APPLICATION NO:
A/2000/1481

LOCATION:
283 Barkham Road, Wokingham.

APPLICANT:
Primelight Primelight Advertising Ltd

PROPOSAL:
Proposed erection of 2 internally illuminated free standing advertisement units.

EARLIEST DATE FOR DECISION: **16/06/2000**

APPLICATION EXPIRY DATE: **13/07/2000**

CASE OFFICER: **Mrs B Polnik**

RAILEX
Marbleboard

COPY FOR APPLICATION FILE.

Appeal Decision

Site visit made on 20 November 2000

by Noel Hutchinson

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

01 DEC 2000

Appeal Ref: APP/X0360/H/00/1791
283 Barkham Road, 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 Primelight advertising Limited against the decision of Wokingham District Council.
- The application (ref: 2000/1481) is dated 17 May 2000.
- The advertisements proposed are two freestanding single-sided 6-sheet display units with internal illumination.

Summary of Decision: The appeal is dismissed.

Main Issues

1. I consider the main issues to be:

    - Whether the two units would be in scale and keeping with the appeal premises and surrounding area.

Planning Policy

2. The Council have drawn my attention to their advertisement control policies and I have taken them into account as a material consideration. However, powers under the Regulations to control advertisements may be exercised only in the interests of amenity and public safety, taking account of any material factors. In my determination of this appeal the Council's policies have not therefore, by themselves, been decisive.

Reasons

3. The appeal premises, while in mixed use, are domestic in their scale and overall design. The ground floor with its pavilion extension is used as a shop, with residential use on the building's upper floor. It is set back from the highway behind a forecourt. The shop is an isolated commercial use within a residential area, with houses generally in large gardens with numerous mature trees along their road frontages, lending considerably to the area's character and pleasant appearance.

4. The shop displays a large number of signs that mark it out in strong contrast to its pleasant residential setting. The advertisements include a high level fascia style signboard on the parapet of the single storey facade, a signboard immediately above the shop entrance, two sponsored sun blind canopy signs, a circular box sign and a projecting rectangular box sign. There are also various sign panels on the western boundary of the forecourt with the two appeal units in position on its eastern boundary.

5. These units, with their cabinet like construction and height, equating to that of the shop window, are substantial features. They are grouped together close to the back edge of the highway, well forward of the building line, making them clearly visible when approached from the west. This exposure gives them particular prominence, which would be further accentuated when illuminated during darkness. They also add significantly to the large number of advertisements already on display on this small shop creating advertisement clutter. I consider that because of their nature and size they are out of scale and out of keeping on a small local shop within a residential area. For these reasons they spoil the appearance of the appeal premises considerably.

Conclusions

6. For the reasons given above and having regard to all other matters raised, I conclude that the display of the advertisement units would be detrimental to amenity.

Formal Decision

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

Information

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

Noel Hutchinson

NOEL HUTCHINSON
Advertisement Control Officer

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Refusal of Permission

Primelight
Primelight Advertising Ltd
3 Waterhouse Square
138-142 Holborn
London
EC1N 2NY

Application Number: A/2000/1481

Parish:	**WOKINGHAM**
Location:	**283, Barkham Road, Wokingham.**
Proposal:	**Proposed erection of 2 internally illuminated free standing advertisement units.**

The Wokingham District Council in pursuance of their powers under the above Acts and Regulations hereby **Refuse 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.

Reason

1. The proposed signs add to the clutter of signs on the premises, resulting in an excessive number of advertisements detrimental to the visual amenity of the area. As such, the proposal is considered contrary to Policies SBE1/2 and SBE10 of South East Area Local Plan and WBE1and WBE16 of Wokingham District Local Plan (Deposit Draft).

John Mitchell
Development Control Manager
Date: 09/08/2000

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.

Tel: (0118) 974 6452 (Direct Line)
E-Mail: Phil.Wratten@Wokingham.gov.uk
Fax: (0118) 974 6484
Date: December 6, 2000
My ref: PIW/2/RFS/99/2862

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

Primelight,
Primelight Advertising Ltd.,
3, Waterhouse Square,
138-142, Holborn,
London.
EC1N 2NY

Dear Mrs Ballard,

283, BARKHAM ROAD, WOKINGHAM, BERKSHIRE.
PLANNING APPLICATION NO. A/2000/1481 AND APPEAL NO. APP/X0360/H/00/1791.

I write with reference to planning application number A/2000/1481 for the 'proposed erection of 2 internally illuminated free standing advertisement units' at 283, Barkham Road, Wokingham, which was Refused planning permission on 9 August 2000, and subsequently upheld on Appeal on 1 December 2000. Appeal number APP/X0360/H/00/1791 refers.

In consideration of the dismissal of the Appeal I advise that the unauthorised units be removed within two weeks of receipt of this letter, and in any case by no later than Friday 22 December 2000. Failure to comply will result in enforcement action being implemented. If, subsequently, an Enforcement Notice were to be issued it would be served not only upon Primelight Advertising Limited, but also upon Mr Mrs Duladh as the owners of the premises.

Finally it is requested that you inform me in writing immediately upon receipt of this letter as to your intentions in this matter.

Yours sincerely,

P I WRATTEN
Senior Planning Enforcement Officer

Cc Mr Mrs Duadh, 283, Barkham Road, Wokingham, Berkshire. RG41 4BY

1782/a

18 MAY 2000* 1481

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: PRIMELIGHT ADVERTISING LTD.

Address: 3 WATERHOUSE SQUARE, 138-142 HOLBORN, LONDON Post Code EC1N 2NY

Tel. No. 020 7882 1200

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

Full Name _____

Address: N/A

_____ Post Code _____

Tel. No. _____

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

283 BARKHAM ROAD, WOKINGHAM RG41 4BY

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

COMMERCIAL

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.)

2 x SINGLE SIDED FREE STANDING ADVERTISEMENT DISPLAY UNITS

(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 - ONLY ON AT NIGHT

(c) Will the illumination be static or intermittent?

STATIC

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

MAXIMUM

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

REFUSED

* **Delete as appropriate**

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ 190.00

Signed Davina Ballard (applicant/~~agent~~) Date 17 May 2000

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.'

0 · DOLLS HILL STORES

ADDRESS 283 BARKHAM ROAD PARISH WOKINGHAM

PLOT No. ORD. SHEET No. SU.7967 82

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision	
3178		GARAGE	26.6.57		
TP.1363 4263	BERRY	2/STOREY EXTENSION	11.7.57	APP.	APP.
R/152/69	MR & MRS STURGESS	FISH & CHIP BUSINESS	8.1.70		REF.
BR.11231	Mr P.D. Thatcher	change of use from Shop to dwelling	9.7.79	Ref	N/A
11117	"	" & ALTERATIONS	5.7.79	N/A	C/A
15450	MR. KINCH	2/STOREY EXTENSION	85 81	N/A	C/A
17270	"	ADDITIONAL SALES AREA AT FRONT	8.4.82	N/A	C/A
BR182467	"	"	28.4.82	APP	N/A
BR 21817	"	CARPORT	13.2.83	APP	N/A
21588	"	"	31.5.84	N/A	C/A
28515	MR & MRS A. RAWAL	2/ST. & S/ST. EXTS.	30.10.87		REF.

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

091074

1933

② DOLLS HILL STORES

ADDRESS 283 BARKHAM ROAD PARISH WOKINGHAM

PLOT No. ORD. SHEET No. SU.79678 2

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
44764	MR & MRS DULABH	S/ST. EXTENSION	23.8.95	C/A
95/60855/X				

MINISTRY DECISION

SPECIAL ORDERS

283 Barkham Road, Wokingham
RG41 4BY



© Crown copyright 2000 All rights reserved. Based on Ordnance Survey digital data Survey Scale - mixed Plotted Scale - 1:1250
(Scales other than at Survey Scale should not be used for accurate measurement). Business occupancy data ©2000 Thomson Directories Ltd.

1787.map
17/05/00

Ordnance Survey
Value Added Reseller

REFUSED

18.MAY2000 14:51

18.MAY2000* 1481

Planning Application



A TYPICAL FREESTANDING PANEL

RECEIVED 12 MAY 2000

Address of Proposed Site:

283 Barkham Road

Application Form 3
ADVERTISEMENT APPLICATION

FOR OFFICE USE ONLY

APPLICATION NO.
FEE PAID
DATE REGISTERED

1 a. Name and Address of Applicant	**1 b. Name and Address of Agent (if any)**
Primelight Advertising Limited 14/15 Lower Grosvenor Place London SW1W 0EX **Tel. No** 0171 393 4930	N/A **Name of contact** **Tel. No**

2. Address of the Application Site

283 Barkham Road, Wokingham RE41 4BY

3. Description of Proposed Advertisement **PLEASE TICK ONE OR MORE BOXES**

☐ **AN APPLICATION FOR A HOARDING**

☐ **AN APPLICATION FOR A PROJECTING SIGN**

☐ **AN APPLICATION FOR A FASCIA SIGN**

IF OTHER TYPE, PLEASE SPECIFY

2 x Single Sided Free Standing Advertisement Display Units

WHAT IS THE PURPOSE FOR WHICH THE LAND OR BUILDING IS USED?

Commercial

4. Illumination

a. **WILL THE ADVERTISEMENT BE ILLUMINATED?** **YES** ☑ **NO** ☐

b. **IF YES, PLEASE STATE TYPE OF ILLUMINATION** Internally, Only On At Night

(e.g. Internally, Externally, Floodlighting, etc.)

c. **WILL THE ILLUMINATION BE STATIC OR INTERMITTENT?** **Static** ☑ **Intermittent** ☐

d. **WHAT IS THE INTENSITY OF ILLUMINATION IN FOOT LAMBERTS?** ---------- **Foot Lamberts**

e. **WHAT IS THE COLOUR(S) OF THE ILLUMINATION** White Fluorescent Tubes

5. Site Ownership

a. **DOES THE APPLICANT OWN THE LAND?** **YES** ☐ **NO** ☑

b. **IF NOT, HAS THE PERMISSION OF THE OWNER OR ANY OTHER PERSON ENTITLED TO GIVE PERMISSION FOR THE DISPLAY OF THE ADVERTISEMENT BEEN OBTAINED?** **YES** ☑ **NO** ☐

6. TO BE COMPLETED BY ALL APPLICANTS

I submit a site plan and the following plans 4 x Plans

Signed Davina Ballard **Date** 30th March 2000

(APPLICANT ~~OR APPLICANT'S AGENT~~)

Statement

283 Barkham Road

AMENITY CONSIDERATION

The unit is an identical size to that found on bus shelters throughout the borough. According to our records the council has granted consent for 22 similar sized advertising panels in the borough.

The unit has been located in line with the edge of the forecourt, so as not to appear obtrusive. Together with the 11.3 metre wide forecourt and 3.2 metre wide pavement, there is an abundance of space for the free flow of pedestrians. It is a high quality fabricated metal unit. Only the finest metals are selected for the design and manufacture of the unit. The unit has been designed to harmonise with the best of traditional and modern architecture. It has radius corners for an aesthetically pleasing appearance with public safety in mind, with a mirror surround on each display area. The unit is cleaned and maintained every two weeks to ensure a quality display which is expected by advertisers and landlords alike.

The unit is located in a semi commercial area. There are several other shops in the area. The proposed unit would blend in with the current advertising capacity without creating an appearance of clutter. Indeed, our contract uniquely allows us to remove all advertising including A-boards and the like within a 3m radius of the site. This results in a phased reduction of clutter and thereby substantially increases visual amenity.

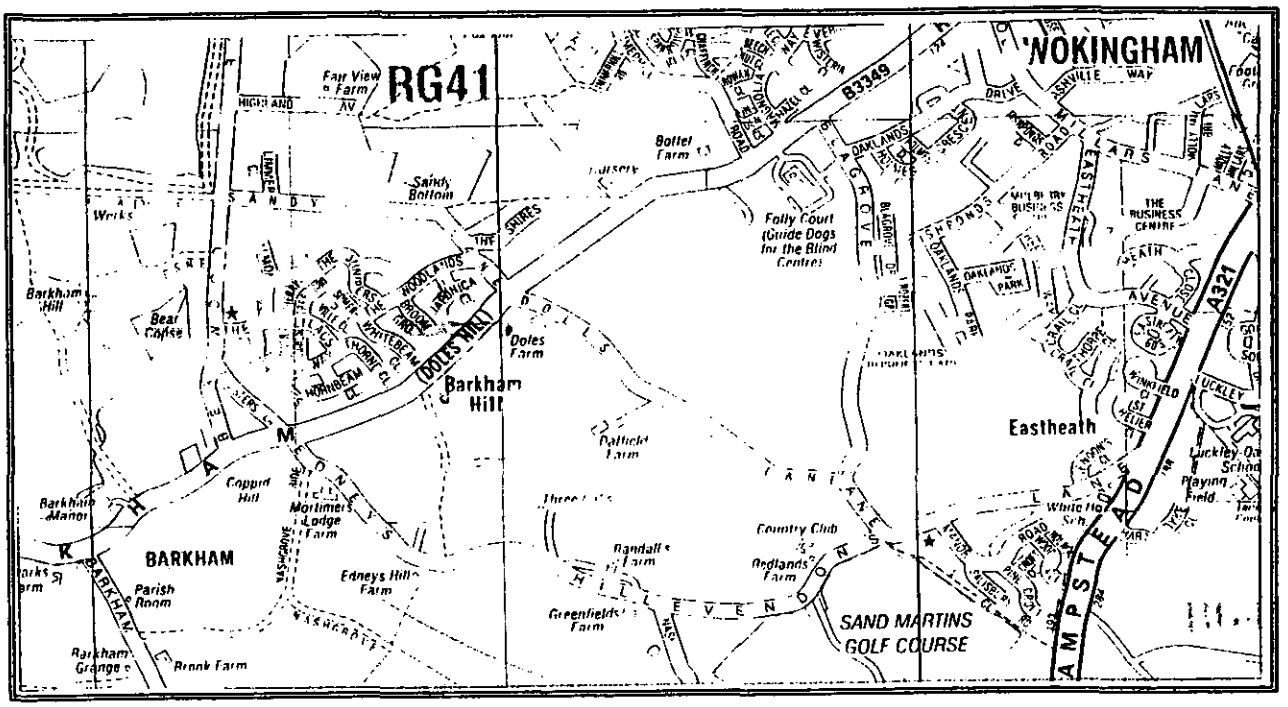
PUBLIC SAFETY CONSIDERATION

The unit has 6mm thick toughened glass and has a fused spur unit. The display poses no threat to public safety.

ECONOMIC CONSIDERATION

Primelight Advertising Ltd pay a rent to the landlord to help sustain his business in the difficult economic climate faced by the independent retailers and the strong competition from major supermarkets. In addition Retail Media Ltd pay rates to the council and is also willing to offer additional planning gains.

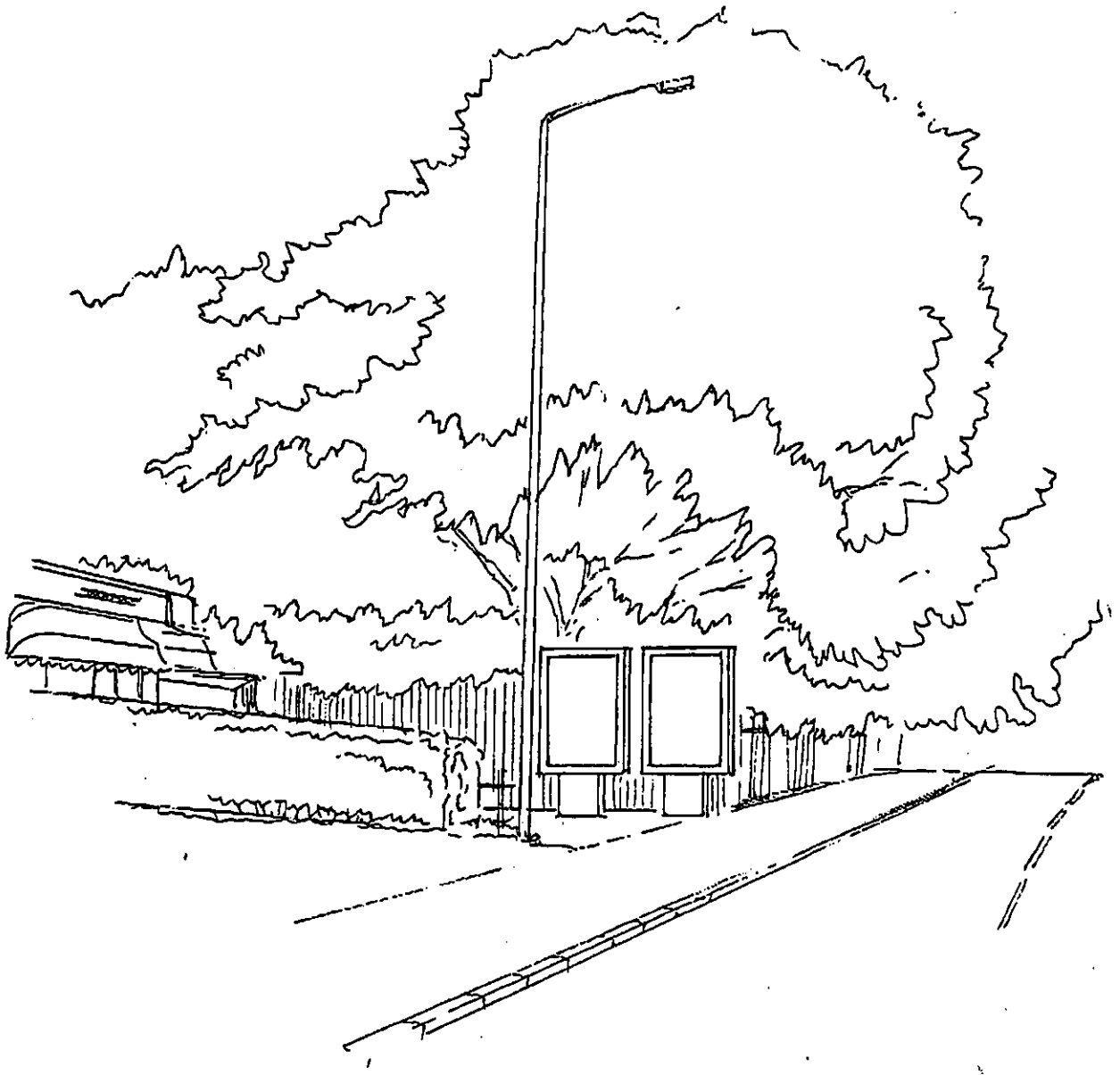
Location



REFUSED

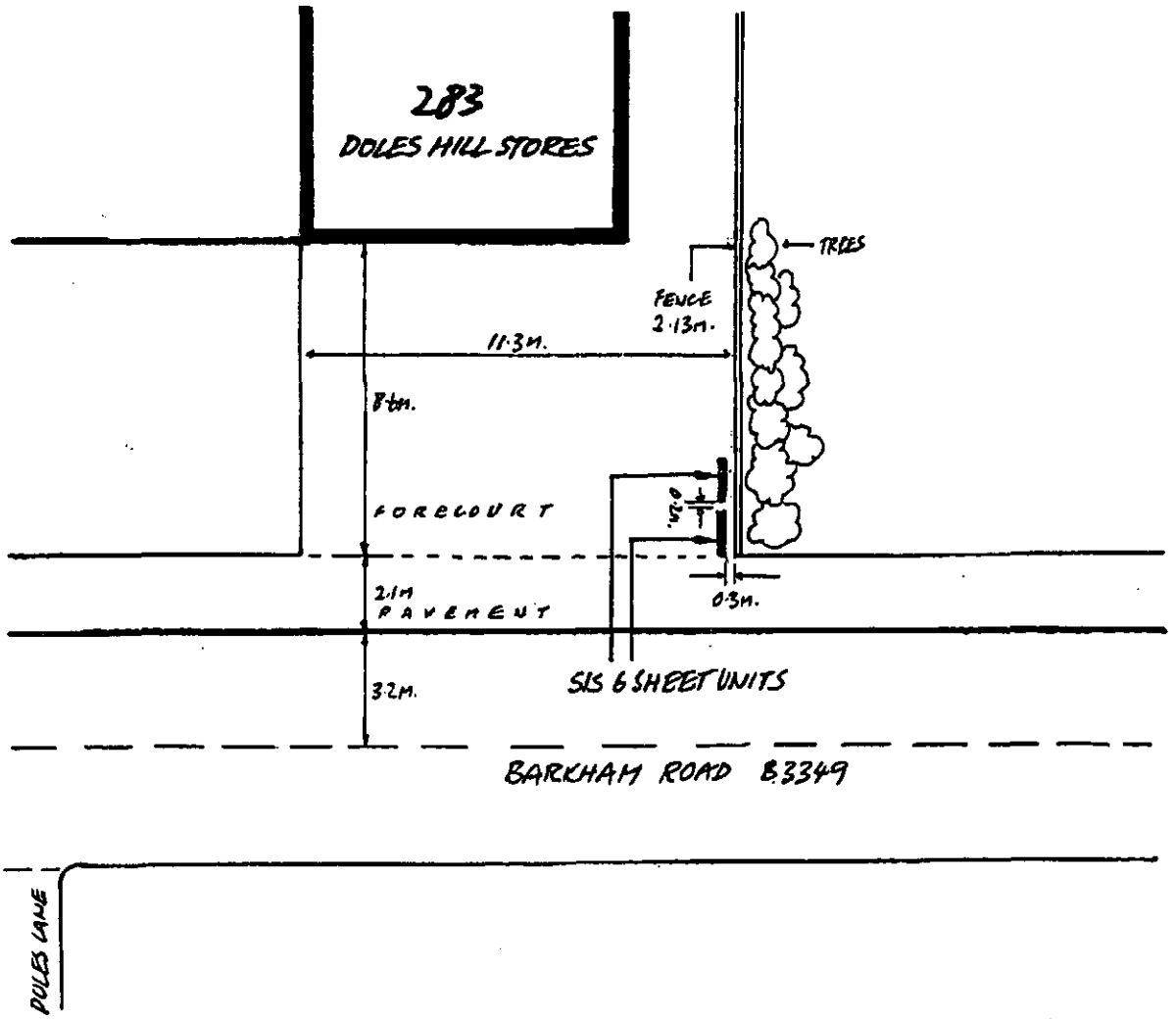
	Address	Scale :
	283 BARKHAM ROAD WOKINGHAM RG41 4BY	
	YA130601 - 0004	

Elevation



	Address	Scale 1:100
	283 BARKHAM ROAD, WOKINGHAM, RG41 4BY,	

Site Plan

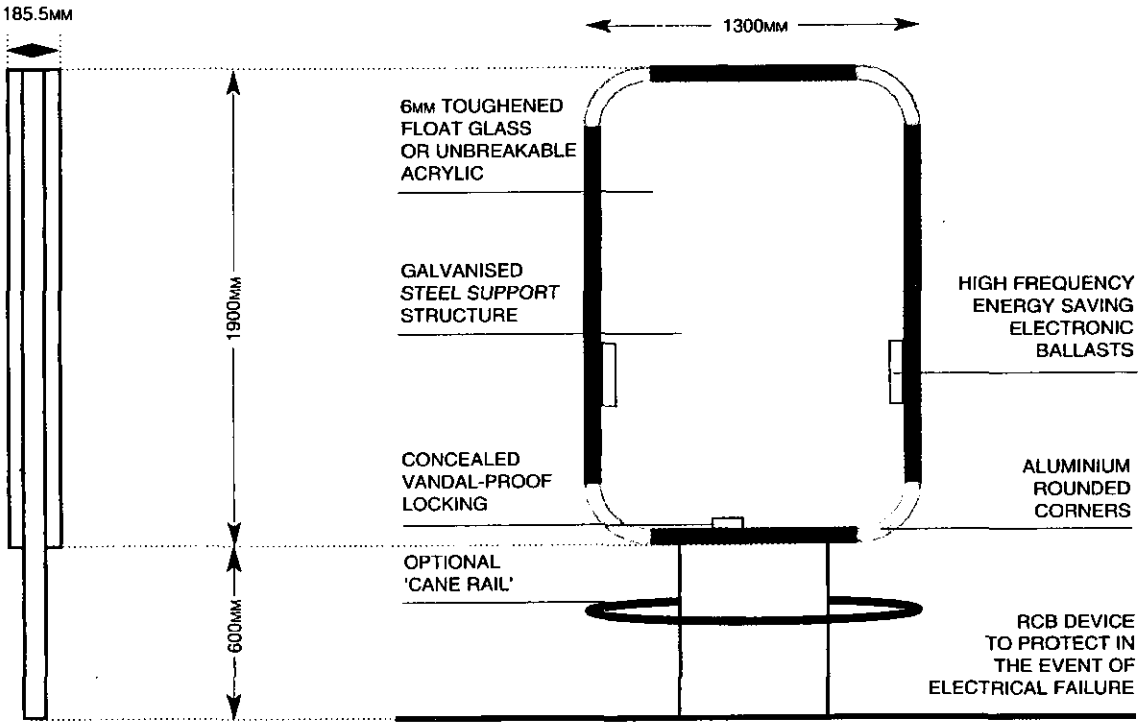


RECEIVED

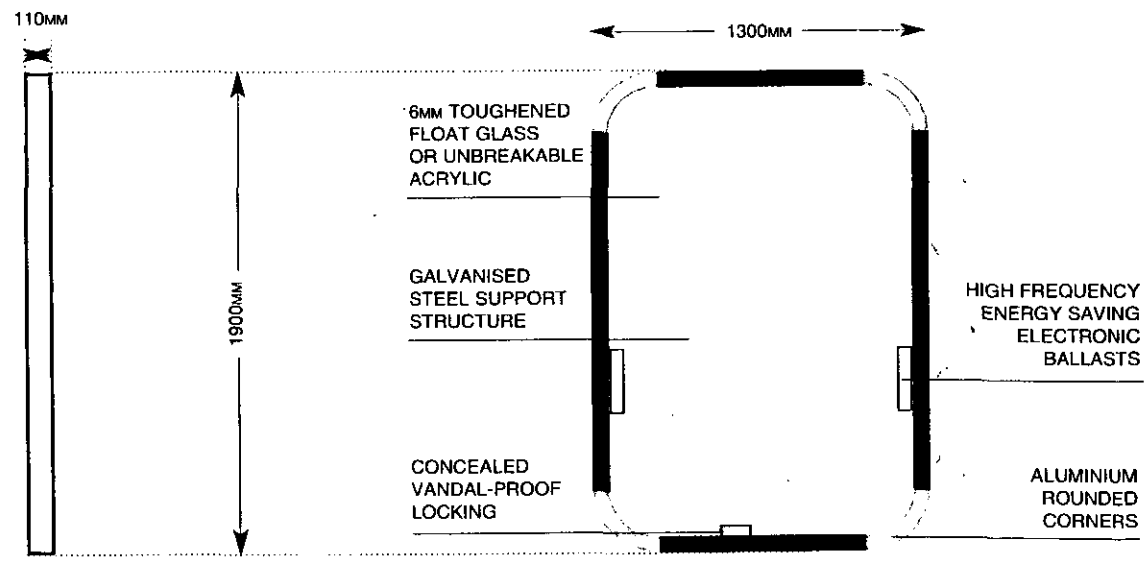
Notes	Address	Scale 1:200
	283 BARKHAM ROAD, WOKINGHAM, RG41 4BY	
	Site No. YA130601000 4	

Unit Specifications

Free-Standing Unit



Wall Mounted Unit



RNIB
challenging blindness
WE ARE PROUD TO BE ASSOCIATED WITH RNIB
REGISTERED CHARITY NO 226227

POSTER SIZE: 1200MM X 1800MM (6 SHEET)

REVISED

WORK SHEET FOR : Mrs B Polnik

Application Number : A/2000/1481

Applicant : Primelight Primelight Advertising Ltd.

Location : 283, Barkham Road, , Wokingham.
Proposal : Proposed erection of 2 internally illuminated free standing advertisement units.

Site Notice Displayed ? :	YES	NO	DATE
	✓		5.7.00

Date of Neighbour Notifications : .....

Date of Site Visit : 5.6.00

Date Registered : 18/05/2000

Earliest Date for Decision : ~~**16/06/2000**~~

Latest Consultation Date/Site Notice Expiry Date : ~~**16/06/2000**~~ 24.7.00

Application Expiry Date: 13/07/2000

Consultation Responses :

- Highways : no objection Subject to condition re: no glare or dazzle.
- Town Council : recommend refusal as signs would detract from rural setting of streetscene
- Letters of representation . none received

Planning Issues :

A. IMPACT ON VISUAL AMENITY OF AREA SBE1/2, SBE10 of SEALP WBE1, HBE16 of WDLP

B. HIGHWAY SAFETY

PROPOSAL:

Retrospective application for 2 freestanding internally illuminated advertisement units measuring 1.9m x 1.3m having a maximum height of 2.5m. located within the forecourt of an existing retail unit at 283 Barkham Rd.

Application Number: A/2000/1481

Appraisal :

A. IMPACT ON VISUAL AMENITY OF AREA

Policies SBE1/2 and SBE10 of SEALP
WBE1 and WBE16 of WHLP

The site is located within the settlement boundary of Barkham Hill and located on the Barkham Rd one of the main routes into Wokingham. The area is predominantly residential in character.

There are a number of signs on the forecourt which have the benefit of deemed consent. Existing signs are as follows:

(i) fascia sign
(ii) 2 projecting signs
(iii) sign over doorway
(iv) 7 boards (similar to A boards)
(v) 4 signs on boundary with 285 Barkham Rd

The current applcn. is for a further 2 internally illuminated signs located close to the boundary of 281 Barkham Rd. The proposal would add to clutter of existing signs and by virtue of their size and location would be detrimental to the visual amenity of the area. Whilst the applicant makes reference to the possibility of removal of other signs within a 3m radius of the signs this does not overcome the concerns in respect of visual amenity. Majority of signs on the forecourt are located more than 3m away from these signs.

B. HIGHWAY ISSUES

No highway objection raised.

Recomendation : Approval: ☐ **Refusal:** ☑
(tick appropriate box)

Application Number A/2000/1481
~~Conditions/~~Reasons for Refusal

No	Std Con	Std Reas	~~Non Std Conditions /~~ Reasons for Refusal
1.			The proposed signs add to the clutter of signs on the premises, resulting in an excessive number of advertisements, detrimental to the visual amenity of the area. As such the proposal is considered contrary to policies SBE1/2 and SBE10 of SEALP and WBE1 and WBE16 of WOLP.

RECORD OF SITE VISIT

SITE ADDRESS: 283 Barkham Road Wokingham.

APPLICATION NUMBER: A/2000/1481

OFFICER: Mrs B Polnik

DATE OF SITE VISIT: 5.6.00

1 SITE/STATUTORY NOTICE DISPLAYED ? ✓ erected by case officer 5.7.00

2. DESCRIPTION OF SURROUNDINGS

Predominantly residential in character

3. DESCRIPTION OF SITE/BUILDING

Existing shop 'Doles Hill Stores' located between 2 residential properties.

4. RELATIONSHIP TO ADJOINING PROPERTIES

Refer to site plan.

5. SITE CONSTRAINTS

TREES	none affected
ACCESS/PARKING	as existing
LEVELS	no change
BOUNDARY TREATMENT	2m high lorch lap fence
OTHERS	

Tel: 0118 974 6450

Date: 26.7.00

My ref: A/2000/1481

CONFIDENTIAL

Councillor Marinos
10 Wildcroft Drive
Wokingham
RG40 3NY

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 Councillor

Application Number: A/2000/1481
283, Barkham Road, , Wokingham.
Proposed erection of 2 internally illuminated free standing advertisement units.

I write to let you know that the above mentioned application has been recommended for APPROVAL: ☐ REFUSAL: ☑ under delegated powers.

If you have any questions please do not hesitate to contact **Mrs B Polnik** on **0118 974 6450**. 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 7.8.00

Yours faithfully

John Mitchell
Development Control Manager

LISTING FORM
Case officer: **Mrs B Polnik** Application Number: **A/2000/1481**
283, Barkham Road, , Wokingham.
Proposed erection of 2 internally illuminated free standing advertisement units.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor Marinos

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 6450

Date: 26.7.00

My ref: A/2000/1481

CONFIDENTIAL

Councillor D Morgan
Valois Farm
Range Road
Wokingham
RG40 3NR

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 Councillor

Application Number: A/2000/1481
283, Barkham Road, , Wokingham.
Proposed erection of 2 internally illuminated free standing advertisement units.

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This form must be received no later than 7.8.00

Yours faithfully

John Mitchell
Development Control Manager

LISTING FORM

Case officer: **Mrs B Polnik** Application Number: **A/2000/1481**
283, Barkham Road, , Wokingham.
Proposed erection of 2 internally illuminated free standing advertisement units.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor D Morgan

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 6450

Date: 26.7.00

My ref: A/2000/1481

CONFIDENTIAL

Councillor C Hudson
4 Sapphire Close
Wokingham
RG41 3DU

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 Councillor

Application Number: A/2000/1481
283, Barkham Road, , Wokingham.
Proposed erection of 2 internally illuminated free standing advertisement units.

I write to let you know that the above mentioned application has been recommended for APPROVAL: ☐ REFUSAL: ☑ under delegated powers.

If you have any questions please do not hesitate to contact **Mrs B Polnik** on **0118 974 6450**. 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 7.8.00

Yours faithfully

John Mitchell
Development Control Manager

LISTING FORM
Case officer: **Mrs B Polnik** Application Number: **A/2000/1481**
283, Barkham Road, , Wokingham.
Proposed erection of 2 internally illuminated free standing advertisement units.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor C Hudson

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

HIGHWAYS CONSULTATION SHEET

From: Mrs B Polnik

Date: 22 May 2000

Application Number: A/2000/1481

Proposal: Proposed erection of 2 internally illuminated free standing advertisement units.

Parish: WOKINGHAM TOWN

Site Address:
283, Barkham Road, , Wokingham.

Applicant:
Primelight Primelight Advertising Ltd.

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

✓ below as applicable;

1) ☐ Recommend refusal for the reason(s) **stated below**;
2) ☑ Recommend approval but with condition(s) & reason(s) **stated below**;
3) ☐ Recommend approval with **no** condition(s) or reason(s).

Condition

The illuminated sign shall be designed to the satisfaction of the District Planning Authority, so that no glare or dazzle occurs to drivers of vehicles using the highway

Reason

In the interests of Road Safety

Signed: _____ **Print name:** Stephanie Knowles

13/06/00.

PLANNING ENGINEERS	PT
POL	TLS
DC	
APP	
CS	
14 JUN 2000	
COPIES TO:	ACK:

WOKINGHAM TOWN COUNCIL CONSULTATION SHEET

Case officer: Mrs B Polnik

Application Number: A/2000/1481

Proposal: Proposed erection of 2 internally illuminated free standing advertisement units.

Site Address: 283 Barkham Road, Wokingham.

Applicant: Primelight Advertising Ltd

Your observations are required in respect of this application by **16/06/2000**

Recommend refusal on the grounds that the proposed signs would detract from the rural setting of the street scene.

SIGNED: [signature]

CLERK TO Wokingham Town Council

DATE: 12/06//00

Received by Wokingham District Council

Application No: A/2000/1481

Proposal:
Proposed erection of 2 internally illuminated free standing advertisement units.

Location:
283, Barkham Road, , Wokingham.

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). If you intend to view this application at Woodley Library (see details above) please allow 4 days from the date of this notice for delivery of plans.

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Mrs B Polnik P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 16/06/2000. 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

22 May 2000

WOKINGHAM D.C. DEVELOPMENT CONTROL

VALID

Start date: 18 MAY 2000

Officer: BP | Application No. A/2000/1481

Map No. 82 Site 0:05:

Easting: ..... Flood Pln .....

Northing: ..... Mineral .....

Level: ☐ Sub Committee ☑ Delegated ☐ Sec. State

☐ Incorrect Fee ☐ Invalid ☐ PD

Description:

(A) PROPOSED ERECTION OF 2 INTERNALLY ILLUMINATED FREE STANDING ADVERTISEMENT UNITS

Location: 283 BARKHAM ROAD

Parish: WOKINGHAM Ward: Evendons

22.5.2000

Applicant: PRIMELIGHT

Fee Received 190-00 Required ..... Additional ..... Refund .....

Enforcement Section to be notified (6) ☐ tick if required

Additional information required for validation

		Reason	Requested	Received
(1)	1:2500 OS location plan showing property edged in blue/red	too small No red line	13/4	9 MAY
(2)	1:500 block plan showing existing & proposed dev. + adj. Properties	to show wherein Site		
(3)	Forms unsigned	NOT WDC forms	13/4	9 MAY
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 .....

Listed Building 1 2 2*

Advertisement Required .....

Date Site Notice Sent : 22.5.2000 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:

S/N + 283 Barkham Road, Wokingham

283a & 285 Barkham Rd ✓

318, 320, 322 Barkham Rd

5 Sandy Lane, Wokingham

18.MAY2000* 1481

18 MAY 2000

Primesight

Mrs Hurst
Wokingham District Council
Planning Department
Shute End
Wokingham
Berkshire
RG40 1BN

17 May, 2000

Dear Mrs Hurst

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISMENTS) REGULATIONS 1992
RE: 283 BARKHAM ROAD WOKINGHAM RG41 4BY
OUR REF: YA130601/0004
YOUR REF: PIW/2/RFS/99/2862

Further to your letter dated 12 May, please find enclosed four copies of the ordnance survey map, as requested.

If you find any problems with these, then please do not hesitate to contact me so that we can rectify the situation on **020 7882 1223.**

I hope that the application can now be processed to determination.

Yours Faithfully,

Siân Evans
Planning Administrator

3 Waterhouse Square
138 – 142 Holborn
London EC1N 2NY

T 020 7882 1200
F 020 7882 1252

W www.primesight.co.uk
E mail@primesight.co.uk

Part of SMG

Registered in England No. 1847728 Registered Office 138 – 142 Holborn London EC1N 2NY

1782/a

18 MAY 2000* 1481

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: PRIMELIGHT ADVERTISING LTD.

Address: 3 WATERHOUSE SQUARE, 138-142 HOLBORN, LONDON Post Code EC1N 2NY

Tel. No. 020 7882 1200

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

Full Name _____

Address: N/A

_____ Post Code _____

Tel. No. _____

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

283 BARKHAM ROAD, WOKINGHAM RG41 4BY

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

COMMERCIAL

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.)

2 x SINGLE SIDED FREE STANDING ADVERTISEMENT DISPLAY UNITS

(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 - ONLY ON AT NIGHT

(c) Will the illumination be static or intermittent?

STATIC

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

MAXIMUM

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 £ 190.00

Signed Davina Ballard (applicant/~~agent~~) Date 17 May 2000

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.'

Application Form 3
ADVERTISEMENT APPLICATION

FOR OFFICE USE ONLY

APPLICATION NO.
FEE PAID
DATE REGISTERED

1 a. Name and Address of Applicant	**1 b. Name and Address of Agent (if any)**
Primelight Advertising Limited 14/15 Lower Grosvenor Place London SW1W 0EX **Tel. No** 0171 393 4930	N/A **Name of contact** **Tel. No**

2. Address of the Application Site

283 Barkham Road, Wokingham RE41 4BY

3. Description of Proposed Advertisement **PLEASE TICK ONE OR MORE BOXES**

☐ **AN APPLICATION FOR A HOARDING**

☐ **AN APPLICATION FOR A PROJECTING SIGN**

☐ **AN APPLICATION FOR A FASCIA SIGN**

IF OTHER TYPE, PLEASE SPECIFY

2 x Single Sided Free Standing Advertisement Display Units

WHAT IS THE PURPOSE FOR WHICH THE LAND OR BUILDING IS USED?

Commercial

4. Illumination

a. WILL THE ADVERTISEMENT BE ILLUMINATED? **YES** ☑ **NO** ☐

b. IF YES, PLEASE STATE TYPE OF ILLUMINATION Internally, Only On At Night

(e.g. Internally, Externally, Floodlighting, etc.)

c. WILL THE ILLUMINATION BE STATIC OR INTERMITTENT? **Static** ☑ **Intermittent** ☐

d. WHAT IS THE INTENSITY OF ILLUMINATION IN FOOT LAMBERTS? ---------- **Foot Lamberts**

e. WHAT IS THE COLOUR(S) OF THE ILLUMINATION White Fluorescent Tubes

5. Site Ownership

a. DOES THE APPLICANT OWN THE LAND? **YES** ☐ **NO** ☑

b. IF NOT, HAS THE PERMISSION OF THE OWNER OR ANY OTHER PERSON ENTITLED TO GIVE PERMISSION FOR THE DISPLAY OF THE ADVERTISEMENT BEEN OBTAINED? **YES** ☑ **NO** ☐

6. TO BE COMPLETED BY ALL APPLICANTS

I submit a site plan and the following plans 4 x Plans

Signed Davina Ballard **Date** 30th March 2000

(APPLICANT ~~OR APPLICANT'S AGENT~~)

0 · DOLLS HILL STORES

ADDRESS 283 BARKHAM ROAD PARISH WOKINGHAM

PLOT No. ORD. SHEET No. SU.7967 82

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
3128		GARAGE	26.6.57	
TP/363 4263	OCKEY	2/STOREY EXTENSION	11.7.57	APP. APP.
R/152/69	MR & MRS STURGESS	FISH & CHIP BUSINESS	8.1.70	REF.
BR.11231	Mr P.D. Thatcher	change of use from Shop to dwelling	9.7.79	Ref NPA
11117	"	& ALTERATIONS	5.7.79	N/A C/A
15750	MR. KINCH	2/STOREY EXTENSION	85 81	N/A C/A
17270	"	ADDITIONAL SALES AREA AT FRONT	8.4.82	N/A C/A
BR18467	"	"	28.6.82	APP N/A
BR 21817	"	CARPORT	13.2.83	APP N/A
21588	"	"	31.5.84	N/A C/A
28575	MR & MRS A. RAWAL	2/ST. & S/ST. EXTS.	30.10.87	REF.

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

091074

1933

② DOLLS HILL STORES

ADDRESS 283 BARKHAM ROAD PARISH WOKINGHAM

PLOT No. ORD. SHEET No. SU.796782

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
44764	MR & MRS DULABH	S/St. EXTENSION	23.8.95	C/A
95/60855/X				

MINISTRY DECISION

SPECIAL ORDERS

1782/a

18 MAY 2000 * 1481

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.

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Tel. No. 020 7882 1200

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

Full Name _____

Address: N/A

_____ Post Code _____

Tel. No. _____

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

283 BARKHAM ROAD, WOKINGHAM RG41 4BY

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

COMMERCIAL

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.)

2 x SINGLE SIDED FREE STANDING ADVERTISEMENT DISPLAY UNITS

(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 - ONLY ON AT NIGHT

(c) Will the illumination be static or intermittent?

STATIC

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

MAXIMUM

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 £ 190.00

Signed Davina Ballard (applicant/~~agent~~) Date 17 May 2000

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.'


Cadbury
Cadbury
Cadbury
CLOTHES


POST
T.F.I.
Monday?



X SYSTEMS LTD
SOUTHPORT U.K. Tel.01704-26866 Fax.01704-25814
LONDON OFFICE Tel.0171-377-1777 Fax.0171-247-6181

APPLICATION NO.1481

Name of appellant:
Primelight Advertising Ltd

Site address:
283 Barkham Rd

Proposal:Proposed erection of 2 internally illuminated free-standing advertising units.

Case Officer:BP

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~~Date Commenced~~
~~Date Completed~~
J:\EABELFP.DOC - VER2 - 03/04/95

WRITTEN REPRESENTATION APPEAL

CASE OFFICER: BP

APPLICATION NUMBER: 1481

APPELLANT: Primelight Advertising Ltd

SITE: 283 Barkham Rd, Wokingham

APPEAL REF: APP/X0360/H/00/1791

START DATE: 04/10/00

DATE OF SITE VISIT 20/11/00.

Progress Record	Date Actioned	Initials	Time Hours : Mins.
Appeal Logged:	05/10/00		
Entered on Access:	06/10/00	DG	
Notification Letters Due:			
Notification Letters Sent:	06/10/00	DG	
Questionnaire Due:	**N/A**		
Questionnaire Sent:	N/A		
File received by Officer:	06/10/00		
Statement Due:	**25/10/00**		
Checked by Team Leader:			
Statement Sent:	23/10/00	DG	
Decision letter circulated:	4/12/00	~~DG~~.	
Decision entered on Access.			

Appeal Decision

Site visit made on 20 November 2000

The Planning Inspectorate
Room 1404
Tollgate House
Houlton Street
Bristol BS2 9DJ
☎ 0117 987 8927

by Noel Hutchinson

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

Date

01 DEC 2000

Appeal Ref: APP/X0360/H/00/1791
283 Barkham Road, 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 Primelight advertising Limited against the decision of Wokingham District Council.
- The application (ref: 2000/1481) is dated 17 May 2000.
- The advertisements proposed are two freestanding single-sided 6-sheet display units with internal illumination.

Summary of Decision: The appeal is dismissed.

Main Issues

1. I consider the main issues to be:

   - Whether the two units would be in scale and keeping with the appeal premises and surrounding area.

Planning Policy

2. The Council have drawn my attention to their advertisement control policies and I have taken them into account as a material consideration. However, powers under the Regulations to control advertisements may be exercised only in the interests of amenity and public safety, taking account of any material factors. In my determination of this appeal the Council's policies have not therefore, by themselves, been decisive.

Reasons

3. The appeal premises, while in mixed use, are domestic in their scale and overall design. The ground floor with its pavilion extension is used as a shop, with residential use on the building's upper floor. It is set back from the highway behind a forecourt. The shop is an isolated commercial use within a residential area, with houses generally in large gardens with numerous mature trees along their road frontages, lending considerably to the area's character and pleasant appearance.

4. The shop displays a large number of signs that mark it out in strong contrast to its pleasant residential setting. The advertisements include a high level fascia style signboard on the parapet of the single storey facade, a signboard immediately above the shop entrance, two sponsored sun blind canopy signs, a circular box sign and a projecting rectangular box sign. There are also various sign panels on the western boundary of the forecourt with the two appeal units in position on its eastern boundary.

5. These units, with their cabinet like construction and height, equating to that of the shop window, are substantial features. They are grouped together close to the back edge of the highway, well forward of the building line, making them clearly visible when approached from the west. This exposure gives them particular prominence, which would be further accentuated when illuminated during darkness. They also add significantly to the large number of advertisements already on display on this small shop creating advertisement clutter. I consider that because of their nature and size they are out of scale and out of keeping on a small local shop within a residential area. For these reasons they spoil the appearance of the appeal premises considerably.

Conclusions

6. For the reasons given above and having regard to all other matters raised, I conclude that the display of the advertisement units would be detrimental to amenity.

Formal Decision

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

Information

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

Noel Hutchinson

NOEL HUTCHINSON
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.

Tel. (0118) 974 6448 (Direct Line)
Date. October 23, 2000
My ref: A/2000/1481
Your ref:96/0502

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

Oldfield King Planning
Unit 2, Eclipse Office Park
Staple Hill
Bristol
BS16 5EL

Dear Sirs

APPEAL BY: **Primelight Advertising Ltd**
SITE: **283 Barkham Rd, Wokingham**

With reference to this appeal, I enclose copies of the Council's statement, The notification letter & list of those notified.

I have also sent copies to The Planning Inspectorate.

Yours faithfully

Denise Gumbrell (Mrs)
Appeals Assistant

Enc

Tel. (0118) 974 6448 (Direct Line)
Date: October 23, 2000
My ref: A/2000/1481
Your ref: APP/X0360/H/00/1791

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

Mr D Oakes
The Planning Inspectorate
Room 1222
Tollgate House
Houlton Street
BRISTOL
BS2 9DJ

Dear Mr Oakes

APPEAL BY: Primelight Advertising Ltd
SITE: 283 Barkham Rd, Wokingham.

With reference to this appeal, I enclose a copy of the Council's statement, the notification letter & list of those notified.
I have also sent copies to the appellant's agent.

Yours sincerely

Denise Gumbrell (Mrs)
Appeals Assistant

Enc

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/2000/1481

Our Ref: APP/X0360/H/00/1791

Date: 4 October 2000

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL: 283 Barkham Road, Wokingham

You should have received a copy of an advertisement appeal [on form DOE 14075B], from Primelight Advertising 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/2000/1481
APP/X0360/H/00/1791

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL: 283 Barkham Road, Wokingham

We have not received an advertisement appeal in respect of this site.

Yours faithfully

Tel. (0118) 974 6448 (Direct Line)
Date. October 6, 2000
My ref. A/2000/1481
Your ref.

Mr Taylor
Town Hall
Market Place
Wokingham
Berks
RG40 1AS

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,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL BY: Primelight Advertising Ltd
SITE: 283, Barkham Rd, Wokingham

I am writing to inform you, that this appeal has been lodged with The Planning Inspectorate, and will be dealt with by means of an exchange of written statements between the appellant and the Council.

The application, decision notice, and the appellant's grounds of appeal may be inspected in the Environmental Services Department (Planning) at the Civic Offices, Shute End, Wokingham, Berkshire during normal office hours (08.30 to 17.00 on Mondays to Thursdays, 16.00 on Fridays).

Yours faithfully

Denise Gumbrell
Appeals Assistant

283 Barkham Road, Wokingham
RG41 4BY



© Crown copyright 2000 All rights reserved. Based on Ordnance Survey digital data Survey Scale - mixed Plotted Scale - 1:1250
(Scales other than at Survey Scale should not be used for accurate measurement). Business occupancy data ©2000 Thomson Directories Ltd.

1787.map
17/05/00

Ordnance Survey

THE PLANNING INSPECTORATE

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)

Name & address of any agent or professional representative to whom letters should be sent

1. Full Name: **PRIMELIGHT ADVERTISING LTD** — **OLDFIELD KING PLANNING**

Address: **C/O OLDFIELD KING PLANNING** — **UNIT 2, ECLIPSE OFFICE PARK, STAPLE HILL, BRISTOL**

Post Code: — Post Code: **BS16 5EL**

Tel. No.: _____ Your Ref.: _____ Tel No.: **0117 956 1916** Our Ref.: **96/0502**

B – Appeal and Grounds

2. I appeal against:

☒ **Wokingham District** Council's decision on (date) **9 August 2000** (ref) **A/2000/1481** 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:

☒ the advertisement application made to the Council;

☒ all relevant plans and particulars submitted to the Council;

☒ the notice of the Council's decision;

☒ 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.

Two single sided freestanding illuminated display units

5a. Address or location of the site to which the appeal relates.

283 Barkham Road, Wokingham

5b. Has the land/site owners consent been obtained? NO ☐ YES ☒

5c. Is the site on highway land? NO ☒ YES ☐

6. Is the advertisement in position? NO ☐ YES ☒

7. Is there any other current appeal to the Secretary of State involving this site in any way?

NO ☒ 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 ATTACHED SHEET

C – Late appeals

9. If your appeal is late (see Note of Guidance), please give reasons for the delay.
(use additional paper if necessary).

D – Procedures for deciding your appeal

10. Which procedure do you wish to be used in deciding your appeal?

☒ 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 that I have sent a copy of this appeal to the Council against whose decision I am appealing.

Date: **2 October 2000**

Signature:

On behalf of: **PRIMELIGHT ADVERTISING LTD**
C/O OLDFIELD KING PLANNING

GROUNDS OF APPEAL

283 BARKHAM ROAD, WOKINGHAM

1. We do not consider the free standing single sided advertisement panels are detrimental to visual amenity. The two panels are located within the extensive forecourt of a general convenience store fronting onto Barkham Road. The forecourt is screened by high fencing and hedging together with a mature tree which substantially screens the rear of the panels. Indeed the panels sit neatly in front of the boundary fencing with only the top section of the panel visible from the east. From the west the panels are viewed in close association with the shop front and highlight the commercial activity to passing motorists.

2. We do not consider the addition of these panels creates a clutter of advertising within the street scene. The appeal premises displays only a modest level of advertising, comprising of a fascia panel and canopy together with some window stickers, while the forecourt is free of other permanent structures. We consider the appeal panels are high quality modern forecourt signs, which provide attractive replacements for more traditional forecourt signs. We consider the forecourt has sufficient capacity to easily accommodate these panels without appearing unduly cluttered. Furthermore, our client has a unique contract with the tenant to ensure the removal of any 'A' boards or other signs within a 3 metre radius of the site, thereby rationalising the level of advertising on the site.

3. The Council's reasons for refusal refer to various policies within the development plan. Although we accept that development plan policies are relevant to the appeal, PPG19, paragraph 17 states *"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."*

4. For the above reasons, we do not consider the two advertisement panels are detrimental to visual amenity. We therefore request that this appeal be allowed.

APPENDIX "A"

283 Barkham Road, Wokingham
RG41 4BY



© Crown copyright 2000 All rights reserved. Based on Ordnance Survey digital data Survey Scale - mixed Plotted Scale - 1:1250
(Scales other than at Survey Scale should not be used for accurate measurement). Business occupancy data ©2000 Thomson Directories Ltd.

1787.map

APPENDIX "B"

SOUTH EAST AREA LOCAL PLAN

Adopted 15 April 1994

Published by: Wokingham District Council
Planning Department
Shute End
Wokingham
Berkshire
RG11 1WR
Telephone: (0734) 786833
Fax: (0734) 778735

1.4 QUALITY & CONSERVATION OF THE BUILT ENVIRONMENT



NEW DEVELOPMENT REDEVELOPMENT AND REFURBISHMENT

1.4.01 The most attractive and successful urban environments are those where all the component parts (e.g. buildings, trees, roads, spaces, people, traffic) have been satisfactorily accommodated to create interesting, lively and pleasant places. In order to maintain and enhance the character of the built environment, the design of new buildings or extensions to existing buildings and the creation of new spaces within that environment, are very important.

1.4.02 The District Council is particularly concerned to promote a high standard of design in new buildings, and to ensure that new buildings are responsive to their location. This means that new buildings need to be appropriate in terms of their function, siting, scale, form, massing, materials, colour and texture in their relationship with adjoining buildings and sites. Accordingly, new buildings will be expected to make an acceptable and positive contribution to the built environment. In addition, developments that incorporate public access should accommodate sculptures or other works of art to provide visual interest, where this is considered appropriate by the local planning authority. For particularly sensitive areas, design briefs will be prepared to provide a framework for design to guide prospective developers.

1.4.03 In the case of schemes involving more than one building, regard will be paid to the impact of the development over a wider area, involving an assessment of criteria additional to those referred to in paragraph 1.4.02 above. Accordingly, schemes should relate to the "grain" of the area, and take account of their effect on the skyline, pedestrian and vehicular movements in the area, vistas, safety and environmental constraints. Where large sites exist which would significantly affect the urban fabric urban design briefs/appraisals will be prepared/required to establish the wider context within which applications will be considered.

❖ *SBE1 DESIGN OF NEW DEVELOPMENT*

NEW DEVELOPMENT SHALL BE OF A HIGH STANDARD OF DESIGN APPROPRIATE TO THE CHARACTER OF THE AREA IN WHICH IT IS TO BE SITUATED. IT SHOULD:

(A) MAKE A POSITIVE CONTRIBUTION TO ITS SETTING AND THE CHARACTER OF THE AREA,

(B) CONTRIBUTE TO THE CREATION OF A SAFE AND ATTRACTIVE ENVIRONMENT IN WHICH TO LIVE AND WORK,

(C) RETAIN IMPORTANT NATURAL, MAN-MADE OR LANDSCAPE FEATURES OF THE SITE COMPATIBLE WITH GOOD DESIGN.

❖ *SBE2 INAPPROPRIATE DESIGN*

PROPOSALS FOR DEVELOPMENT THAT IS INAPPROPRIATE IN TERMS OF ITS RELATIONSHIP WITH ADJOINING SITES AND BUILDINGS, OR WHICH WOULD ADVERSELY AFFECT THE CHARACTER OF AN AREA, BY

VIRTUE OF ITS SITING, SCALE, FORM, MASSING, MATERIALS, COLOUR OR TEXTURE, WILL NOT NORMALLY BE PERMITTED.

ENVIRONMENTAL IMPROVEMENT

1.4.04 Within the built environment it is important not only to safeguard those buildings, undeveloped areas and special features which contribute to the character and attractive qualities of the area but to seek opportunities to enhance the quality of the built environment.

1.4.05 Often the more attractive and successful urban environments have evolved organically over a period of many years and incorporate a variety of architectural styles. In more recent years development in some parts of the District has taken place more comprehensively with little variety in design. In other areas particularly since the war and up to the early 1970's some development has been inserted into an existing area to the detriment of the older urban fabric.

1.4.06 In some areas, local shopping centres in particular, where comprehensive development has taken place, the opportunity may arise for comprehensive refurbishment since a large part of the urban fabric will tend to age and decay simultaneously. In other areas environmental enhancement of the urban fabric surrounding the buildings may be sufficient to rejuvenate the area as a whole.



❖ SBE3 REFURBISHMENT AND REDEVELOPMENT

ENCOURAGEMENT WILL BE GIVEN TO THE REFURBISHMENT OR PARTIAL REDEVELOPMENT OF AREAS OR INDIVIDUAL SCHEMES WHERE A SIGNIFICANT ENVIRONMENTAL ENHANCEMENT WILL RESULT TO THE BENEFIT OF THE COMMUNITY.

❖ SBE4 ENVIRONMENTAL ENHANCEMENT SCHEMES

ENVIRONMENTAL ENHANCEMENT SCHEMES WILL BE ENCOURAGED WITHIN THE PLAN AREA AS OPPORTUNITIES ARISE AND WILL INCLUDE THE AREAS AS SHOWN ON THE PROPOSALS MAP AND AS SET OUT IN PART TWO OF THE PLAN.

SUNLIGHT, DAYLIGHT AND NOISE

1.4.07 Daylight penetration into new buildings, and existing buildings affected by new development, is an important amenity consideration as is sunlight penetration of spaces outside windows. In this respect it should always be the intention to maximise penetration of new development and minimise the impact of new development on old as far as is possible. The orientation of rooms, gardens and both public and private spaces is therefore critical since together the two aspects can provide warmth, comfort and pleasant living and working conditions. They can also have some impact on energy consumption by reducing the dependence on artificial lighting and heating. Further guidance on this matter can be found in the District Council's Development Control Guidelines.

❖ SBE5 SUNLIGHT AND DAYLIGHT

IN CONSIDERING PROPOSALS FOR NEW DEVELOPMENT, REDEVELOPMENT AND

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 Consequently 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 Local Authority 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.

❖ SBE10 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 ADVERTISEMENT 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.



❖ SBE11 SHOP FRONTS

NEW SHOP FRONTS WILL BE PERMITTED WHERE THEY RELATE SATISFACTORILY TO THE ARCHITECTURAL FRAMEWORK OF THE BUILDING, ARE COMPATIBLE WITH THE

APPENDIX "C"



Wokingham District Local Plan

Deposit Draft 1997

Consolidated Document November 1999

November 1999

POLICY FRAMEWORK

National Policy

4.5 Advice on design at the national level is limited. There is no Planning Policy Guidance Note purely on design considerations. Paras 13 - 20 and Annex A (paras A1 - A7) of PPG1 refer specifically to the issue of design. Paras 4 - 7 of Planning Policy Guidance Note 3 (PPG 3) *Housing* look at good design in the context of housing development.

4.6 Comprehensive guidance on heritage issues is given in Planning Policy Guidance Note 15 (PPG 15) *Planning and the Historic Environment.* Planning Policy Guidance Note 16 (PPG 16) *Archaeology and Planning* gives advice on archaeology and planning.

Strategic Policy

4.7 The *Berkshire Structure Plan 1991 - 2006* acknowledges that the quality of the County's environment relates to its character, identifiable 'sense of place', and people's living conditions. The plan recognises that these depend partly on care for the built environment, but that also of importance are the maintenance and improvement of interests that have a bearing on the County's character, the limitation and control of specific threats to pleasant living conditions, and the conservation of natural resources.

Supplementary Planning Guidance

4.8 The environmental policies in this plan are augmented by additional guidance in the form of Planning Guidelines, Development Briefs, Design Guides, and Conservation Area Studies. This additional guidance includes detailed advice that is not appropriate for inclusion in the plan. The policies of the plan take precedence over the supplementary planning guidance, and provide the main thrust for environmental policy in the plan area.

THE BUILT ENVIRONMENT

DESIGN PRINCIPLES

4.9 Proposed development should be considered in the context of the surrounding area. This will allow vernacular style and any good features to be interpreted in the new development, helping to contribute to its sense of place.

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:

a) ITS ENVIRONMENTAL IMPACT

b) ITS VISUAL IMPACT

c) ACCESSIBILITY

Cont.

d) LANDFORM AND ANY NATURAL FEATURES, INCLUDING LANDSCAPE TREATMENT AND ENVIRONMENTAL WORKS

e) THE LOCAL TOWNSCAPE

f) THE LAYOUT, FORM, SCALE, MASSING, AND MATERIALS OF DEVELOPMENT

g) SAFETY AND SECURITY

h) THE PRIVACY AND AMENITY OF THE EXISTING ENVIRONMENT

i) SUPPLEMENTARY PLANNING DESIGN GUIDANCE ADOPTED BY THE COUNCIL.

Implementation: Use of design guidance in the development control process.

Monitoring: Consider quality of development on the ground, including through design awards.

4.10 Not all of the plan area is of the same visual quality. Some parts of it could benefit from environmental improvement, and in some circumstances, this may be achievable through redevelopment opportunities.

POLICY WBE2: IMPROVING ON THE LOCAL CONTEXT

IN AREAS WHERE THE EXISTING ENVIRONMENT DOES NOT EXHIBIT ESPECIALLY PRONOUNCED OR HISTORIC ARCHITECTURAL STYLES, ANY PROPOSALS FOR INFILL DEVELOPMENT SHOULD BE USED AS AN OPPORTUNITY TO CREATE ADDED VISUAL INTEREST AND RAISE THE AREA'S ARCHITECTURAL QUALITY.

Implementation: Through the development control process.

Monitoring: Check quality of development on the ground.

4.11 Because of their extent, large developments are likely to have a greater impact on the environment than smaller scale ones. It is therefore particularly important to ensure a high quality of development within such proposals. Large development areas are probably best considered in terms of a series or pattern of smaller areas, each with its own layout and form of development, and hence its own distinctive character. This should lead to the avoidance of extensive areas of characterless development that bear no relationship to features on the ground.

POLICY WBE3: CHARACTER OF LARGE SCALE DEVELOPMENT

ANY PROPOSALS FOR LARGE SCALE DEVELOPMENT SHOULD PROVIDE A CLEAR AND COHERENT LAYOUT THAT CREATES AREAS OF IDENTIFIABLE CHARACTER WITHIN THE DEVELOPMENT. WHERE DEVELOPMENT IS TO BE CARRIED OUT IN PHASES, THE COUNCIL WILL REQUIRE THE SUBMISSION OF A INDICATIVE LAYOUT FOR THE ENTIRE SITE PRIOR TO THE APPROVAL OF ANY

Cont.

(Para 4.17 deleted)

(Policy WBE8 deleted)

4.18 Ensuring good accessibility to new developments assists in the creation of a more vital environment, and assists in the promotion of safety and security through good surveillance. The provision of access to development is the subject of Policy WT2, and further policy guidance on provision for pedestrians is given in Policy WT8.

POLICY WBE9: ACCESSIBILITY

THE COUNCIL ENCOURAGES ALL NEW DEVELOPMENT AND BUILDING REFURBISHMENTS TO HAVE REGARD TO ISSUES OF ACCESSIBILITY AND WILL:

a) RESIST THE LOSS OF PART OF A PUBLIC RIGHT OF WAY, UNLESS THE COUNCIL IS SATISFIED THAT APPROPRIATE ALTERNATIVE PROVISION CAN BE MADE

b) REQUIRE THE PROVISION OF EASY AND DIRECT ACCESS BETWEEN AREAS BY THE PROVISION OF FOOTPATH LINKS WHERE APPROPRIATE, HAVING REGARD TO SAFETY AND SECURITY

c) SEEK TO LINK OPEN SPACES AND CREATE A SERIES OF OPEN SPACES, WHERE APPROPRIATE, HAVING REGARD TO SAFETY AND SECURITY.

Implementation: Through the development control process.

Monitoring: Check quality of development on the ground.

4.19 Landscaping and planting can be used to enhance the existing built environment, and to help integrate new development into the wider environment.

POLICY WBE10: LANDSCAPE AND PLANTING

IN ORDER TO MAINTAIN AN ATTRACTIVE PUBLIC REALM CONDITIONS REQUIRING A LANDSCAPE SCHEME AND SCHEDULE TO BE AGREED AND IMPLEMENTED MAY BE ATTACHED TO PLANNING PERMISSIONS. IN CONSIDERING LANDSCAPE SCHEMES THE COUNCIL WILL HAVE REGARD TO THE FOLLOWING:

Cont.

a) PROTECTION OF NATURAL FEATURES

b) THE LAYOUT SHOULD BE APPROPRIATE IN SCALE, FORM, AND CONTINUITY WITH THE LOCAL CONTEXT

c) THE APPROPRIATE USE OF SPECIES OF, PREDOMINANTLY NATIVE, TREES AND SHRUBS TO CREATE CLEARLY IDENTIFIED 'THEMES'

d) THE PROTECTION, ENHANCEMENT AND CREATION OF WILDLIFE CORRIDORS IN ACCORDANCE WITH POLICY WNC6.

Implementation: Assess the quality of landscape schemes through the development control process, including use of section E of the Planning Guidelines.

Monitoring: Check quality of landscape works and planting on the ground.

4.20 The Council considers it important to protect trees and hedges in the plan area, as they make a fundamental contribution to its character and appearance, and may also have ecological value. Tree preservation orders have already been applied to many individual and groups of trees and areas of woodland, and this approach will be continued as appropriate.

POLICY WBE11: PROTECTION OF TREES AND WOODLAND

THE COUNCIL WILL PROTECT TREES AND AREAS OF WOODLAND BY:

a) RESISTING DEVELOPMENT PROPOSALS THAT WOULD CAUSE THE LOSS OF, OR DAMAGE TO, TREES OR GROUPS OF TREES RECOGNISED AS HAVING AMENITY OR CONSERVATION VALUE.

b) APPLYING TREE PRESERVATION ORDERS AS APPROPRIATE.

c) SEEKING MAINTENANCE OF AREAS OF STRUCTURAL TREE PLANTING AND IMPORTANT TREES.

d) REQUIRING TREES THAT ARE TO BE RETAINED ON DEVELOPMENT SITES ARE ADEQUATELY PROTECTED DURING ASSOCIATED WORKS. DETAILS WILL BE EXPECTED TO ACCOMPANY ANY PROPOSED DEVELOPMENT SUBMISSION THAT INVOLVES TREES AND WOODLANDS

Implementation: Through the development control process, including use of section E of the Planning Guidelines.

Monitoring: Check quality of tree cover on the ground.

4.21 Many of the routes into Wokingham and other settlements are lined with trees and other vegetation that make a significant contribution to environmental character. It is the Council's intention that these 'green' routes should be maintained and enhanced wherever possible. This is to be achieved through protecting the existing trees, managing the trees and other vegetation, resisting inappropriate development, and ensuring a high quality streetscape including trees, hard and soft landscaping, and well-designed signage. In addition, certain stretches of road that have the potential to be green routes, particularly sections running between existing green routes, will be enhanced.

APPENDIX "D"

APPENDIX D

PHOTGRAPHS OF 'DOLES HILL STORES', 283 BARKHAM ROAD, WOKINGHAM





TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

STATEMENT BY THE LOCAL PLANNING AUTHORITY

APPELLANT : PRIMELIGHT ADVERTISING LTD

APPEAL SITE : 283 BARKHAM ROAD, WOKINGHAM

REASON FOR APPEAL : REFUSAL OF ADVERTISEMENT CONSENT FOR THE ERECTION OF 2 INTERNALLY ILLUMINATED FREE-STANDING ADVERTISEMENT UNITS

LOCAL PLANNING AUTHORITY REFERENCE : A/2000/1481

DEPARTMENT OF THE ENVIRONMENT, TRANSPORT AND THE REGIONS REFERENCE : APP/X0360/H/00/1791

18.MAY2000* 1481

Primesight

Wokingham District Council
Planning Department
PO Box 157
Shute End
Wokingham RG40 1WR

Dear Sir/Madam

28th March 2000

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
RE: ADVERTISING DISPLAY UNIT AT 283 BARKHAM ROAD
OUR REFERENCE: YA130601/ 0004

Primelight Advertising Ltd have pleasure in enclosing the necessary documentation in order to submit an application for advertisement consent at the above address and look forward to receiving your acknowledgement that the submission has been registered and is now progressing towards a decision.

As a leading outdoor advertising company, Primelight Advertising Ltd are keen to ensure that a balance between amenity and advertising is achieved to the satisfaction of your Council. As a company we have been instrumental in providing a variety of environmental benefits in association with our displays and these have been well received by Local Authorities throughout the United Kingdom.

In particular The Royal National Institute for the Blind, in conjunction with Primelight Advertising Ltd, have researched and developed the 'RNIB Cane Rail' which can be incorporated into our sites in order to assist with public safety for the blind and visually impaired members of the community.

Another factor that Primelight Advertising Ltd take seriously is the illumination of our displays. This is obviously beneficial during the hours of darkness, when pedestrians may feel afraid and intimidated by the dark. However, in some more sensitive locations, we will reduce the intensity of the illumination and also limit the hours to those of the host shop or up until the commercial nature of the area dies down in the evening.

It is our belief that the proposed display complies with your policy. This should however be considered only as a material factor and that any decision should be made in the interests of 'amenity' and 'public safety' as set out in Planning Policy Guidance Note 19.

The above mentioned clearly illustrates the positive contributions towards amenity and public safety that this company is readily able to achieve to the benefit of local residents and your Council alike. In addition, a unique clause in our landlord agreement enables us to remove all forecourt 'clutter' within a 3m radius of the display. This not only provides a local benefit but helps your council to reduce the amount of resources needed to police the forecourts of unnecessary signage etc.

You will also appreciate that under the provisions of Section 220 of the Town and Country Planning Act and Regulation 4 of the Advertisement Regulations 1992 (as amended in 1994) advertisements are subject to Control only in the interest of amenity and where applicable, public safety. Without a statutory requirement within Section 220 to have regard to the development plan, Section 54a does not apply where determining advertisement applications or appeals. This particular application should therefore be considered on its individual merits in the interests of amenity and public safety only.

I would be happy to discuss any aspect of this application with you and in the event that you feel it appropriate to recommend amendments be made to render the application acceptable, please do not hesitate to contact me as we are keen to obtain a consent and are willing to negotiate with you.

Yours faithfully,

E. Arandiga
pp **Davina Ballard MRTPI**

RECEIVED

3 Waterhouse Square
138 – 142 Holborn
London EC1N 2NY
T 020 7882 1200
F 020 7882 1252
W www.primesight.co.uk
E mail@primesight.co.uk
Part of SMG
Registered in England No. 1847728 Registered Office 138 – 142 Holborn London EC1N 2NY

Planning Application



A TYPICAL FREESTANDING PANEL

Address of Proposed Site:

283 Barkham Road

Application Form 3
ADVERTISEMENT APPLICATION

FOR OFFICE USE ONLY

APPLICATION NO.
FEE PAID
DATE REGISTERED

1 a. Name and Address of Applicant	**1 b. Name and Address of Agent (if any)**
Primelight Advertising Limited 14/15 Lower Grosvenor Place London SW1W 0EX **Tel. No** 0171 393 4930	N/A **Name of contact** **Tel. No**

2. Address of the Application Site

283 Barkham Road, Wokingham RE41 4BY

3. Description of Proposed Advertisement PLEASE TICK ONE OR MORE BOXES

☐ **AN APPLICATION FOR A HOARDING**

☐ **AN APPLICATION FOR A PROJECTING SIGN**

☐ **AN APPLICATION FOR A FASCIA SIGN**

IF OTHER TYPE, PLEASE SPECIFY

2 x Single Sided Free Standing Advertisement Display Units

WHAT IS THE PURPOSE FOR WHICH THE LAND OR BUILDING IS USED?

Commercial

4. Illumination

a. WILL THE ADVERTISEMENT BE ILLUMINATED? **YES** ☑ **NO** ☐

b. IF YES, PLEASE STATE TYPE OF ILLUMINATION Internally, Only On At Night

(e.g. Internally, Externally, Floodlighting, etc.)

c. WILL THE ILLUMINATION BE STATIC OR INTERMITTENT? **Static** ☑ **Intermittent** ☐

d. WHAT IS THE INTENSITY OF ILLUMINATION IN FOOT LAMBERTS? ---------- **Foot Lamberts**

e. WHAT IS THE COLOUR(S) OF THE ILLUMINATION White Fluorescent Tubes

5. Site Ownership

a. DOES THE APPLICANT OWN THE LAND? **YES** ☐ **NO** ☑

b. IF NOT, HAS THE PERMISSION OF THE OWNER OR ANY OTHER PERSON ENTITLED TO GIVE PERMISSION FOR THE DISPLAY OF THE ADVERTISEMENT BEEN OBTAINED? **YES** ☑ **NO** ☐

6. TO BE COMPLETED BY ALL APPLICANTS

I submit a site plan and the following plans 4 x Plans

Signed Davina Ballard **Date** 30th March 2000

(APPLICANT ~~OR APPLICANT'S AGENT~~)

Statement

283 Barkham Road

AMENITY CONSIDERATION

The unit is an identical size to that found on bus shelters throughout the borough. According to our records the council has granted consent for 22 similar sized advertising panels in the borough.

The unit has been located in line with the edge of the forecourt, so as not to appear obtrusive. Together with the 11.3 metre wide forecourt and 3.2 metre wide pavement, there is an abundance of space for the free flow of pedestrians. It is a high quality fabricated metal unit. Only the finest metals are selected for the design and manufacture of the unit. The unit has been designed to harmonise with the best of traditional and modern architecture. It has radius corners for an aesthetically pleasing appearance with public safety in mind, with a mirror surround on each display area. The unit is cleaned and maintained every two weeks to ensure a quality display which is expected by advertisers and landlords alike.

The unit is located in a semi commercial area. There are several other shops in the area. The proposed unit would blend in with the current advertising capacity without creating an appearance of clutter. Indeed, our contract uniquely allows us to remove all advertising including A-boards and the like within a 3m radius of the site. This results in a phased reduction of clutter and thereby substantially increases visual amenity.

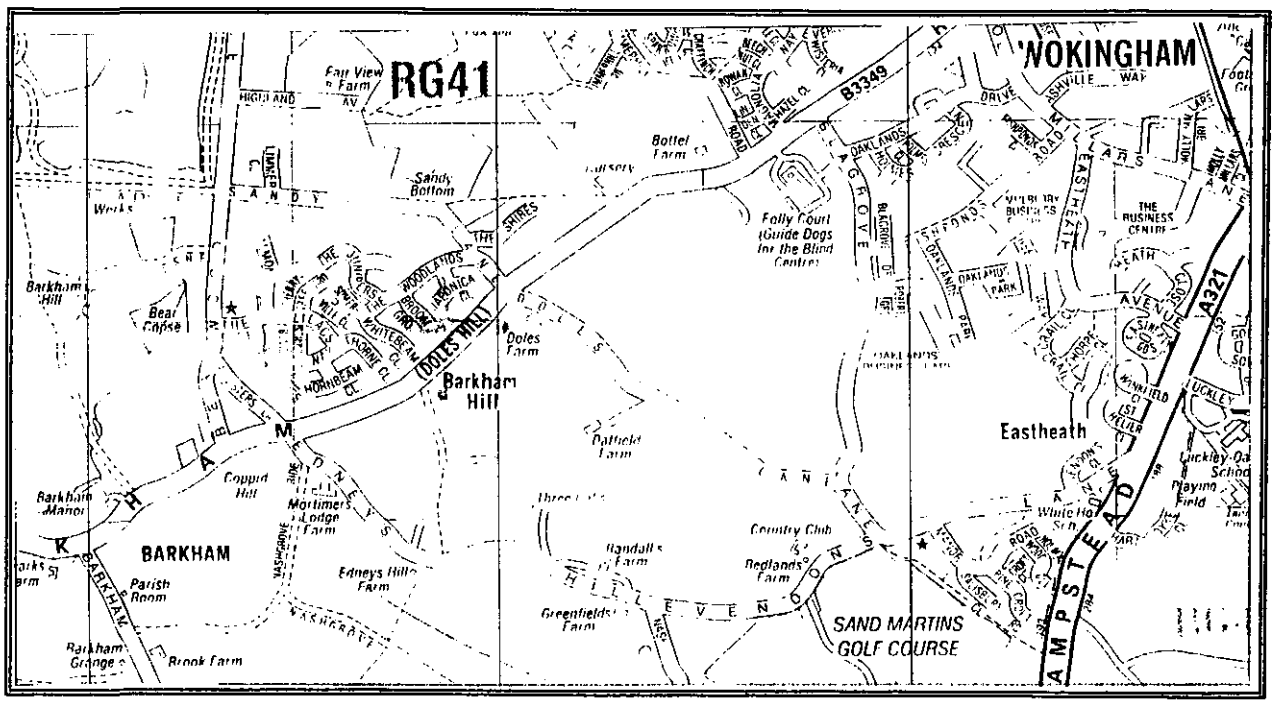
PUBLIC SAFETY CONSIDERATION

The unit has 6mm thick toughened glass and has a fused spur unit. The display poses no threat to public safety.

ECONOMIC CONSIDERATION

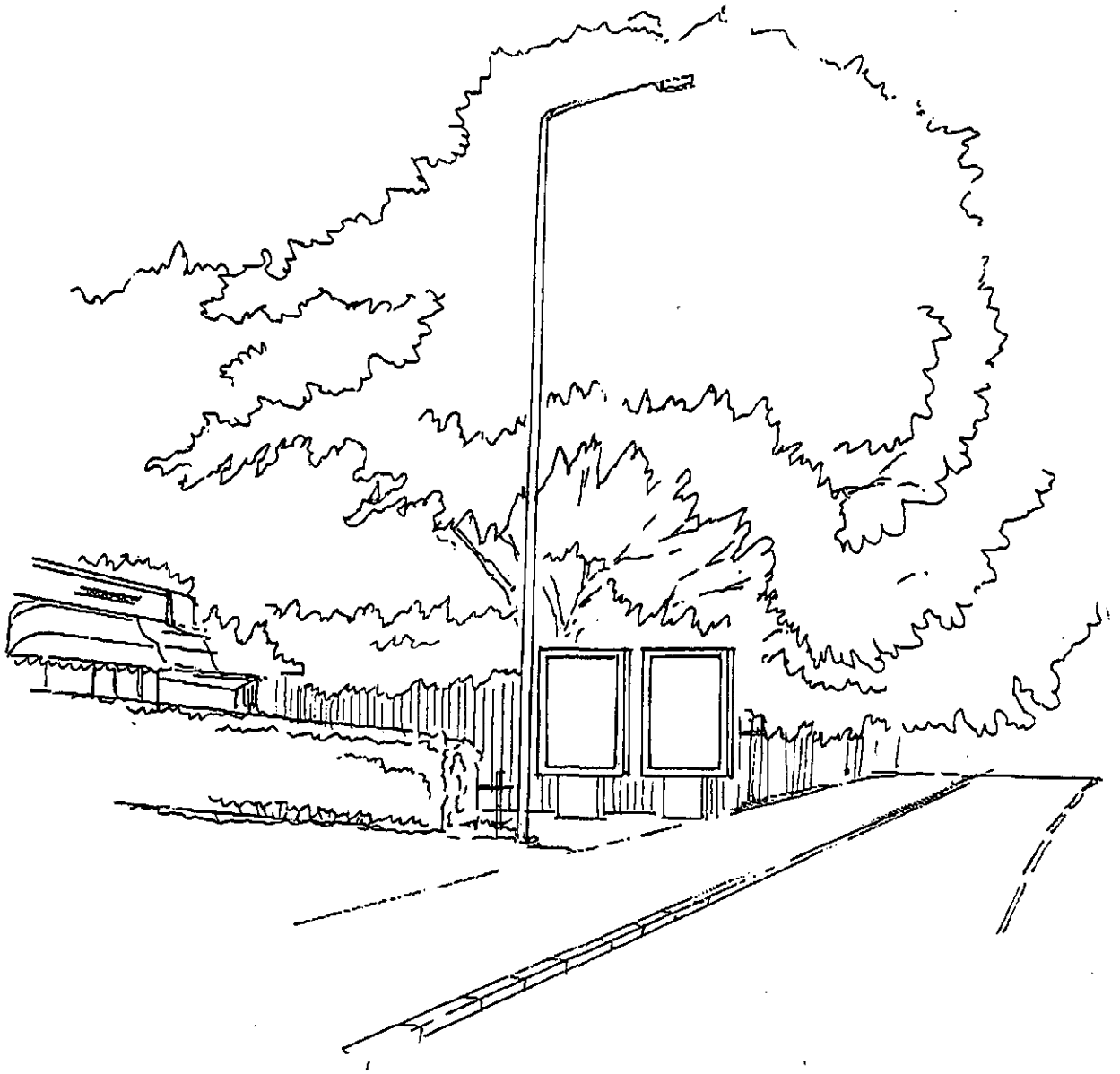
Primelight Advertising Ltd pay a rent to the landlord to help sustain his business in the difficult economic climate faced by the independent retailers and the strong competition from major supermarkets. In addition Retail Media Ltd pay rates to the council and is also willing to offer additional planning gains.

Location



	Address	Scale :
	283 BARKHAM ROAD WOKINGHAM RG41 4BY	
	YA130601 - 0004	

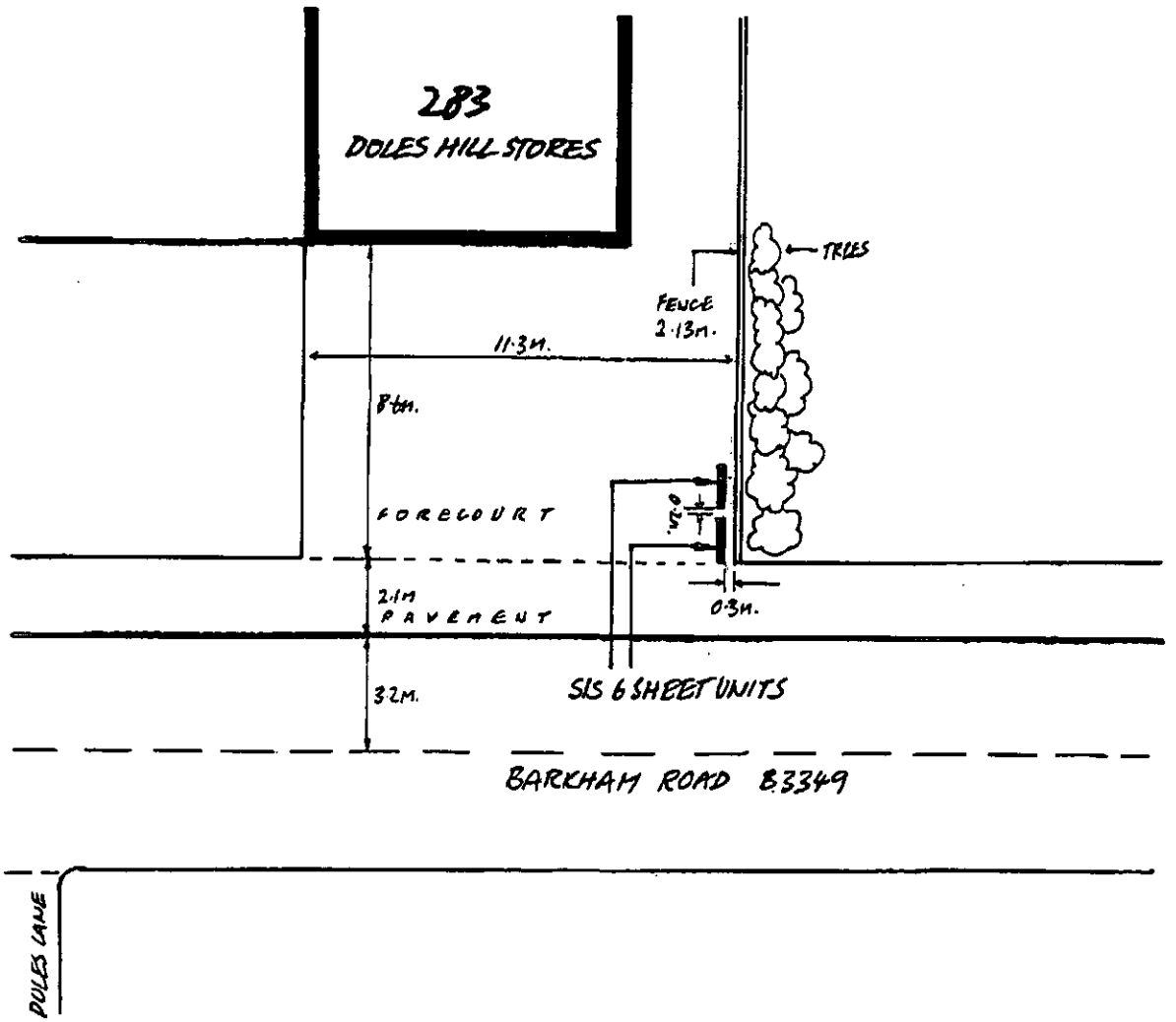
Elevation



REFUSED

	Address	Scale 1:100
	283 BARKHAM ROAD, WOKINGHAM, RG41 4BY,	

Site Plan

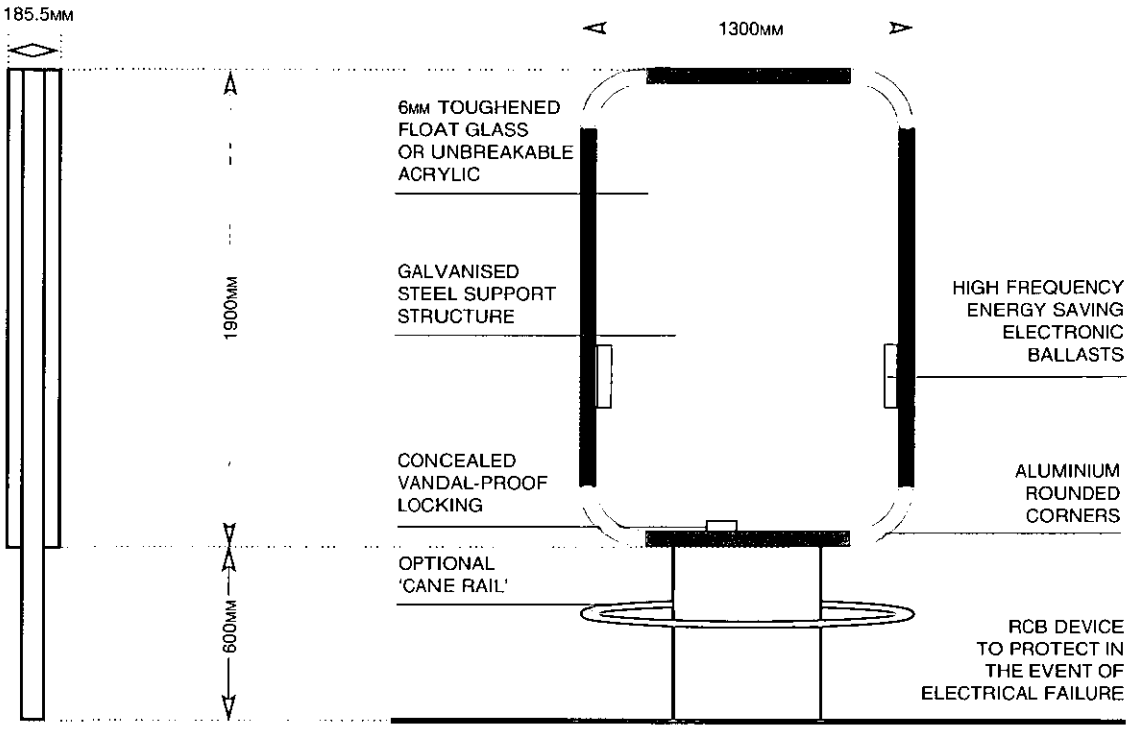


REFUSED

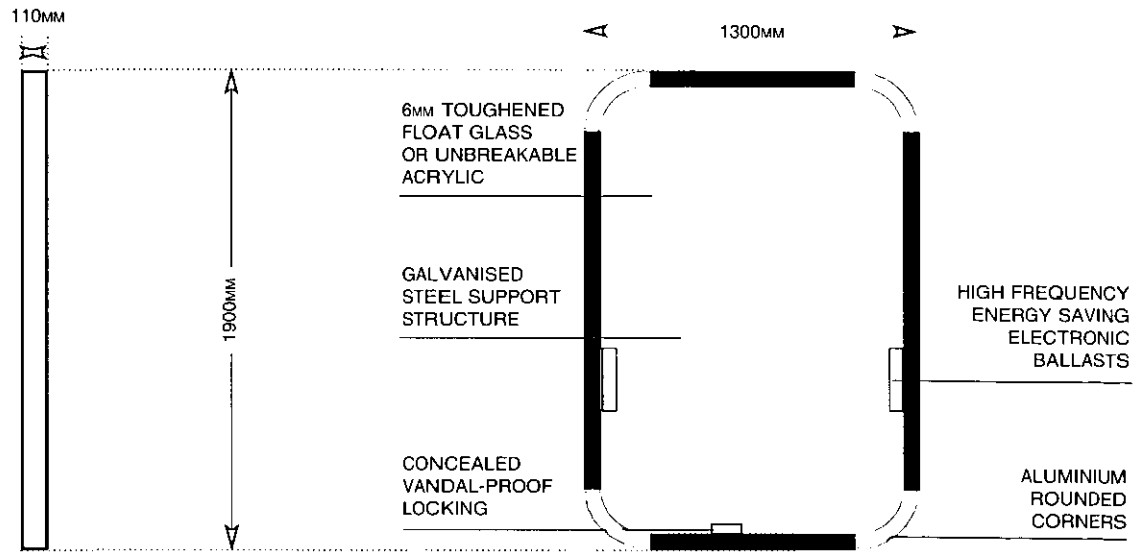
Notes	Address	Scale 1:200
	283 BARKHAM ROAD, WOKINGHAM, RG41 4BY	
	Site No.	Y A 1 3 0 6 0 1 0 0 0 4

Unit Specifications

Free-Standing Unit



Wall Mounted Unit



RNIB
challenging blindness
WE ARE PROUD TO BE ASSOCIATED WITH RNIB
REGISTERED CHARITY NO 226227

POSTER SIZE: 1200MM X 1800MM (6 SHEET)

REFUSED

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACT 1990

APPEAL BY: Primelight Advertising Ltd
SITE: 283 Barkham Rd, Wokingham
APPLICATION NO.: 1481
PROPOSAL: Proposed erection of 2 internally illuminated free-standing advertising units.

LIST OF PERSONS CIRCULATED WITH NOTICE OF APPEAL

District Councillor(s) for Evendons

Mr C P Hudson

Tina Marinos

Mr D C Morgan

Clerk(s) of Parish / Town Council of Wokingham

Mr Taylor, Town Hall, Market Place, Wokingham, RG40 1AS

Environmental Services Department, Engineering Services, Wokingham District Council,
PO Box 157, Council Offices, Shute End, WOKINGHAM, Berkshire, RG40 1WR

Oldfield King
Planning

Town Planning and
Development Consultants

Unit 2
Eclipse Office Park
High Street
Staple Hill
Bristol BS16 5EL

Tel: (0117) 9561916
Fax: (0117) 9701293

Email:
all@oldfield-king.demon.co.uk

COPIES TO:

FILE:

Development Control Manager
Wokingham District Council
Civic Offices
Shute End
Wokingham
RG40 3BN

Date: 2 October 2000

Our Ref: LB/JO 96/0502-2418

Your Ref:

Dear Sir

RE: ADVERTISEMENT APPEAL -
283 BARKHAM ROAD, WOKINGHAM

On behalf of our client, Primelight Advertising Ltd, please find enclosed a copy of the advertisement appeal forms which we have today lodged with the Planning Inspectorate.

Should you require any further information or clarification please do not hesitate to contact me.

Yours faithfully

MARK AUCHINCLOSS
For and on Behalf of
OLDFIELD KING PLANNING

Enc: Appeal correspondence

cc: The Planning Inspectorate
Ms D Ballard – Retail Media

Directors:
R S J Tetlow MSc Dip Surv
FRTPI FRICS FCIH FRSA
M F Auchincloss BSc(Hons)
BTP MRTPI FRGS
S Hinsley BA(Hons) MRTPI
M S King FRSA

Oldfield King Planning Ltd
Part of the Tetlow King Group
Registered Office: Lone Barn Studios
Stanbridge Lane
Stanbridge Earls, Romsey
Hampshire SO51 0HE
Registered in England No.2165802

Offices at:
Bristol
Maidstone
Romsey
Pershore

Government Approved - Constructionline Registered No. 8559

www.oldfield-king.demon.co.uk

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Refusal of Permission

Primelight
Primelight Advertising Ltd
3 Waterhouse Square
138-142 Holborn
London
EC1N 2NY

Application Number: A/2000/1481

Parish: **WOKINGHAM**

Location: **283, Barkham Road, Wokingham.**

Proposal: **Proposed erection of 2 internally illuminated free standing advertisement units.**

The Wokingham District Council in pursuance of their powers under the above Acts and Regulations hereby **Refuse 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.

Reason

1. The proposed signs add to the clutter of signs on the premises, resulting in an excessive number of advertisements detrimental to the visual amenity of the area. As such, the proposal is considered contrary to Policies SBE1/2 and SBE10 of South East Area Local Plan and WBE1and WBE16 of Wokingham District Local Plan (Deposit Draft).

John Mitchell
Development Control Manager
Date: 09/08/2000

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.

Basia

RE: Primelight - sign appeal

When I registered the only other sign appeal I have seen, there was no guidance in the circular about notification letters. Mike said inform councillors etc as usual. So I have amended the letter as enclosed in file + sent to Councillors, ~~Clerk~~ + highways only. If yu want any oltrs informed, please let me know.

I have also attached to this note copies of the letter + list of those notified which can accompany the statement - due 25/10/00.

Den. 6/10/00.

WOKINGHAM DISTRICT COUNCIL

To _____

Date _____ Time _____

WHILE YOU WERE OUT

Name _____

Of _____

Phone No. _____ Ext. _____

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

MESSAGE _____

_____

_____

_____

_____

_____

Signed _____

Oldfield King Planning

Town Planning and Development Consultants

Unit 2
Eclipse Office Park
High Street
Staple Hill
Bristol BS16 5EL

Tel: (0117) 9561916
Fax: (0117) 9701293

Email:
all@oldfield-king.demon.co.uk

Secretary of State for the Environment, Transport and Regions
The Planning Inspectorate [PINS (AA) 5]
Room 12/22
Tollgate House
Houlton Street
Bristol BS2 9DJ

Date: 2 October 2000

Our Ref: LB/JO 96/0502-2418

Your Ref:

Dear Sir

RE: ADVERTISEMENT APPEAL -
283 BARKHAM ROAD, WOKINGHAM

On behalf of our client, Primelight Advertising Ltd, please find enclosed a copy of the advertisement appeal forms in respect of the above site.

We also enclose a copy of the following correspondence:

1 A copy of the local planning authority's refusal notice dated 9 August 2000;

2 A copy of the advertisement application correspondence dated 17 May 2000 together with site location plans, an artist's impression and precise dimensions and specifications of the appeal display.

I can confirm I have sent a copy of the appeal forms to the local planning authority.

Yours faithfully

MARK AUCHINCLOSS
For and on Behalf of
OLDFIELD KING PLANNING

Enc: Appeal correspondence

cc: Development Control Manager, Wokingham District Council, Civic Offices, Shute End, Wokingham, RG40 3BN
Ms D Ballard – Retail Media Ltd

Directors:
R S J Tetlow MSc Dip Surv FRTPI FRICS FCIH FRSA
M F Auchincloss BSc(Hons) BTP MRTPI FRGS
S Hinsley BA(Hons) MRTPI
M S King FRSA

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TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

STATEMENT BY THE LOCAL PLANNING AUTHORITY

APPELLANT : PRIMELIGHT ADVERTISING LTD

APPEAL SITE : 283 BARKHAM ROAD, WOKINGHAM

REASON FOR APPEAL : REFUSAL OF ADVERTISEMENT CONSENT FOR THE ERECTION OF 2 INTERNALLY ILLUMINATED FREE-STANDING ADVERTISEMENT UNITS

LOCAL PLANNING AUTHORITY REFERENCE : A/2000/1481

DEPARTMENT OF THE ENVIRONMENT, TRANSPORT AND THE REGIONS REFERENCE : APP/X0360/H/00/1791

APPENDICES

'A' Site Plan

'B' Policies SBE1, SBE2 and SBE10 of the South East Area Local Plan

'C' Policies WBE1 and WBE10 of the Wokingham District Local Plan (Deposit Draft)

'D' Photographs of 283 Barkham Road

1.00 LOCATION AND SITE DESCRIPTION

1.01 The appeal site is located on the north-western side of Barkham Road, approximately 50m north-east of its junction with Sandy Lane. It is located within the settlement boundary of Barkham Hill, approximately 2km from Wokingham Town Centre. Barkham Road (B3349) is one of the main routes into Wokingham.

1.02 283 Barkham Road itself is a 2 storey detached building with part of the ground floor being used as a shop known as "Doles Hill Stores". The building is set back 8m from the highway boundary and the forecourt is used for off road parking. The area is predominantly characterised by residential development with a variety of dwelling types and styles.

1.03 A copy of the site plan is contained in Appendix 'A'.

2.00 RELEVANT PLANNING HISTORY

2.01 Other than the appeal application no other applications for advertisement consent have been received in respect of this property.

2.02 The appeal application (A/2000/1481) was received on 18th May 2000 and refused on 9th August 2000, under delegated powers, for the following reason:

The proposed signs add to the clutter of signs on the premises, resulting in an excessive number of advertisements detrimental to the visual amenity of the area. As such, the proposal is considered contrary to Policies SBE1, SBE2 and SBE10 of the South East Area Local Plan and WBE1 and WBE16 of the Wokingham District Local Plan (Deposit Draft).

3.00 RELEVANT PLANNING HISTORY

3.01 The Development Plan which applies to the area in which the appeal site is located comprises: Berkshire Structure Plan and the South East Area Local Plan. The Deposit Draft Wokingham District Local Plan will replace the adopted South East Area Local Plan.

Berkshire Structure Plan

3.02 The Berkshire Structure Plan (1991-2006) was adopted on 4th November 1995 and is the statutory Structure Plan for the area.

South East Area Local Plan

3.03 The South East Area Local Plan was adopted on 15th April 1994 and is the statutory local plan for the area in which the site is situated. 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".

3.04 The following policies apply in this instance and extracts are contained in Appendix 'B':

SBE1/2	Appropriate Design
SBE10	New Advertisements

Draft Wokingham District Local Plan

3.05 The Draft Wokingham District Local Plan was placed on deposit from 21st October to 2nd December 1997 and has formed the basis for development control decisions since 21st October 1997. The County Council issued a statement of general conformity with the Structure Plan in May 1997. The Public Local Inquiry into the plan commenced on 6th October 1998. The Inspector's report on the Local Plan Inquiry is not expected until Summer 2001 (with the exception of Policy WSM1).

3.06 The following policies are applicable to this appeal and extracts are contained in Appendix 'C':

WBE1	Development in its Local Context
WBE16	Outdoor Advertising

4.00 THE CASE FOR THE LOCAL PLANNING AUTHORITY

4.01 The main issue is the impact of the proposal on the visual amenity of the area.

4.02 The 2 display panels, which are both retrospective, measure 1.3m x 1.9m with a maximum height of 2.5m, are located on the forecourt of "Doles Hill Stores" close to the boundary of 283a Barkham Road, the adjoining property which is in residential use and close to the highway boundary. They occupy a prominent position forward of the main building and stand in a predominantly residential area.

4.03 The signs are clearly visible from long distance views by virtue of their size and location from the south-west and this is further exacerbated by the full internal illumination of the signs. They also add to the clutter of advertisement material being displayed at the site (refer to phographs contained in Appendix D) which include the following:

(i) fascia sign
(ii) 2 projecting signs
(iii) sign over doorway
(iv) 2 blinds
(v) 7 boards (similar to 'A' boards)
(vi) 4 signs on the boundary with 285 Barkham Road

This would result in an excess of advertisements, detrimental to the visual amenity of the area and as such contrary to Policies SBE1, SBE2 and SBE10 of the South East Area Local Plan and WBE1 and WBE16 of the Wokingham District Local Plan.

5.00 THE COMMENTS ON THE APPELLANT'S GROUNDS FOR APPEAL

5.01 The appellant's grounds for appeal have been noted.

5.02 It is not considered that the level of advertisements on the shopfront and forecourt of the premises is moderate. Furthermore whilst reference is made to a 'unique contract with the tenant to remove 3m radius of the site' this would not be enforceable by the Local Planning

Authority and as the forecourt exceeds 3m in width and length it is likely that these same signs would only be relocated to other parts of the forecourt outside the 3m radius of the display units.

5.03 Whilst policies add weight to the reason for refusal and are a material consideration in this instance, the decisive factor in refusing advertisement consent is the unacceptable impact of the signs on the visual amenity of the area.

6.00 CONCLUSION

6.01 In conclusion the 2 illuminated display units, by virtue of their size and location, are considered to be unacceptable adding to the existing clutter of signs, resulting in an excessive number of advertisements at the premises to the detriment of the visual amenity of this predominantly residential area.

6.02 In view of the above the Inspector is respectfully requested to DISMISS the appeal.

BP/TAB
17.10.00

APPENDICES

'A' Site Plan

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'C' Policies WBE1 and WBE10 of the Wokingham District Local Plan (Deposit Draft)

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1.02 283 Barkham Road itself is a 2 storey detached building with part of the ground floor being used as a shop known as "Doles Hill Stores". The building is set back 8m from the highway boundary and the forecourt is used for off road parking. The area is predominantly characterised by residential development with a variety of dwelling types and styles.

1.03 A copy of the site plan is contained in Appendix 'A'.

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The proposed signs add to the clutter of signs on the premises, resulting in an excessive number of advertisements detrimental to the visual amenity of the area. As such, the proposal is considered contrary to Policies SBE1, SBE2 and SBE10 of the South East Area Local Plan and WBE1 and WBE16 of the Wokingham District Local Plan (Deposit Draft).

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SBE10	New Advertisements

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WBE16	Outdoor Advertising

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4.02 The 2 display panels, which are both retrospective, measure 1.3m x 1.9m with a maximum height of 2.5m, are located on the forecourt of "Doles Hill Stores" close to the boundary of 283a Barkham Road, the adjoining property which is in residential use and close to the highway boundary. They occupy a prominent position forward of the main building and stand in a predominantly residential area.

4.03 The signs are clearly visible from long distance views by virtue of their size and location from the south-west and this is further exacerbated by the full internal illumination of the signs. They also add to the clutter of advertisement material being displayed at the site (refer to phographs contained in Appendix D) which include the following:

(i) fascia sign
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(iv) 2 blinds
(v) 7 boards (similar to 'A' boards)
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5.01 The appellant's grounds for appeal have been noted.

5.02 It is not considered that the level of advertisements on the shopfront and forecourt of the premises is moderate. Furthermore whilst reference is made to a 'unique contract with the tenant to remove 3m radius of the site' this would not be enforceable by the Local Planning

Authority and as the forecourt exceeds 3m in width and length it is likely that these same signs would only be relocated to other parts of the forecourt outside the 3m radius of the display units.

5.03 Whilst policies add weight to the reason for refusal and are a material consideration in this instance, the decisive factor in refusing advertisement consent is the unacceptable impact of the signs on the visual amenity of the area.

6.00 CONCLUSION

6.01 In conclusion the 2 illuminated display units, by virtue of their size and location, are considered to be unacceptable adding to the existing clutter of signs, resulting in an excessive number of advertisements at the premises to the detriment of the visual amenity of this predominantly residential area.

6.02 In view of the above the Inspector is respectfully requested to DISMISS the appeal.

BP/TAB
17.10.00

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

04 DEC 2000

COPIES TO: | ACK: | FILE:

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

Your Ref: A/2000/1481

Our Ref: APP/X0360/H/00/1791

Date: 01 DEC 2000

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL: 283 Barkham Road, Wokingham

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

Tel. (0118) 974 6448 (Direct Line)
E-Mail Basia.Polnik@wokingham.gov.uk
Date. 1 November, 2000
My ref. BP/PP/A/2000/1481
Your ref. APP/X0360/H/00/1791

Mr D Oakes
The Planning Inspectorate
Room 1222
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

APPEAL BY: PRIMELIGHT ADVERTISING LTD.
SITE: 283 BARKHAM ROAD WOKINGHAM

I refer to the letter from Oldfield King Planning, dated 27th October 2000, regarding the above-mentioned appeal.

With reference to paragraph 4 regarding the removal of any 'A' boards or other temporary signs within a 3m radius of the sign, the Local Planning Authority disagrees with the statement that 'according to the list of signs set out by the Council, this would result in the removal of all 7 'A' boards and the other 4 signs on the boundary of the site', as currently there are only 2 'A' boards (refer to photograph contained in Appendix 'D' of Local Planning Authority statement) within a 3m radius of the display.

The others listed are either located on the boundary with 285 Barkham Road or immediately to the front of the shop which are in excess of the 3m radius and therefore would not be affected by the agreement. Furthermore, as the 2 'A' boards are moveable structures, there is no reason why these could not be relocated outside this 3m radius.

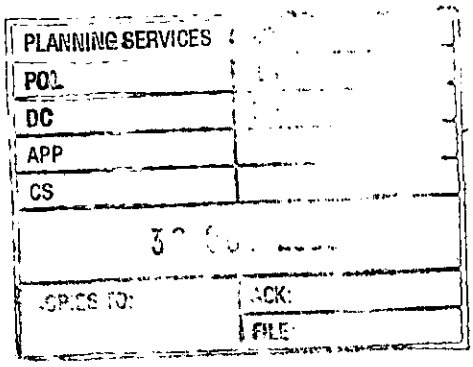
A copy of this letter has been sent to the Appellant's agent.

Yours sincerely,

BASIA POLNIK
Senior Planning Officer

cc: Oldfield King Planning
Unit 2, Eclipse Office Park
Staple Hill
BRISTOL
BS16 5EL





Oldfield King Planning

Town Planning and Development Consultants

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Tel: (0117) 9561916
Fax: (0117) 9701293

Email:
all@oldfield-king.demon.co.uk

Planning Inspectorate
Room 12/22
Tollgate House
Houlton Street
Bristol BS2 9DJ

Date: 27th October 2000

F495-1973
Our Ref: LB 96/0502-2741

Your Ref: APP/Z0360/H/00/1791

F.A.O. MR D OAKES

Dear Sirs

RE: ADVERTISEMENT APPEAL - 283 BARKHAM ROAD, WOKINGHAM

We submit the following brief additional representations in response to Wokingham District Council's statement of case and in support of our client's appeal.

1. Location and Site Description

The Officer's description of the surrounding area is generally noted. However, we would add that the appeal panels are viewed in close association with the commercial premises and the main road and would appear quite separate from the residential properties.

2. Relevant Planning History

Noted.

3. Relevant Planning Policy

We note that the district is covered by the Berkshire Structure Plan. However, we do not consider there are any strategic policies specifically relevant to this appeal. With regard to the policies contained within the South East Area Local Plan, we consider the panels accord with SBE 1 and 2 which require the new development to be of a high quality. The panels are constructed of high quality materials and create innovative items of street furniture. The panels provide a neat, modern replacement for traditional forms of advertising on small commercial forecourts and would therefore rationalise the level of advertising on site, to the benefit of visual amenity.

Part A of Policy SBE1 states that development should make a positive contribution to its setting and the character of the area. However, there is no requirement under the Regulations

Directors:
R S J Tetlow MSc Dip Surv FRTPI FRICS FCIH FRSA
M F Auchincloss BSc(Hons) BTP MRTPI FRGS
S Hinsley BA(Hons) MRTPI
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Oldfield King Planning Ltd
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Pershore

Government Approved - Constructionline Registered No. 8559

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for advertisements to contribute positively to the environment. The proper test is whether the advertisement has any adverse effect on local visual amenity.

We consider the panels are sensitively located against a high fence, where they would not cut across any architectural, historic, cultural or scenic features to the detriment of visual amenity. We therefore consider the panels accord with Policy SBE2 of the Local Plan.

Unfortunately, the Council failed to attach a copy of Policy WBE16 of the district wide Local Plan and we are therefore unable to comment on its relevance to this appeal.

4. The Case for the Local Planning Authority

The appeal panels are located on the eastern edge of the forecourt, away from the existing signage, which is concentrated around the shop front. Our client has a unique contract with the tenant to ensure the removal of any 'A' boards or other temporary signs within a 3 metre radius of the site. According to the list of signs set out by the Council, this would result in the removal of all 7 'A' boards and the other 4 signs on the boundary of the site. This would considerably rationalise the level of advertising on the site, to the benefit of visual amenity.

5. The Comments on the Appellant's Grounds of Appeal

The Officer raises concerns over the potential to enforce the contract between our client and the tenant. However, we can confirm that the contract would be rigorously enforced by our client, should this appeal be allowed.

6. Conclusion

For the above reasons, we do not consider the two free-standing advertisement panels would be detrimental to visual amenity. We therefore respectfully request that the Inspector allows this appeal.

We have no further comments.

Yours faithfully

MARK AUCHINCLOSS
For and on Behalf of
OLDFIELD KING PLANNING

cc: Ms D Ballard - Retail Media Ltd

Denise Gumbrell, Appeals Assistant, Planning Services, Environmental Services Department, Wokingham District Council, PO Box 157, Shute End, Wokingham, Berkshire, RG40 1WR

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACT 1990

APPEAL BY: Primelight Advertising Ltd
SITE: 283 Barkham Rd, Wokingham
APPLICATION NO.: 1481
PROPOSAL: Proposed erection of 2 internally illuminated free-standing advertising units.

LIST OF PERSONS CIRCULATED WITH NOTICE OF APPEAL

District Councillor(s) for Evendons

Mr C P Hudson

Tina Marinos

Mr D C Morgan

Clerk(s) of Parish / Town Council of Wokingham

Mr Taylor, Town Hall, Market Place, Wokingham, RG40 1AS

Environmental Services Department, Engineering Services, Wokingham District Council,
PO Box 157, Council Offices, Shute End, WOKINGHAM, Berkshire, RG40 1WR

283 Barkham Road, Wokingham
RG41 4BY



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(Scales other than at Survey Scale should not be used for accurate measurement). Business occupancy data ©2000 Thomson Directories Ltd.

1787.map
17/05/00

Ordnance Survey
Value Added Reseller

REFUSED

18 MAY 2000
1787

283 Barkham Road, Wokingham
RG41 4BY



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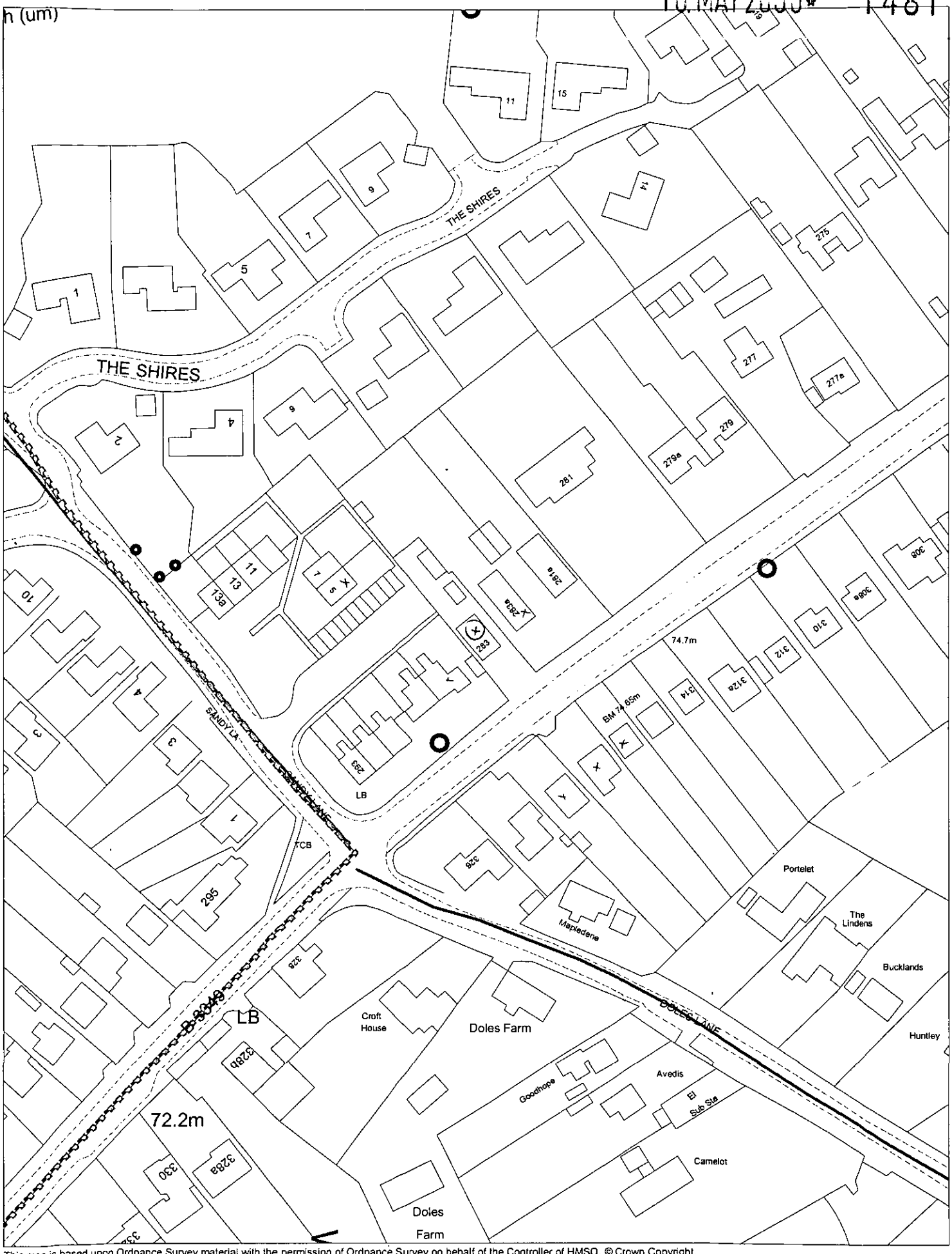
(Scales other than at Survey Scale should not be used for accurate measurement). Business occupancy data ©2000 Thomson Directories Ltd.

1787.map
17/05/00

Ordnance Survey
Value Added Reseller

19 MAY 2000 14481

18 MAY 2000* 1481



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Development Control Section, Environmental Services, Wokingham District Council.

10 April 2000

Scale: 1 : 1250

N
W E
S

REFUSED