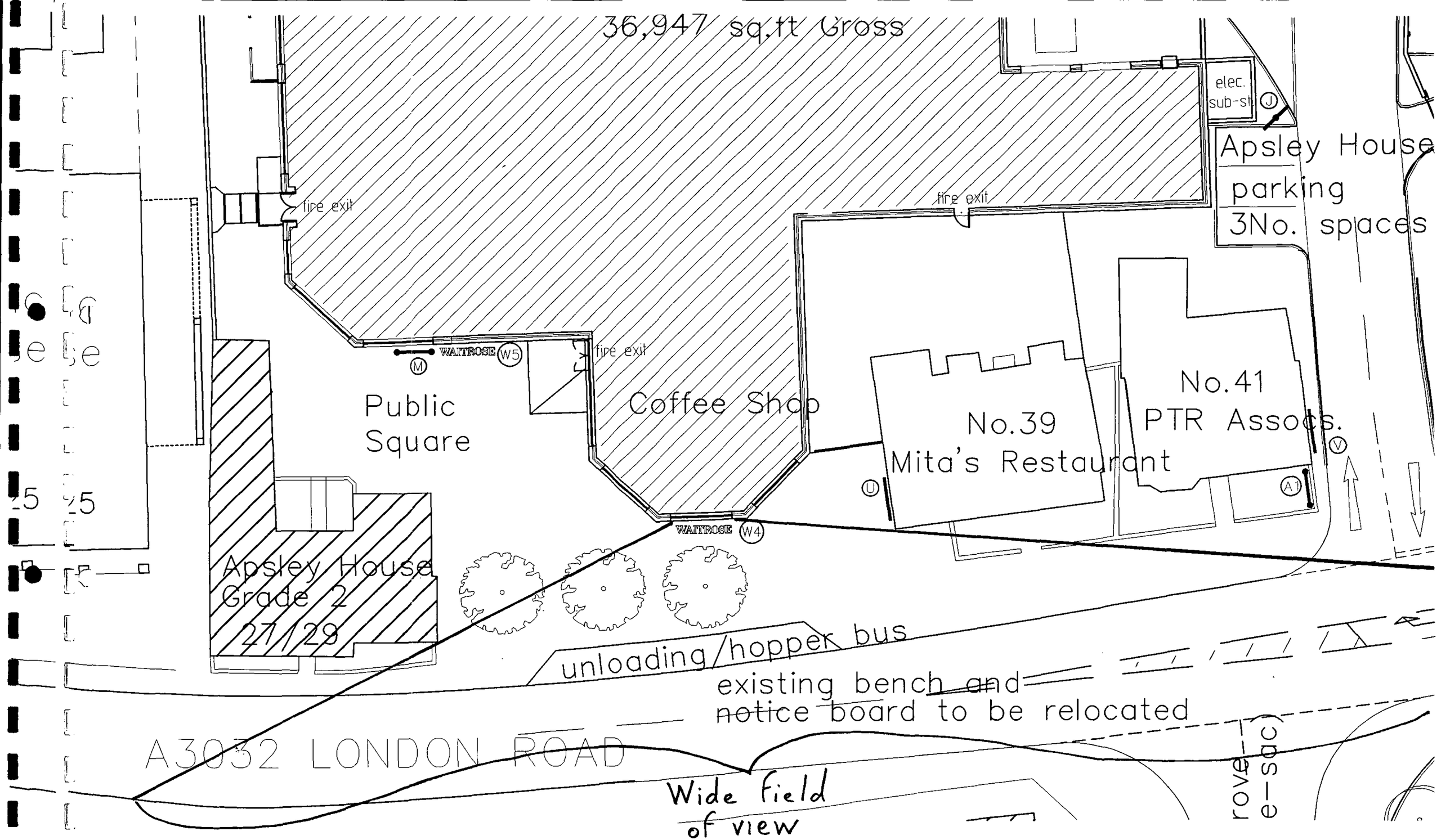
POLICY WHE2 RETENTION AND ENHANCEMENT OF FEATURES WITHIN CONSERVATION AREAS

THE COUNCIL WILL SEEK TO RETAIN AND ENHANCE THOSE FEATURES THAT MAKE UP THE DISTINCT CHARACTER OF CONSERVATION AREAS. THESE INCLUDE: THEIR SETTING, BUILDINGS, AND RELATIONSHIPS BETWEEN BUILDINGS, VIEWS, VISTAS, OPEN SPACES, TREES, TRADITIONAL STREETSCAPE, STREET FURNITURE, WALLS, RAILINGS, TRADITIONAL MATERIALS.

Implementation: Through the development control process.

Monitoring: Review two conservation areas by detailed study per year.

APPENDIX 12



WIDE FIELD OF VIEW OF PROPOSED SIGN FROM LONDON ROAD

36,947 sq.ft Gross

elec. sub-st (J)

Apsley House parking 3No. spaces

fire exit

fire exit

fire exit

WAITROSE (W5)

(M)

Public Square

Coffee Shop

No.39 Mita's Restaurant

No.41 PTR Assocs.

(V)

(U)

(A1)

WAITROSE (W4)

Apsley House Grade 2 21/29

unloading/hopper bus

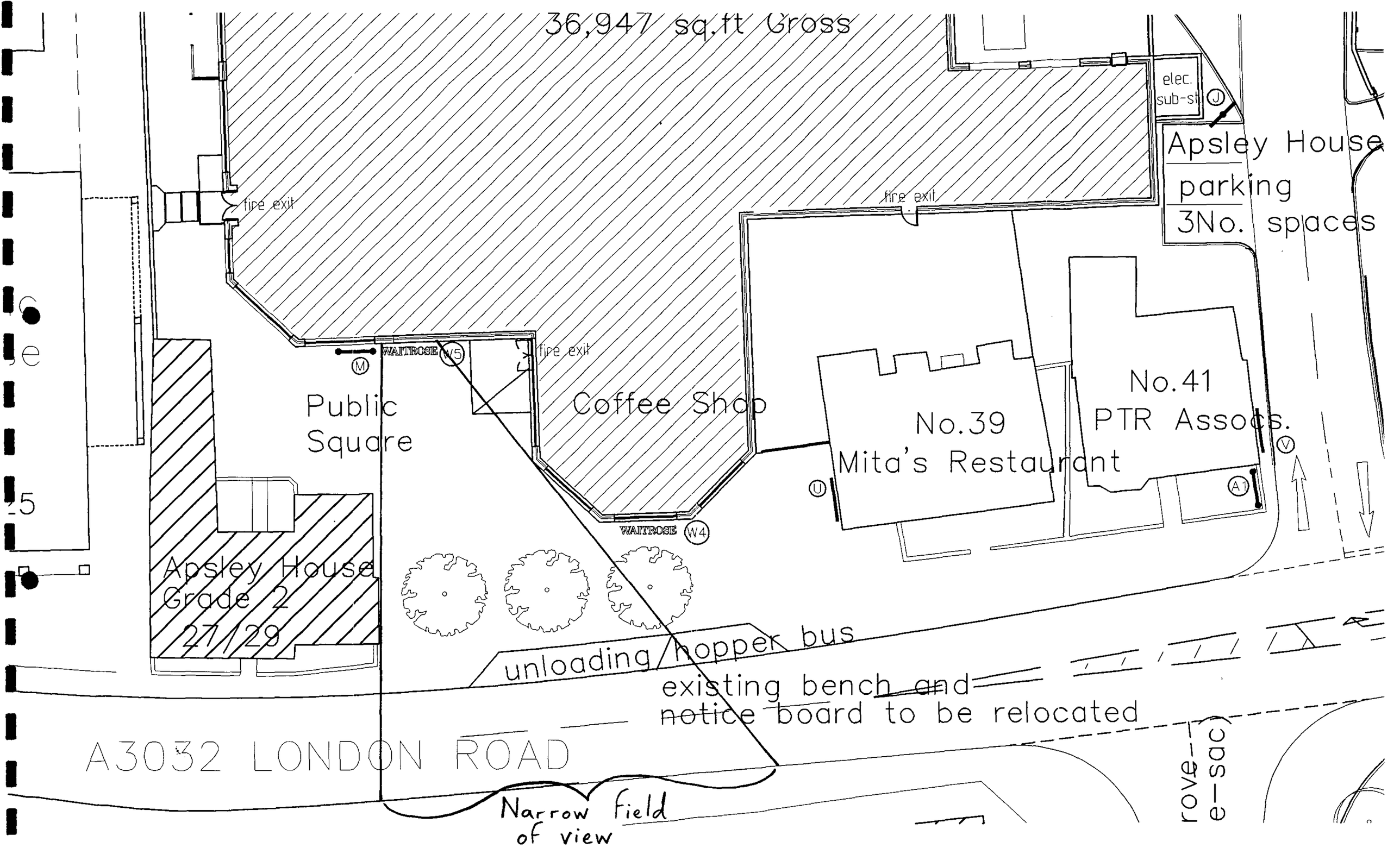
existing bench and notice board to be relocated

A3032 LONDON ROAD

Wide field of view

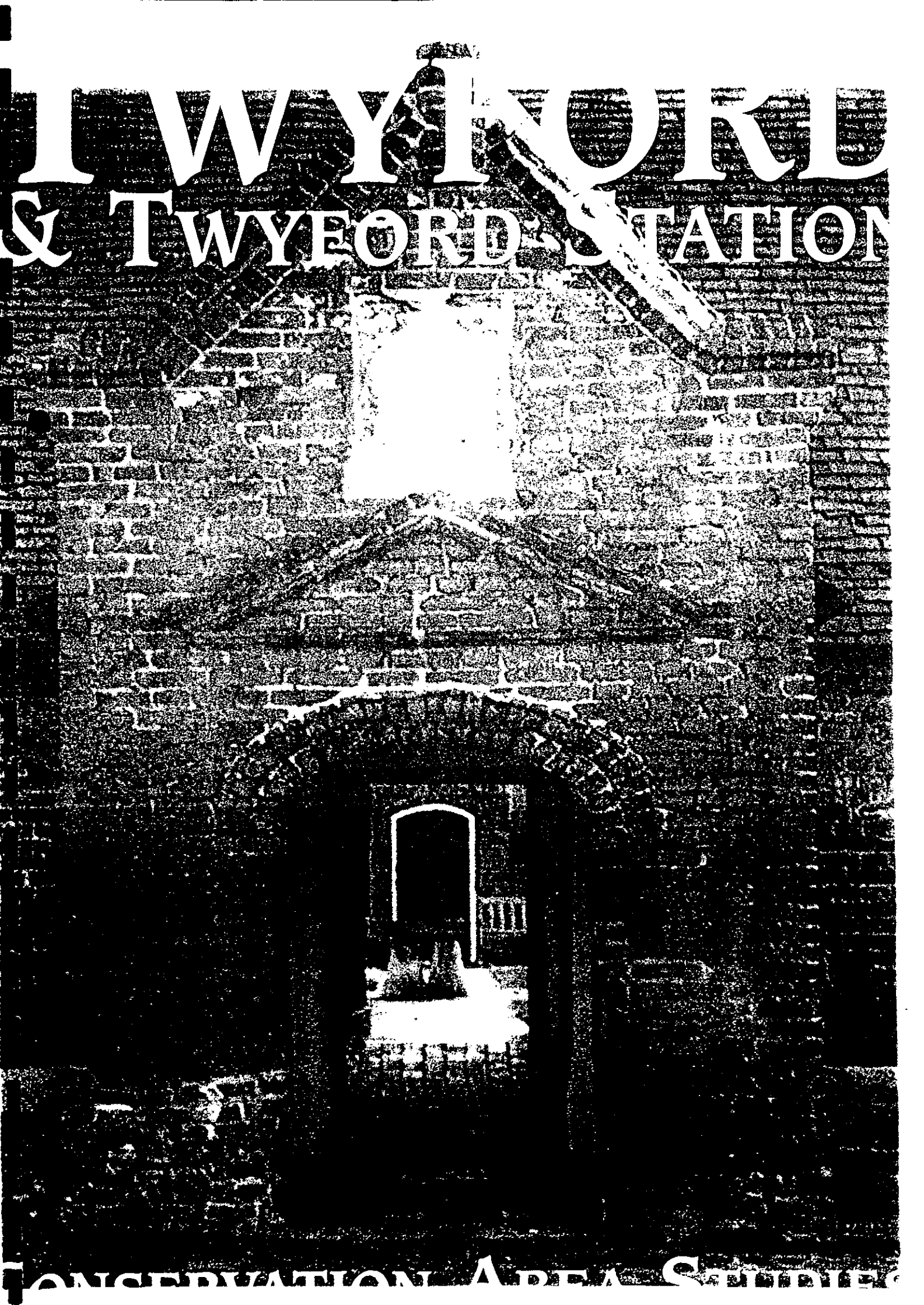
rove-
e-sac

WIDE FIELD OF VIEW OF PROPOSED SIGN FROM LONDON ROAD

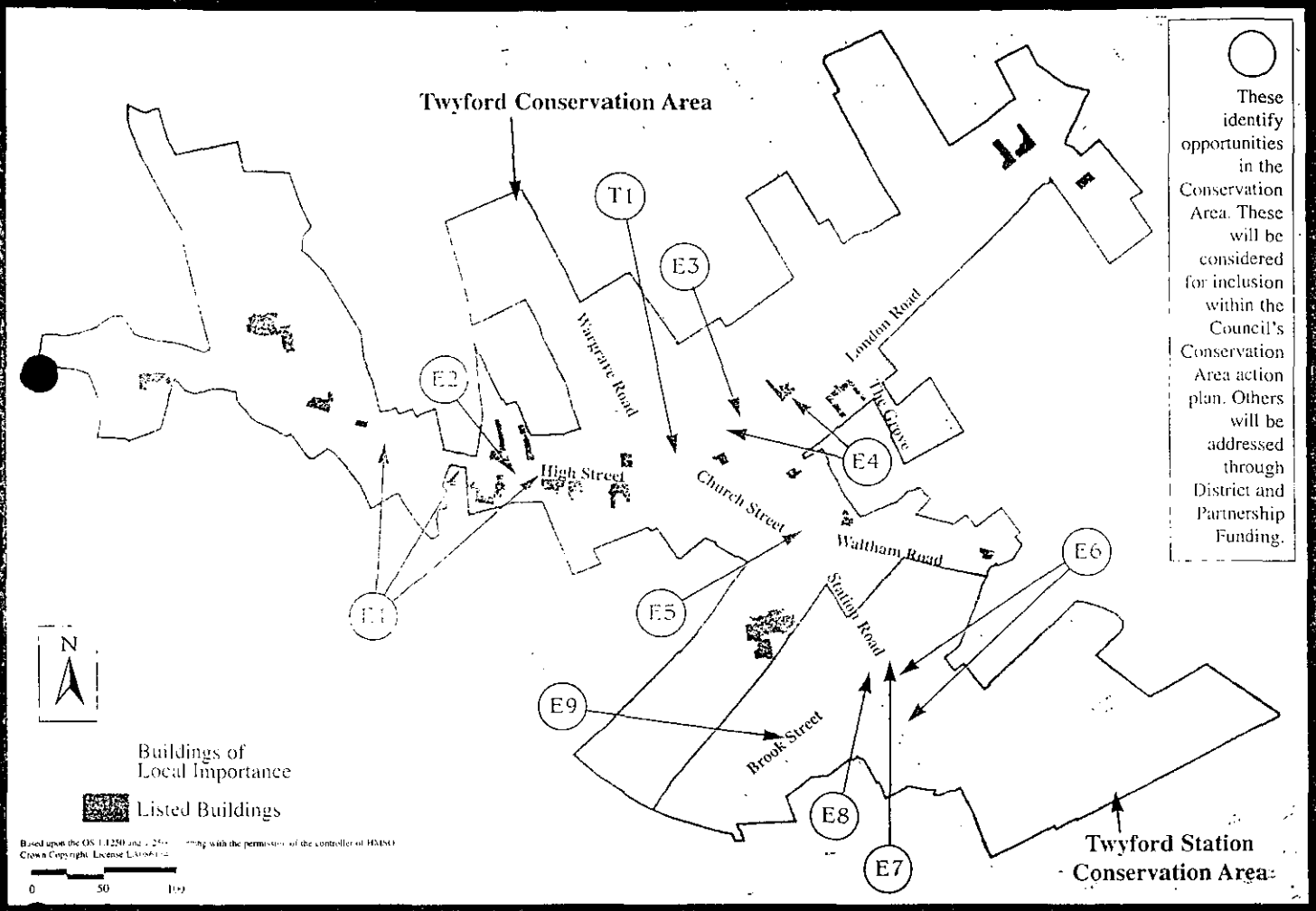


NARROW FIELD OF VIEW OF EXISTING SIGN FROM LONDON ROAD

APPENDIX 13


TWYFORD
& TWYFORD STATION

VII. Opportunities for Conservation Area Enhancement



E Environmental Improvements

E1 widen and improve paving in High Street
E2 enhance entrance to Polehampton Close
E3 improve paving along London Road
E4 improve street furniture along London Road
E5 improve the appearance of the Waltham Road Traffic Island
E6 improve the road and pavement surfaces along Station Road
E7 enhance the area in front of the Station Road shops
E8 enhance the entrance to Brook Street
E9 improve the road and paving along Brook Street

T Transportation Improvements

T1 resolve the traffic problems at Twyford Crossroads

Buildings of Local Importance

No 50 High Street
No 38 High Street
The former Bull Inn, High Street
The Old Bakery, High Street
The Old Post Office, High Street
The former Wesleyan Chapel, Wargrave Road
The Cedars, Wargrave Road
The Hermitage, London Road
Laurel Cottage, London Road
Polehampton Infant School, London Road
Meadowside, London Road
The Golden Cross Public House, Waltham Road
The Station House, Station Road

Listed Buildings

St Mary's Church, Church Street
Bridge House, High Street
Chiswick House, High Street
The former Bell Public House, High Street
19 & 21 High Street
The Duke of Wellington Public House, High Street
23, 23a & 25 High Street
24 High Street
Mill House, High Street
Jennings Butchers, High Street
Polehampton School House, High Street
The Old School, Polehampton Close
Grove Hall Lodge and Wall, Waltham Road
Hornbeam, Waltham Road
Lime Tree Cottage, Ruscombe Road
The Waggon and Horses, Public House The Old Bath Road
4 & 6 London Road
14 London Road
The Harrison Almshouses, London Road
The Orchard, London Road
The White House, London Road
Apsley House, London Road

WOKINGHAM DISTRICT COUNCIL

VI. Appraisal - London Road

London Road

London Road is a continuation of the High Street and is part of the historic London to Bath Road. This road has a mix of residential and retail uses with the shopping area towards its western end. With movement eastwards the building scale gets progressively bigger as does the width of the road.

Towards this eastern end, large historic housing dominates the road side. These houses are generally two storey, red brick, double fronted, detached houses. This housing is unusual in terms of scale and size for the village, suggesting that this area was where the more affluent of the village residents would have lived. The road also contains the Almshouses which were built in the 1640's (by the Lord of the Manor of Hurst) and follow a u-plan design containing an internal courtyard. The building is one storey with its frontage on to London Road. This is one of the village's oldest buildings. Other listed buildings along this stretch include The White House and The Orchard, both large double fronted properties.

The Grove / Lansdowne Terrace

This road contains a number of small artisan cottages, some with painted frontages, others with their original red brick fronts. These date back to the turn of the century and offer an attractive area off London Road.

Problems

- High level of traffic
- Poor quality open space (Jubilee Corner)
- Poor access across the road for pedestrians



Apsley House, London Road

VI. Appraisal - Wargrave Road

Wargrave Road

Upon entering Wargrave Road the street scene is dominated by modern developments to both sides. The development to the west is the previously mentioned Bell Court with its varying storey heights incorporating gables and decorative brick detailing and to the east is the flat fronted red brick 1960s development. These enclose the street and provide a framed view of the road ahead.

To the west the road becomes mainly residential in character. The buildings are mainly large, detached properties dating back to Victorian times. These buildings are predominantly red brick, double fronted with relatively narrow front gardens. These frontages are well landscaped and dominated with large mature trees. In the summer months these provide the houses with some screening and provide a green tunnel effect over the road. This forms the approach to the village from Wargrave and Henley. At this point, a view of the tower of St. Mary's Church is visible providing the village with a landmark feature pinpointing the village centre.

Problems

- High level of fast traffic



Wargrave Road

CgMs
CONSULTING

7th Floor
Newspaper House
8-16 Great New Street
London EC4A 3BN

Tel: 020 7583 6767
Fax: 020 7583 2231

Web Site: www.cgms.co.uk

Our Ref: JB/PY/2198
(e:mail address: john.brooks@cgms.co.uk)

The Planning Inspectorate
Room 1222
Tollgate House
Houlton Street
Bristol
BS2 9DJ

For the attention of Mr. Oakes

11 August 2000

Dear Sir

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
WAITROSE STORE, LONDON ROAD, TWYFORD
REF: APP/X0360/H/00/1126

We received a copy of Wokingham District Council's Statement of Case relating to the above appeal on 4th August 2000. Having now had the opportunity or reading the statement, I wish to make the following comments:

- Paragraph 2.05 is incorrect. The appeal relates to signs W2, W4 & W6, not W2, W3 & W6.

- Paragraph 5.02 'Visual Amenity – Position' (fourth sentence) states "It is evident from the layout of the site and the design of the store where the main entrance to the store is located". It remains our opinion that if a shopper is parked in the northern or north-eastern part of the car park it is not obvious where the main entrance to the store is located. This is primarily due to the angled position of the store entrance and sign. It is possible that a shoppers parked in the northern or north-eastern part of the car park, having realised that there is no entrance located underneath Sign W3, would walk towards London Road, (especially if they entered the car park that way), to gain access to the store. Thus there is a need for the sign. This need is acknowledged by the Council in paragraph 5.05 (the last sentence) where it is stated that "Sign W2 . . . . . serves as directional information ….".

Directors
P Chadwick BA. MIFA
K Goodwin BTp. MRTPI
E Mortimer BA. FRTPI. FRSA
J Stockdale BSc. ARICS
E Wright (non-executive)
D Hawkins BA. MIFA
C Hicks BSc (Econ). MCD. MInstPet. MRTPI
M Honour BLE. ARICS. MRTPI
P Woods BA. Dip UPI. MRTPI

Associate Directors
A Harris BA. MPhil. AIFA
S Wilson BA. BTp. MRTPI

CgMs Limited
Registered in England:
No 3303376
Registered Offices:
5-11 Mortimer Street, London
W1N 8HS

- Paragraph 5.04 'Visual Amenity – Position' (fourth sentence) states "the siting [sign W6] is deemed to be visually intrusive by reason of its location so high up on the side elevation". We remain of the opinion that sign W6 is appropriately located. In addition to the reasons already given, the sign needs to be high up on the service yard wall so that it can be seen when lorries are parked in the service yard (ie See Photograph No.6 in Appellant's Supporting Statement)

- Paragraph 5.07 'Visual Amenity – Size' (third sentence) states "the latter [blankness of the flank wall] is not deemed to be a justification". It remains our opinion that the ability of Sign W6 to relieve the 'blankness' of the service yard wall (ie measuring 27 x 7m) is a material consideration, effecting visual amenity. We consider that this should be taken into account.

- We wish to reserve our judgement with regard to the Council's references to photographs as we have still not received copies.

We request that the above is taken into account when considering the appellant's appeal statement.

We confirm that a copy of this letter has been sent to Wokingham District Council.

Yours faithfully

CgMs Ltd.

CgMs Limited

c.c. Heather Morgan - Wokingham District Council

CgMs
CONSULTING

7th Floor
Newspaper House
8-16 Great New Street
London EC4A 3BN

Tel: 020 7583 6767
Fax: 020 7583 2231

Web Site: www.cgms.co.uk

Our Ref: JB/PY/2198
(e:mail address: john.brooks@cgms.co.uk)

BY FAX & POST: 0117 987 8181

Mr. D. Oakes
The Planning Inspectorate
Room 1222
Tollgate House
Houlton Street
Bristol
BS2 9DJ

9th August 2000

Dear Mr. Oakes

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
WAITROSE STORE, LONDON ROAD, TWYFORD
REF: APP/X0360/H/001126

Further to our recent telephone conversation, I set out below the dimensions of the three signs which are subject to the above appeal:

- Sign W2 – 4150 mm x 600 mm
- Sign W4 – 2400 mm x 350 mm
- Sign W6 – 6200 mm x 900 mm

I trust the above is of assistance.

Yours sincerely

John Brooks

John Brooks
Senior Planner

c.c. Heather Morgan, Senior Planning Officer, Wokingham District Council

Directors
P Chadwick BA, MIFA
K Goodwin BTp, MRTPI
E Mortimer BA, FRTPI, FRSA
J Stockdale BSc, ARICS
E Wright (non-executive)
D Hawkins BA, MIFA
C Hicks BSc, Econ), MCD, MInstPet, MRTPI
M Honour BLE, ARICS, MRTPI
P Woods BA, Dip UPI, MRTPI

Associate Directors
A Harris BA, MPhil, AIFA
S Wilson BA, BTp, MRTPI

CgMs Limited
Registered in England:
No 3303376
Registered Offices:
5-11 Mortimer Street, London
W1N 8HS

Our ref: SP\2000\001885\001
Your ref: F/2000/1599

Date: 8th August 2000

ENVIRONMENT AGENCY

PLANNING SERVICES	HPT 32860
POL	TLS
DC	ENF
APP	
CS	
10 AUG 2000	
COPIES TO:	ACK:
	FILE:

District Planning Officer
Wokingham District Council
Council Offices,
Shute End,
Po Box 157
Wokingham
Berkshire
RG11 1BN

For the attention of: Heather Morgan

Dear Sir/Madam

EXTENSION TO BOATHOUSE - BOATHOUSE, STATION RD, WARGRAVE

Thank you for your letter dated 7 June 2000 which was received on 12 June 2000. You are asked to quote the following reference in any correspondence: SU77NE/19/13. The Environment Agency has the following comments:

The Environment Agency **OBJECTS** to the proposed development for the following reasons:

REASON: The proposed development lies within an area of land liable to flood as shown on maps held by the Environment Agency. The development will be at direct risk of flooding, and will increase the risk of flooding elsewhere.

Development Control: Contact Amanda Reed on 01276 45 4331

This site is within the 1947 floodplain of the River Thames. It is estimated that the flood water level at the site at that time was 34.53 metres above Ordnance Datum (Newlyn).

This area of the proposed extension is in excess of 50 square metres. I understand that there have also been previous extensions at this site, therefore the Environment Agency would not wish to see any further loss of flood storage at this site.

Depending on the intended use of the extension, it may be possible to construct it as a floodable structure. The Agency will consider lifting its objection if it can be demonstrated that the following aspects can be incorporated into the design:

- The floor slab should be finished at existing ground level, and any arisings from excavation should be removed from the floodplain;

Cont/d..

Environment Agency
Swift House, Frimley Business Park, Frimley, Camberley, Surrey GU16 7SQ
Telephone : 01276 454300 Fax : 01276 454301

- Openings on the rear and side walls, a minimum of two on the long side and one on the short side. These openings should be from ground level up to the flood water level and a minimum width of 1 metre to allow free entry and egress of flood water;

- 150mm gaps should be left under the main doors for the same purpose.

WITHOUT PREJUDICE

If, notwithstanding the above objection, or following modification to the proposals to overcome it, your Council were minded to grant planning permission for the above proposal, the Agency asks that account is taken of the advice set out below, including the following conditions:

PLANNING CONDITIONS

CONDITION: There shall be no raising of existing ground levels on the site.
REASON: To prevent the increased risk of flooding due to impedance of flood flows and reduction of flood storage capacity.

CONDITION: No spoil or materials shall be deposited or stored on that part of the site lying within the area of land liable to flood.
REASON: To prevent the increased risk of flooding due to impedance of flood flows and reduction of flood storage capacity.

CONDITION: Any walls or fencing constructed within or around the site shall be designed to be permeable to flood water.
REASON: To prevent obstruction to the flow and storage of flood water, with a consequent increased risk of flooding.

CONDITION: The extension shall be constructed with the floor slab finished at existing ground level, and any arisings from excavation should be removed from the floodplain; and with openings on the rear and side walls, a minimum of two on the long side and one on the short side. These openings should be from ground level up to the flood water level and a minimum width of 1 metre to allow free entry and egress of flood water; and with 150mm gaps left under the main doors for the same purpose.
REASON: To prevent the increased risk of flooding due to impedance of flood flows and reduction of floodwater storage capacity.

PLANNING INFORMATIVES

The following planning informatives should be attached to any planning permission granted:

Under the terms of the Water Resources Act 1991 and the Land Drainage Byelaws 1981, the prior written consent of the Environment Agency is required for any proposed works or structures in, under, over or within 8 metres of the brink of the River Thames main river. Contact Toong Cheah on 01276 454335 for further details.

Under the terms of the Water Resources Act 1991, the prior written consent of the Environment Agency is required for any discharge of sewage or trade effluent into controlled waters (e.g. watercourses and underground waters), and may be required for any discharge of surface water to such controlled waters or for any discharge of sewage or trade effluent from

Cont/d..

buildings or fixed plant into or onto ground or into waters which are not controlled waters. Such consent may be withheld. *Contact Andrea Szabados on 01276 45 4373 for details.*

ADVICE TO APPLICANT

Environment Protection: Contact Dave Bond on 01276 45 4396

Surface water from hard surfaced areas should discharge via deep seal trapped gullies incorporating a minimum water seal of 85mm or similar.

Roof water downpipes should be connected to the drainage system either directly, or by means of back inlet gullies provided with sealing plates instead of open gratings.

All sewage or trade effluent should be discharged to the foul sewer if available subject to the approval of Thames Water Utilities or its sewerage agent.

The applicant should ensure that any increase in the volume of sewage effluent discharge is within the conditions of an existing discharge consent.

Any above ground oil storage tank(s) should be sited on an impervious base and surrounded by a suitable liquid tight bunded compound. No drainage outlet should be provided. The bunded area should be capable of containing 110% of the volume of the largest tank and all fill pipes, draw pipes and sight gauges should be enclosed within its curtilage. The vent pipe should be directed downwards into the bund. Guidelines are available from the Environment Agency.

Any open chemical or refuse storage areas should be surrounded by suitable liquid tight bunded compounds to prevent drainage from these areas discharging into the surface water system. Such areas should be connected to the foul sewer subject to the approval of Thames Water Utilities or its sewerage agent.

No sewage or trade effluent, including cooling water containing chemical additives, vehicle wash waters, steam cleaning effluent, or pressure wash effluent, should be discharged to the surface water system.

DECISION NOTICE

Would you please forward a copy of the decision notice to this office quoting our reference. A copy of this letter has been sent to the agent/applicant. If you have any further queries please do not hesitate to contact me on 01276 454323, quoting the reference cited at the beginning of this letter.

Yours faithfully

Sarah Paxman
Development Planning Officer

cc: Wargrave Boating Club, Tudor Cottage, 104 High Street, Wargrave, Berks RG10 8DE

Tel. 0118 974 6446 (Direct Line)
E-mail: Heather.Morgan@wokingham.gov.uk
Date. 31 July, 2000
My ref. HPM/A/2000/0350
Your ref. APP/X0360/H/00/1126

Mr. D. Oakes,
Room 1222,
The Planning Inspectorate,
Tollgate House,
Houlton Street,
Bristol.
BS2 9DJ.

Environmental Services Department
Planning Services
P.O. Box 157
Shute End, Wokingham
Berkshire RG40 1WR
Tel: (0118) 974 6000
Fax: (0118) 974 6484
Minicom No: (0118) 977 8909
DX: 33506 – Wokingham

Dear Mr. Oakes,

TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
APPEAL BY WAITROSE LTD AT WAITROSE STORE, LONDON ROAD, TWYFORD

I refer to your letter dated 24 July and my telephone conversation of 31 July 2000. I enclose for your information the Local Planning Authorities response in respect of the above appeal. As mentioned today the photographs attached to Appendix 4 will follow in the next few days. I hope this is acceptable.

I can confirm that a copy of the statement has been forwarded to the appellants agent.

Yours sincerely,

HPM

HEATHER MORGAN
Senior Planning Officer
Enclosure: statement
cc: CgMs

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

ADVERTISEMENT APPEAL

APPELLANT: WAITROSE LTD

APPEAL SITE: WAITROSE STORE, LONDON ROAD, TWYFORD

REASON FOR APPEAL: REFUSAL OF ADVERTISEMENT CONSENT FOR THREE STORE SIGNS

—

LOCAL PLANNING AUTHORITY REFERENCE : A/2000/0350

DEPARTMENT OF THE ENVIRONMENT
TRANSPORT & THE REGIONS REFERENCE : APP/XO360/H/00/1126

1.00 APPEAL SITE AND SURROUNDINGS

1.01 The appeal site comprises a recently opened Waitrose store with associated parking, which is located on the northern side of London Road. It is located towards the eastern end of Twyford town centre. The site itself comprises a red brick and slate building which is set back from the commercial frontage of London Road.

1.02 The site is accessed via two entrances, one to the south off London Road, past the service the service yard to the car park to the rear, and one off Wargrave Road, past the main entrance to the store to the parking area.

1.03 There is an in-house coffee which fronts London Road but which is set back from the highway by a public square. There is a pedestrian access immediately to the west of the store which provides a link to the main entrance on the north eastern corner of the store.

1.04 Part of the appeal site falls within Twyford Village Conservation Area which is illustrated on the site plan contained in Appendix 1.

2.00 SITE HISTORY

2.01 There is an extensive history on the site relating to the main store which is not relevant to this appeal, except to highlight the fact that no indication had been given at that stage of where signage might be located. It was not evident at this stage of the process that the signage was integral to the design of the store.

2.02 Advertisement consent application Ref. A/2000/0350 was submitted on 11 January 2000 and included a number of separate elements. The signage within the car park was not considered to be contentious by the Local Planning Authority. The main concerns revolved around the level of signage proposed on the store itself. Appendices 4 and 5 of the appellants statement are the plans upon which the decision was made and include the relevant, contentious signage.

2.03 Paragraphs 3.2 to 3.5 of the appellants statement indicate the discussions which took place with the Local Planning Authority in respect of the signage, the subject of this appeal. The signage was amended to alter the illumination from internally to halogen lit signage.

The Local Planning Authority's correspondence dated 15th February 2000 correctly highlights their concerns. A subsequent meeting took place with the appellants agent, whereby it was agreed that as a compromise, the Local Planning Authority would allow a sign of reduced size on the car park elevation in the north eastern corner, on the basis that the signage on the service yard elevation and adjacent to the main entrance were deleted.

2.04 It is clear from the above, the Local Planning Authority sought to achieve an acceptable compromise. Paragraph 3.5 of the appellants statement says that the Local Planning Authority only considered the signs to be overly large. The discussions at various meetings merely accepted that the elevations were somewhat blank but not that the signage was needed to break up the façade. The comments in paragraph 2.1 above refer to the apparent lack of thought in respect of signage throughout the design process, which it is considered could in some way have resolved the problems of the blank façades.

2.05 On 20 March 2000 amended plans were received deleting signs W2, W3 and W6 (the signage subject of this appeal). Revised plans were subsequently submitted on 27 March 2000 which are the plans upon which the advertisement consent application was determined.

2.06 The advertisement consent was partially approved and partially refused on 23rd May 2000. A copy of the decision is contained in Appendix 2.

3.00 LAND USE ALLOCATION

3.01 The appeal site lies within the identified settlement and the town centre boundary as defined on the proposals map of the Wokingham District Local Plan (Deposit Draft) as modified. It is not located within an area of Special Control of Advertisements.

4.00 ADVERTISEMENT CONTROL POLICY

4.01 It is accepted by the Local Planning Authority that paragraph 4.2 of the appellants statement regarding PPG19 'Outdoor Advertisement Control' is a relevant consideration. It needs to be considered alongside development plan policies which is highlighted earlier on in

paragraph 17 (Appendix 4 of the appellants statement). The amenity and public safety merits of the proposed advertisement display were taken into consideration in the determination of the appeal application. The comments of the appellant in paragraph 4.3 are accepted, obviously highlighting the fact that notwithstanding the commercial nature of the area, advertisements should not detract from visual amenity.

Loddon Area Local Plan

4.02 The Loddon Area Local Plan was adopted in 1995. The Planning and Transportation Committee at their meeting on 21 November 1996 resolved to "re-affirm the decisions of this committee and the Council in relation to the current adopted Local Plans and to note that they will continue to carry weight as the most up to date adopted policies, except in relation to housing provision". Policy LBE10 is contained in Appendix 3.

Wokingham District Local Plan (Deposit Draft) as modified

4.03 A new district-wide local plan is currently under preparation to run for a period 1996-2006. This plan was the subject of public consultation exercises during 1995 and 1996 and was formally placed on deposit from 21st October to 2nd December 1997. The plan has been used for development control purposes since 21st October 1997.

4.04 The deposit period has now ended and the Local Plan Inquiry is proceeding in two stages. The first related to a new settlement of up to 2,500 dwellings which began in October 1998 and finished in October 1999; with the Inspector's Report expected in late summer 2000. The second part, which will consider the remaining policies and proposals (with housing issues at the end) commenced in February 2000.

4.05 Proposed Amendments to the deposit draft were formally placed on deposit from 23rd April 1999 to 11th June 1999, and have been used for development control purposes since 23rd April 1999. The amendments incorporate changes formally agreed by the Planning and Transportation Committees on 9th November 1998, 15th February and 22nd March 1999.

4.06 In September 1999 the Council put a number of matters to the Planning and Transportation Committee regarding proposed amendments not to be proceeded with, and additional proposed

amendments. These amendments have been used for development control purposes since that time.

4.07 Policies WBE16 and WHE2 are the relevant policies in the determination of this appeal. These policies are contained in Appendix 3. The issues in respect of visual amenity and the Conservation Area are dealt with in the following section.

5.00 OBSERVATIONS ON GROUNDS OF APPEAL

5.01 There are no relevant previous advertisement applications or appeals. The Local Planning Authority accepts the appellants statement in respect of illuminations, colour and material in their paragraph 5.2. There is no issue from the Local Planning Authority's point of view in respect of public safety. The issues of visual amenity and impact upon the appearance of the Conservation Area are set out below.

Visual amenity

(a) Position

5.02 The appellant makes reference to the need for sign W2 on the northern corner of the site. The Local Planning Authority has granted consent for signage immediately above the main entrance and a prominent sign at the north east end of the car park elevation. These two signs are deemed sufficient to advise shoppers that they have 'arrived' at the Waitrose store. It is evident from the layout of the site and the design of the store where the main entrance to the store is located. The erection of this sign would result in three substantial signs on one elevation and is considered to represent a proliferation of advertisements on one façade to the detriment of the visual amenity of the area.

5.03 It is accepted by the Local Planning Authority that the appellant has a right to notify people of the presence of the store on London Road. For this reason, the Local Planning Authority granted advertisement consent for 'one halogen lit sign' on the elevation fronting the public square. The design of the coffee shop is integral with the Waitrose store and it is not considered the signage is required in front of the windows in order to achieve the prominence deemed to be required. The appellants state that this sign is critical to identifying the store. When travelling in a north easterly direction along London Road by

vehicle the approved sign could identify the store. An additional approved advertisement on the flank wall of No.39 identifies the access point to the car park. This is considered an adequate level of signage for customers. When driving in a south-westerly direction any amount of signage would simply advise of the location of the store but would not enable drivers to enter the site without knowing the entrance to the site in Wargrave Road.

5.04 The appellants state that sign W6 is appropriately placed to inform shoppers of the location of the store. Photographic evidence, contained in Appendix 4, of the site and its context, clearly indicate that the signage would at no stage be visible to drivers travelling down London Road. The advertisement would therefore serve no function in terms of providing directional advice. The siting is deemed to be visually intrusive by reason of its location so high up the side elevation.

(b) Size

5.05 The Local Planning Authority also refused the three signs on the basis of the size of the signage. Sign W2, as mentioned above, is deemed to be inappropriately sited. The size of the signage is considered to be overly large and not sympathetic to their surroundings . Whilst the building is undoubtedly commercial, it fronts onto a car park with residential properties beyond. The signage is not positioned on a traditional commercial frontage onto the High Street. The Local Planning Authority therefore consider that the signage is not fulfilling the traditional function and the size of the lettering is overly prominent for its location. It merely serves as directional information and therefore requires a minimal size.

5.06 Sign W4, is deemed to be appropriate in terms of the size of the sign but the Local Planning Authority remains concerned at the location of the sign in front of the main plate glass window. The prominence of the sign is deemed to be visually intrusive in conjunction with the sign already approved.

5.07 Sign W6 is located high on the wall of the store above the service area with lettering 0.9m high. The appellants state the signage size is appropriate for its location and to relive the blankness of the flank wall. The latter is not deemed to be a justification. The issue of the size of the sign is similar to that raised in paragraph 5.6 above.

(c) Proliferation

5.08 The Local Planning Authority considers that the argument of adding visual interest to the store is not sufficient justification for allowing visually intrusive signage. It is considered that the building should have been designed with the signage as a integral part, or break up 'blank façades' by building in architectural features. On the car park elevation in particular, the introduction of three signs of the size and position proposed would represent unacceptable visual clutter.

(d) Twyford Conservation Area

5.09 The site plan contained in Appendix 1, indicates the site and signage in relation to the boundaries of the Twyford Village Conservation Area. The overwhelming majority of the building lies within the area, and the London Road and eastern elevation in particular impact upon the appearance of the Conservation Area.

5.10 Section 72 (1) of the Planning (Listed Buildings and Conservation Area) Act 1990 states that within such areas 'special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area'. Whilst the appeal site is located within a commercial location and the building reinforces this, it is deemed reasonable to provide some signage on the London Road frontage. For this reason, one sign was approved by the Local Planning Authority. Sign W4 is considered to fail to respect the appearance of the area by reason of its location on the south side of the store which would be unduly prominent. Relocation to within the store would provide an adequate degree of signage without breaking up the design of the coffee shop.

5.11 Sign W6 fronts onto an essentially residential area, and extends beyond the commercial core, although it lies within the town centre boundary. It does not front onto a road where a sign would benefit passing pedestrians. The sign would not be visible to travellers down London Road. Being located on the edge of the commercial core it is considered the size and position of the signage is such that it would fail to respect the essentially residential character, where signage does not predominate.

CONDITIONS PROPO SED IN THE EVENT OF THE APPEAL BEING ALLOWED

1. The development hereby permitted shall be begun before the expiration of five years from the date of this permission.

2. a) The sign(s) shall be illuminated only while the premises are open for business.
Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Where an advertisement is required under these regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
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.
No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

3. The individual lettering hereby approved shall be illuminated by halo lighting.

4. This permission relates to the application as amended and shall be carried out in accordance with revised drawing numbers 6020/100 I, 6020/DE-001D, 6020/AE0101G submitted to the Local Planning Authority on 27/03/00.

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

ADVERTISEMENT APPEAL

APPENDICES

APPELLANT: WAITROSE LTD

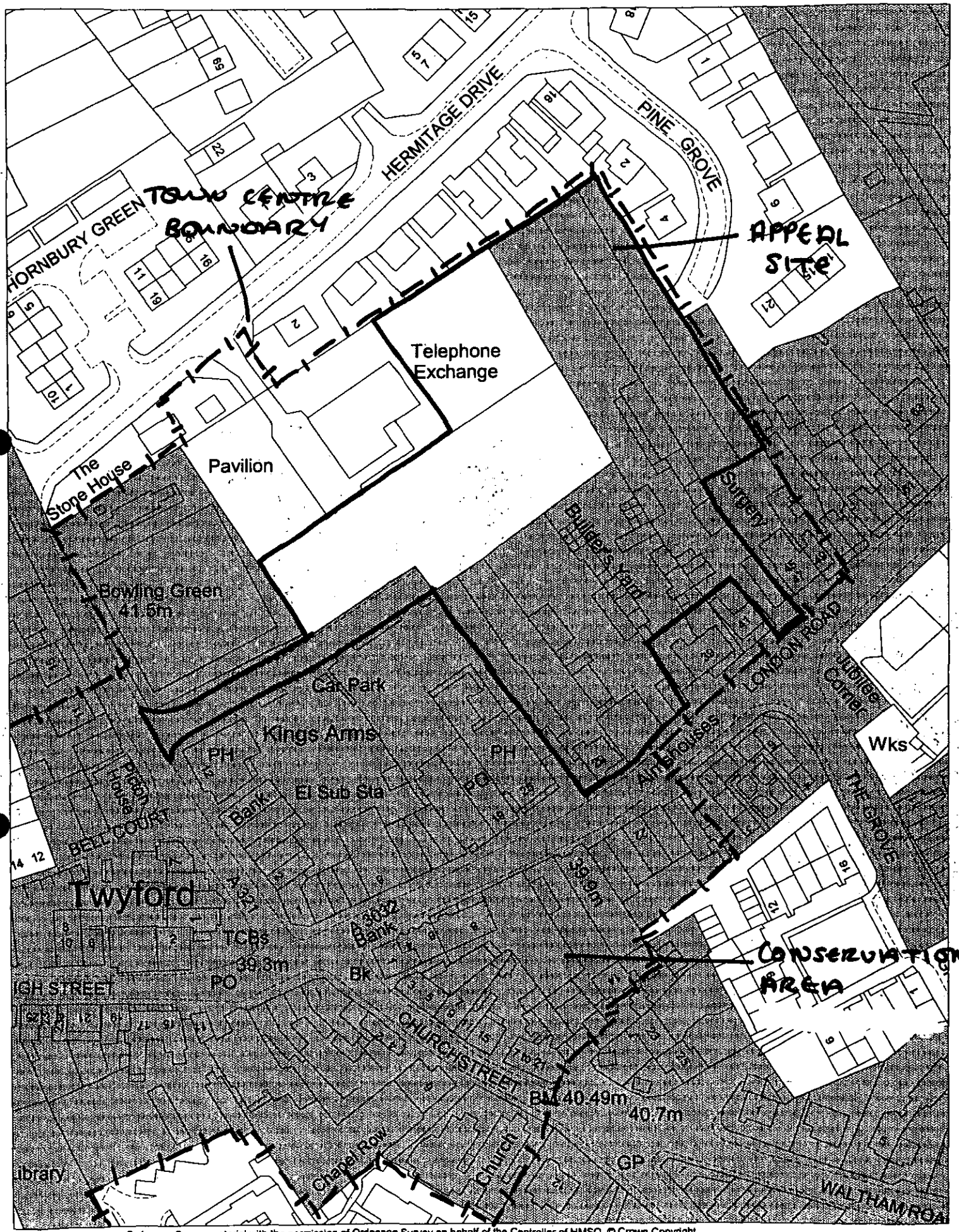
APPEAL SITE: WAITROSE STORE, LONDON ROAD, TWYFORD

REASON FOR APPEAL: REFUSAL OF ADVERTISEMENT CONSENT FOR THREE STORE SIGNS

LOCAL PLANNING AUTHORITY REFERENCE : A/2000/0350

DEPARTMENT OF THE ENVIRONMENT TRANSPORT & THE REGIONS REFERENCE : APP/XO360/H/00/1126

APPENDIX 1



This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of HMSO. © Crown Copyright.
Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.Wokingham District Council Licence LA086134

Development Control Section, Environmental Services, Wokingham District Council.

17 July 2000

Scale: 1 : 1250

N W E S

APPENDIX 2

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Part Approved and Part Refused of Permission

Waitrose Ltd
C/O John Lewis Plc
171 Victoria Street
London
SW1E 5NN

Application Number: A/2000/0350

Parish: **TWYFORD**

Location: **Waitrose Ltd, London Road, Twyford, Reading.**

Proposal: ***Proposed erection of internally illuminated shop and car park signs.***

The Wokingham District Council in pursuance of their powers under the above Acts and Regulations hereby **Part Refuse & Part Approve Permission** for carrying out the above development in accordance with the application and the accompanying plans submitted to the Council subject to compliance with the following conditions, the reasons for which are specified hereunder.

Approve car park and other signage with the exception of; 1) signage to the front of 41 London Road which is the subject of a separate application 2) Signage on service road elevation 3) Signage closest to main entrance on the car park elevation and 4) signage to the front of the coffee shop on the London Road elevations which are Refused.

Conditions for approved signs

Condition
1. The development hereby permitted shall be begun before the expiration of five years from the date of this permission.

Condition
2. a) The sign(s) shall be illuminated only while the premises are open for business.
Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Where an advertisement is required under these regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

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.

No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Condition
3. The individual lettering hereby approved shall be illuminated by halo lighting. The frontages shall be white and the returns dark green.

Condition
4. This permission relates to the application as amended by and shall be carried out in accordance with revised drawings 6020/100 I, 6020/DE-001D, 6020/AE-101G submitted to the Local Planning Authority on 27/03/00.

Reason
1. In pursuance of Section 91(1) of the Town and Country Planning Act 1990.

Reason
2. To safeguard the amenities of neighbouring residents and the locality.

Reason
3. In the interests of visual amenity.

Reason
4. For the avoidance of doubt.

Reasons for refusal for signs 1, 2, 3 & 4
1. The proposed signage, by reason of its size, position and proliferation, would introduce an element of visual clutter, detrimental to the visual amenity of the area and the appearance of Twyford Village Conservation Area. As such, these elements of the proposal are contrary to Policy LBE10 of the Loddon Area Local Plan and Policy WBE16 and WHE2 of the Wokingham District Local Plan (Deposit Draft) as modified.

John Mitchell
Development Control Manager
Date: 23 May 2000

If this notice grants permission to proceed with the proposal the applicant is reminded that it relates to planning permission only and does not constitute approval under any other legislation including Building Regulations.

APPENDIX 3

LODDON AREA LOCAL PLAN

Adopted 5 May 1995

Published by: Wokingham District Council
Planning Department
Shute End
Wokingham
Berkshire
RG40 1WR
Telephone: (01734) 778798
Fax: (01734) 778735

AMENITY VALUE THE DISTRICT COUNCIL WILL NORMALLY MAKE TREE PRESERVATION ORDERS.

ADVERTISEMENTS

1.4.16 The presence of advertisements in the urban environment can either enliven or spoil the street scene in which they are displayed. Inappropriately designed and sited advertisements can have a severely detrimental effect on the visual quality of the built environment. Alternatively many signs and advertisements are appropriate to the location in which they are displayed and reinforce the vitality and character of a particular location.

1.4.17 There is a requirement to control the effect which advertisements have on the built environment. The Town and Country Planning (Control of Advertisements) Regulations 1992 gives District Councils the statutory authority to control the display of certain advertisements. Furthermore, provisions exist under the same regulations for the removal of an advertisement on the grounds of amenity or safety whether it is initially under the control of the District Council or not.

1.4.18 There is inevitably a concern on behalf of the District Council to ensure that all advertisements wherever they may be displayed should add to the amenity of the area rather than detract from it. Stricter rules with regard to the erection of "For Sale" signs now apply. Wokingham District Council will seek to ensure that estate agents throughout the District abide by these new regulations.

❖ *LBE10 NEW ADVERTISEMENTS*

ADVERTISEMENTS WILL BE PERMITTED IF THEY ARE CONSIDERED TO BE WELL SITED AND DO NOT DETRACT FROM THE AREA WITHIN WHICH THEY ARE DISPLAYED. WITHIN CONSERVATION AREAS THE APPLICANT WILL NEED TO DEMONSTRATE THAT THE DESIGN AND LOCATION OF THE ADVERTISEMENTS REFLECTS THE CHARACTER OF THE AREA.

1.4.19 Provisions exist within the advertisement regulations for particularly sensitive areas to be declared Areas of Special Control. Such designation requires the confirmation of the Secretary of State and is appropriate in sensitive urban and rural areas in order to afford greater protection to the environment. The District Council will investigate the need for the designation of Areas of Special Control as part of a package of measures aimed at improving advertisement control in areas where problems are perceived.

SHOP FRONTS

1.4.20 The design of a shopfront should relate satisfactorily to that of the rest of the building in which it is set, as well as to nearby buildings and shopfronts where appropriate. Particular care is needed where a building is listed or in a conservation area or is on a conspicuous site. The importance of 'house style' to some traders is recognised, but the importance of visual amenity is considered to be greater. House styles may therefore require to be sympathetically adapted, particularly in conservation areas.



❖ *LBE11 SHOP FRONTS*

NEW SHOP FRONTS WILL BE PERMITTED WHERE THEY RELATE SATISFACTORILY TO THE ARCHITECTURAL FRAMEWORK OF THE BUILDING, ARE COMPATIBLE WITH THE CHARACTER OF THE AREA AS A WHOLE AND USE APPROPRIATE MATERIALS AND STYLES. ADDITIONALLY WITHIN CONSERVATION AREAS TRADITIONAL SHOPFRONTS OR REMAINING FEATURES SHOULD BE RETAINED.

Implementation: Through capital programme and Service, Amenity and Infrastructure Requirement (SAIR) contributions.

Monitoring: Check scheme progress.

SHOPFRONTS AND ADVERTISEMENTS

4.24 Shopfronts are an important element of the commercial street scene, and there is significant pressure to update and develop them, particularly in accordance with retailers' national corporate image. To maintain the overall street character, well designed shopfronts that fit well into the street scene and do not form a discordant element are a necessity.

4.25 Detailed advice on the design of shopfronts in conservation areas is contained in Planning Guideline D1. The following policy relates to all shopfront design.

POLICY WBE15: SHOPFRONT DESIGN

SHOPFRONTS THAT RELATE WELL TO THE ARCHITECTURAL FRAMEWORK OF THE BUILDING AND ARE COMPATIBLE WITH THE CHARACTER OF THE STREET AND AREA, AND SYMPATHETIC IN MATERIALS AND STYLES ARE ENCOURAGED.

POORLY DESIGNED SHOPFRONTS THAT ARE ILL PROPORTIONED OR THAT IGNORE THE ARCHITECTURAL FRAMEWORK WILL BE REFUSED.

THE COUNCIL WILL RESIST PROPOSALS THAT RESULT IN A 'DEAD' APPEARANCE OF SHOPS OUTSIDE TRADING HOURS, FOR EXAMPLE THE INTRODUCTION OF SOLID SHUTTERS OR SHUTTERS IN UNSYMPATHETIC MATERIALS.

Implementation: Through the development control process.

Monitoring: Check quality of development on the ground.

4.26 Under the legislation, advertising control is dealt with separately from the mainstream planning process. Advertisements can have a particularly damaging effect on an area in terms of detriment to amenity (especially in residential areas), and safety to users of the public highway.

POLICY WBE16: OUTDOOR ADVERTISING

THE COUNCIL WILL ONLY PERMIT OUTDOOR ADVERTISEMENTS WHICH ARE SYMPATHETIC IN DESIGN TO THEIR SURROUNDINGS IN RELATION TO AMENITY AND HIGHWAY SAFETY.

PARTICULAR REGARD WILL BE PAID TO RESIDENTIAL AMENITY IN CONSIDERING APPLICATIONS THAT ARE IN OR CLOSE TO RESIDENTIAL AREAS.

Implementation: Through the development control process.

Monitoring: Survey quality of advertisements.

THE DISTRICT'S HERITAGE

CONSERVATION AREAS

4.39 The Council has powers to determine which part of its area have special architectural or historic interest, the character or appearance of which it is desirable to preserve, and designate them as conservation areas. The areas are protected through several measures, including the requirement for consent to be obtained for demolition, and the limitation of permitted development rights. Having carried out the survey of the built environment and reviewed the findings in preparing this plan, the Council is proposing to designate parts of Remenham village as a conservation area. During the plan period, the Council may decide to designate further conservation areas, depending upon circumstances.

POLICY WHE1: DESIGNATION AND REVIEW OF CONSERVATION AREAS

THE COUNCIL WILL DESIGNATE NEW CONSERVATION AREAS AT REMENHAM VILLAGE AND ELSEWHERE AS APPROPRIATE. IT WILL ALSO REVIEW EXISTING CONSERVATION AREAS IN RECOGNITION OF, AND IN ORDER TO PROTECT, THEIR ARCHITECTURAL AND HISTORICAL IMPORTANCE. IN ADDITION, THE COUNCIL WILL IMPLEMENT SCHEMES OF ENHANCEMENT FOR ALL CONSERVATION AREAS.

Implementation: Through the designation and review of conservation areas.

Monitoring: Carry out thorough review of conservation areas to identify site specific opportunities.

POLICY WHE2: RETENTION AND ENHANCEMENT OF FEATURES WITHIN CONSERVATION AREAS

THE COUNCIL WILL SEEK TO RETAIN AND ENHANCE THOSE FEATURES THAT MAKE UP THE DISTINCT CHARACTER OF CONSERVATION AREAS. THESE INCLUDE: THEIR SETTING, BUILDINGS, AND RELATIONSHIPS BETWEEN BUILDINGS, VIEWS, VISTAS, OPEN SPACES, TREES, TRADITIONAL STREETSCAPE, STREET FURNITURE, WALLS, RAILINGS, TRADITIONAL MATERIALS.

Implementation: Through the development control process.

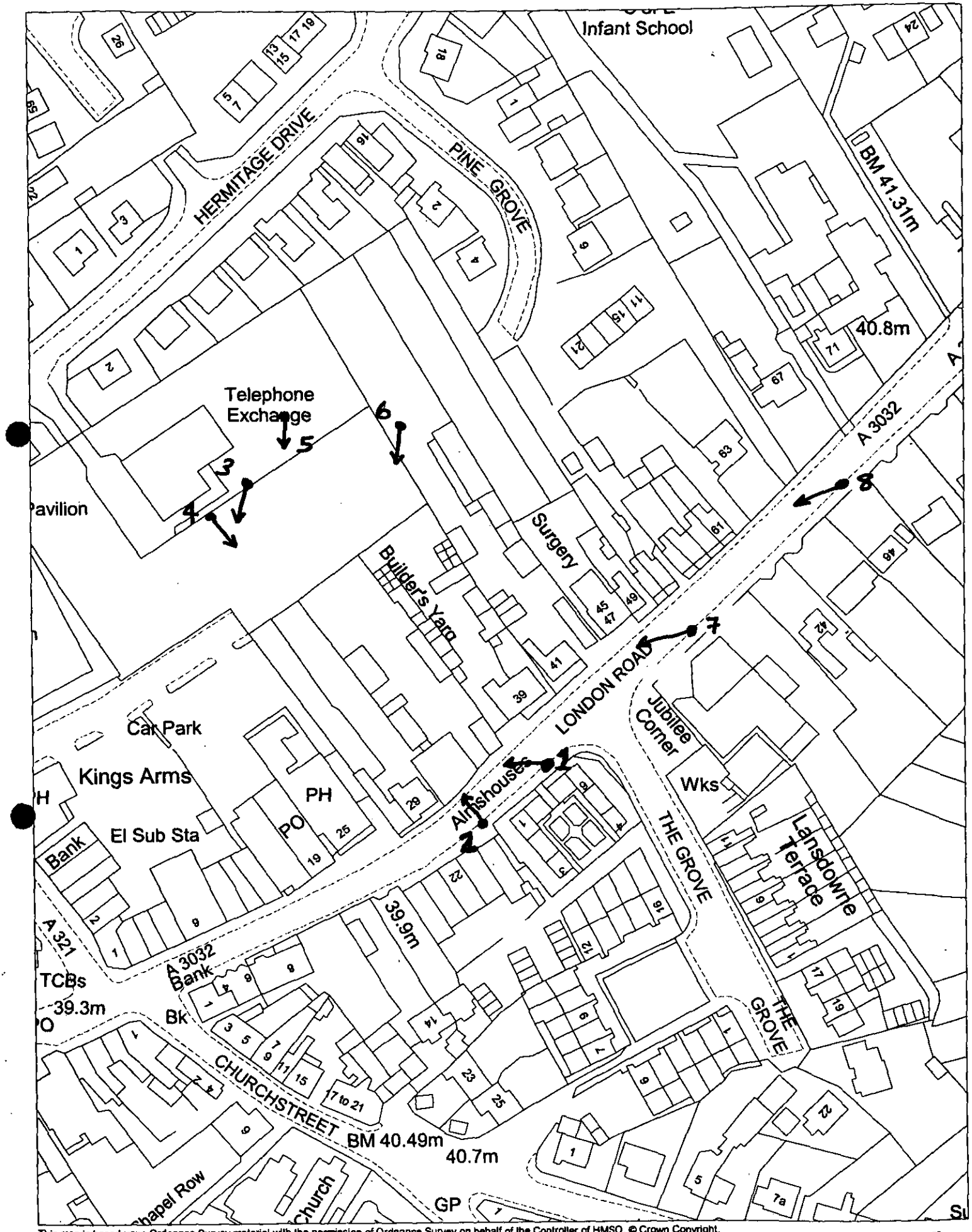
Monitoring: Review two conservation areas by detailed study per year.

POLICY WHE3: DEMOLITION IN CONSERVATION AREAS

THE COUNCIL WILL REFUSE CONSENT FOR THE DEMOLITION OR REDEVELOPMENT OF BUILDINGS OF INDIVIDUAL MERIT OR GROUP VALUE IN CONSERVATION AREAS UNLESS IT IS SATISFIED THE BUILDING CANNOT BE RETAINED IN ITS PRESENT, OR FOR AN ALTERNATIVE, USE.

Cont.

APPENDIX 4



This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of HMSO. © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.Wokingham District Council Licence LA086134

Development Control Section, Environmental Services, Wokingham District Council.

19 July 2000

Scale: 1 : 1250

The Planning Inspectorate

Room 1222
Tollgate House
Houlton Street
Bristol BS2 9DJ

Heather.

Direct Line 0117 987 8609
Switchboard 0117 987 8000
Fax No 0117 987 8181
GTN 1374
E Mail adverts.pins@gtnet.gov.uk
www.planning-inspectorate.gov.uk

FILE:

Planning Department
Wokingham District Council
Council Offices
Shute End
Wokingham, Berkshire
RG11 1WR

Your Ref: A/2000/0350

Our Ref: APP/X0360/H/00/1126

Date: 24 July 2000

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL: Waitrose Store, London Road, Twyford

I refer to the above mentioned appeal.

You were informed by the Inspectorate's letter of 29/06/00 that, following the Council's refusal of consent, an appeal had been received and that your written statement, together with any other necessary documents, should be sent within 3 weeks from the date you received the appeal forms direct from the appellant(s).

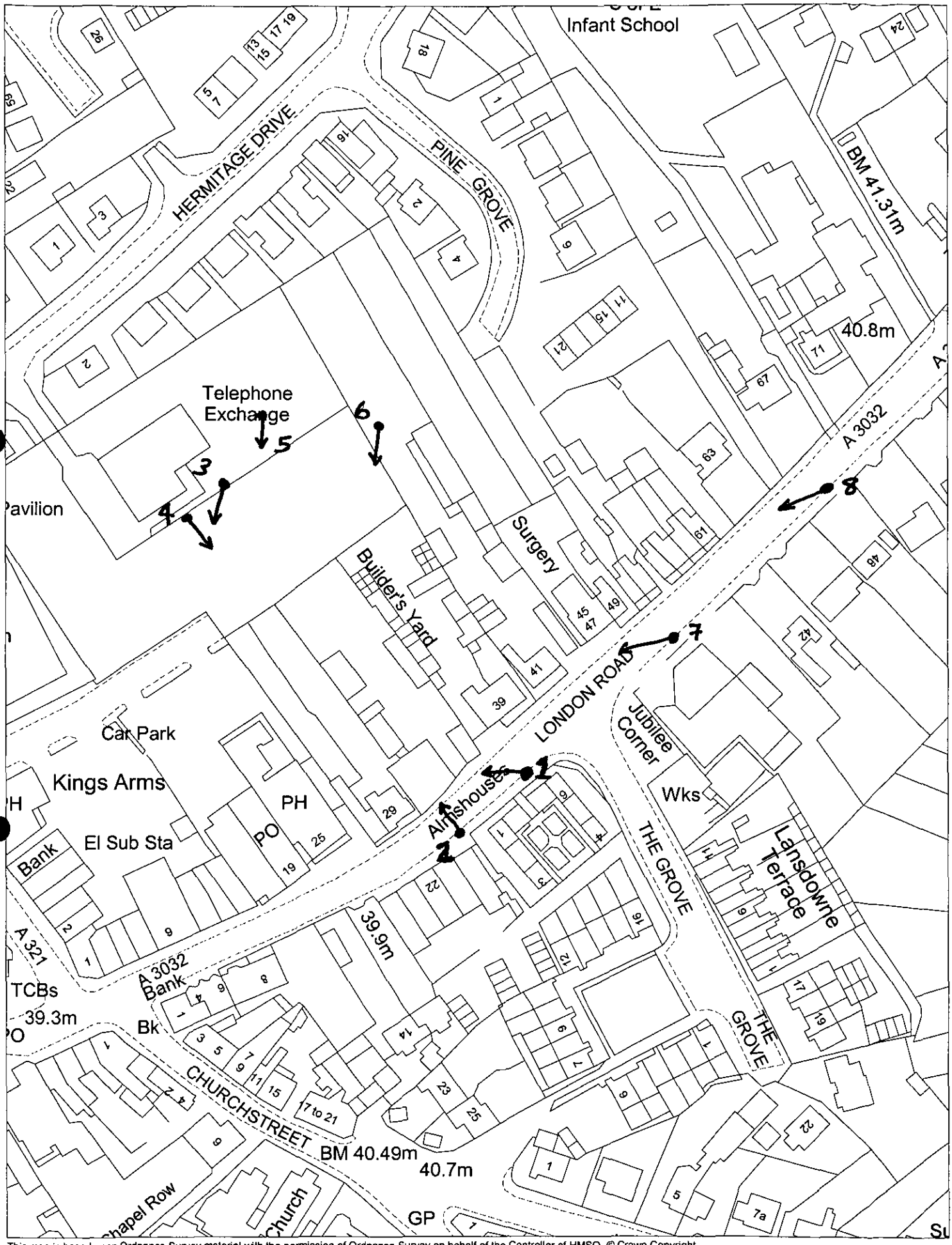
We have not yet received your statement and I must urgently ask that you send this to us immediately. A copy should be sent direct to the appellants. Failing this, would you please let us, and the appellant/agent, have an explanation as to why this cannot be done.

A copy of this letter has been sent to the appellant/agent.

Yours faithfully

Mr D Oakes

Rang 31/7
Statements to be sent today.
Photos to follow
2pm



This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of HMSO. © Crown Copyright.
Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.Wokingham District Council Licence LA086134

Development Control Section, Environmental Services, Wokingham District Council.

19 July 2000

Scale: 1 : 1250

N W E S

PPENDIX D TO ANNEX 4–709

T FOR LPA'S APPEAL STATEMENT

mental appeal reference number; LPA's reference
cation; Address of appeal site; Name of appellant

rief, factual description of the appeal site and its
ng attention (if appropriate) to any physical, archi-
eristics which are not readily apparent from the
s. Include reference to any designated area (*e.g.*
advertisements).
tatement of any relevant applications involving the

factual statement of the land use allocation in the
n.
rol policy: a concise statement of the policy guide-
utdoor advertisements which the LPA regard as
nt.
ounds of appeal: a concise statement of the LPA's
llant's grounds for appeal to the Secretary of State.
eat the LPA's reasons for refusal of the advertise-
rovide a detailed history of any previous advertise-
appeals, unless they are directly relevant to the
not already clear from other statements, include a
ication of, or condition on, the display which would
he LPA.
of documentation accompanying the statement.
of those to whom the statement and accompanying
ent is helpful.

APPENDIX E TO ANNEX 4–710

ND COUNTRY PLANNING (CONTROL OF
ERTISEMENTS) DIRECTION 1992

ate for the Environment, as respects England, and the
Wales, as respects Wales, in exercise of the powers
y regulation 22 of the Town and Country Planning
ments) Regulations 1992(a) and of all other powers
behalf, hereby give the following direction:—
ection—
ations" means the Town and Country Planning (Con-
sements) Regulations 1992;
authority" has the meaning assigned to it by regulation
2 regulations;
of State" means, in relation to England, the Secretary
Environment and, in relation to Wales, the Secretary of
s.
o paragraph 3 of this direction, every local planning
within 21 days from the date on which they are notified
t of the making of an appeal to the Secretary of State
on 15(1) of the 1992 regulations, (the date on which the
ive a completed copy of, in England, form 14075B, and

4–710

The Planning Inspectorate

Room 1222
Tollgate House
Houlton Street
Bristol BS2 9DJ

Direct Line 0117 987 8609
Switchboard 0117 987 8000
Fax No 0117 987 8181
GTN 1374
E Mail adverts.pins@gtnet.gov.uk
www.planning-inspectorate.gov.uk

Planning Department
Wokingham District Council
Council Offices
Shute End
Wokingham, Berkshire
RG11 1WR

Your Ref: A/2000/0350

Our Ref: APP/X0360/H/00/1126

Date: 29 June 2000

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL: Waitrose Store, London Road, Twyford

app. 7. of Supporting Statement

You should have received a copy of an advertisement appeal [on form DOE 14075B], from Waitrose Ltd for this site/premises. If you have not received an appeal, please inform us immediately on the enclosed reply slip.

The appeal will be dealt with by the procedure described in paragraph 42 of DOE Circular 5/92; and an officer of the Inspectorate will be appointed by the Secretary of State to decide the appeal. The Council's statement, photographs and scaled plan, and any other relevant document, should be sent to the appellant(s) and the Secretary of State within 3 weeks of you receiving the appeal. This is in accordance with the Town and Country Planning (Control of Advertisements) Direction 1992. **When preparing your statement, the advice in paragraph 43 and Appendix D to DOE Circular 5/92 is very relevant.**

Yours faithfully

Mr D Oakes

The Planning Inspectorate
Room 1222
Tollgate House, Houlton Street
Bristol BS2 9DJ

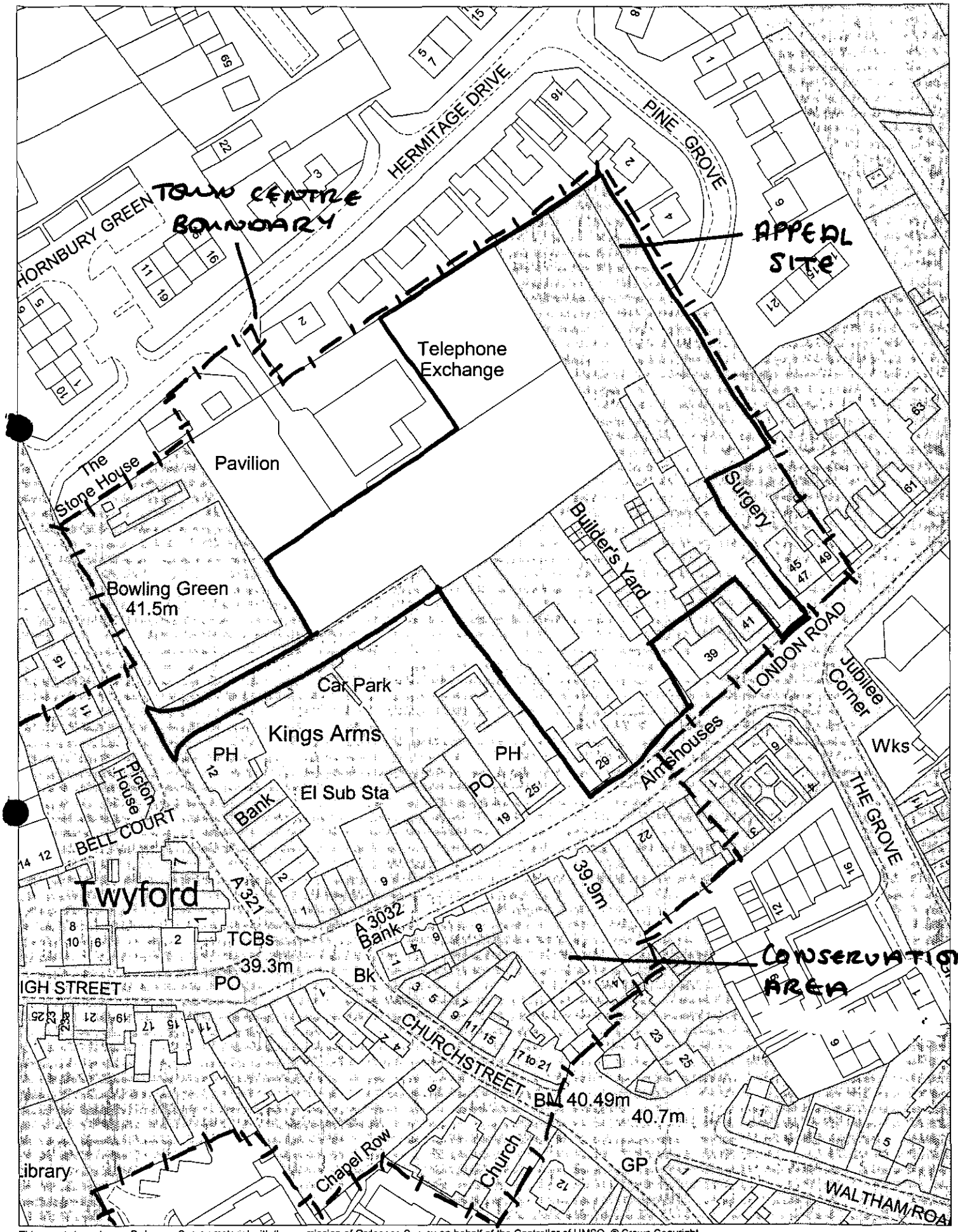
Reference No.
A/2000/0350
APP/X0360/H/00/1126

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL: Waitrose Store, London Road, Twyford

We have not received an advertisement appeal in respect of this site.

Yours faithfully



This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of HMSO. © Crown Copyright.
Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.Wokingham District Council Licence LA086134

Development Control Section, Environmental Services, Wokingham District Council.

17 July 2000

Scale: 1 : 1250

N W E S

Our Ref: JB/PY/2198

CgMs CONSULTING

7th Floor
Newspaper House
8-16 Great New Street
London EC4A 3BN

Tel: 020 7583 6767
Fax: 020 7583 2231

Email: cgms@compuserve.com
Web Site: www.cgms.co.uk

The Planning Inspectorate
[PINS (AA) 5]
Room 12/22
Tollgate House
Houlton Street
Bristol
BS2 9DJ

28th June 2000

Dear Sir/Madam

WAITROSE LTD, LONDON ROAD, TWYFORD
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

On behalf of Waitrose Ltd, CgMs Limited have been instructed to submit the attached appeal in respect of a recent refusal of advertisement consent at the above premises.

The attached appeal comprises:

- Completed appeal forms (See Appendix 7 of Supporting Statement); and
- Supporting Statement

We confirm the attached documentation has been copied to Wokingham District Council.

Should you require any additional information relating to this advertisement appeal, please do not hesitate to contact John Brooks from this office.

Yours faithfully

CgMs ltd.

CgMs Limited

Enc.

c.c. Head of Planning & Transportation, Wokingham District Council

Directors
P Chadwick BA, MIFA
K Goodwin BTp, MRTPI
E Mortimer BA, FRTPI, FRSA
J Stockdale BSc, ARICS
E Wright (non-executive)
D Hawkins BA, MIFA
C Hicks BSc (Econ), MCD, MINSTPET, MRTPI
M Honour BLE, ARICS, MRTPI
P Woods BA, Dip UPI, MRTPI

Associate Directors
A Harris BA, MPhil, AIFA
S Wilson BA, BTp, MRTPI

CgMs Limited
Registered in England
No 3303376
Registered Offices
5-11 Mortimer Street, London
W1N 8HS