APPLICATION NO:
A/2001/5572

LOCATION:
Prime Garage 54 Headley Road, Woodley Reading.

APPLICANT:
BP International Ltd C/O Jonathon Garston Harkness - Ord

PROPOSAL:
Proposed erection of illuminated petrol station signs

EARLIEST DATE FOR DECISION: **01/02/2002**

APPLICATION WILL HAVE EXPIRED ON:
11/02/2002

APPROVED

CASE OFFICER: **Andrew Thorley**

Heidi Lynch.

DO 685

RAILEX
Marbleboard

EASIFILE EP7

(HL)

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Approval of Permission

BP International Ltd
C/O Jonathon Garston
Harkness - Ord
195 Marsh Wall
Thames Quay
London
E14 9SG

Application Number: A/2001/5572

Parish: **WOODLEY**

Location: **Prime Garage, 54 Headley Road, Woodley, Reading.**

Proposal: **Proposed erection of illuminated petrol station signs**

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

Condition
1. The canopy shall only be illuminated in a manner that does not cause glare to neighbouring properties or a hazard to users of the public highway.

Condition
2. The sign(s) shall not be illuminated other than while the premises are open for business.

Condition
3. a) Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority .

b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

c) Where an advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

d) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

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

Reason
1. To protect the neighbouring properties from glare, and in the interests of highway safety.

Reason
2. In the interests of visual amenity.

Reason
3. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended).

Informative
1. You are advised, in compliance with The Town and Country Planning (General Development Procedure) (England) (Amendment) Order 2000, that the following policies and/or proposals in the development plan are relevant to this decision:

Berkshire Structure Plan Policy EN1.
Loddon Area Local Plan Policies LBE10, LBE1, LBE2 and LT5.
Deposit Draft Wokingham District Local Plan Policies WT7, WBE1, WOS3 and WBE16.

Anna Cronin
Head of Planning & Transportation
Date: 05/02/2002

Notice checked by: _____

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.

Applicationo	Name & Address
F/2001/5572	Ms Nicola J Whitewood Dough Cottage 97 Headley Road WOODLEY RG5 4JD
Application Approved	Letters sent 11.02.02

WOKINGHAM UNITARY
Aiming for Excellence

Application Number: A/2001/5572

Appraisal:

The development is the erection of static, illuminated petrol station signs at Prime Garage on Headley Road. The work has already been completed and it re-images the whole site meaning there are several new signs (two statically illuminated and the rest are not illuminated).

- There is a new 'edge' round the existing canopy above the petrol pumps. This is coloured green to be in character with the BP colours. There are eight sides to the canopy and all of these have the 'green rim'. Four sides of the canopy will be illuminated (the sides seen from the road).
- There is a 5.5m high monolith sign at the entrance to the property close to the road edge. This is 2.28m wide and 0.787m thick and incorporates a BP sign, and information such as petrol costs and a car wash sign. This sign is internally illuminated.
- There are several secondary signs located around the site which give directional/instructional information as well as advertising boards. These 9 signs are not illuminated and are located on the car wash building, on the store itself, and around the eastern boundary of the site at ground level. These are in BP colours (green, yellow, black or white).

    1. 1.0 x 1.5m ground entry poster sign located towards the front road entrance of the site near the proposed monolith sign;
    2. 1.3 x 2.05m ground entry instructional sign reading 'air and water' located along the east boundary of the site;
    3. 1.0 x 1.05m ground entry directional sign reading 'vacuum', located along the eastern boundary of the site;
    4. 1.9 x 1.05m ground entry directional sign reading 'car wash →', located on the south-east corner of the site;
    5. 1.9m x 2.05m ground entry instructional sign reading 'car wash' on the south boundary of the site near the entrance to the car wash;
    6. A 1.0 x 1.35m wall mounted poster sign on the side of the car wash building at the rear of the site; and
    7. 0.5 x 0.5m wall mounted directional sign with no entry symbol on the side of the car wash building at the rear of the site;
    8. two wall mounted poster signs on the store building side measuring 1.0 x 1.75m and 1.0 x 1.5m.

- The shop itself has a new green fascia at the top in BP colours.
- The car wash building has new green coloured, wall mounted poster signs on three sides at roof height level. These will say: 'car wash', 'exit' and 'enter' and are not illuminated.

The site is located within a residential area and is adjoined by a dwelling to the west and a restaurant to the east. There are residential properties to the rear of the site and on the opposite side of the road.

1. Impact upon neighbouring properties

The non-illuminated signs have no effect on the surrounding property owners as the site is commercial and therefore signage is a common feature. Signage was also similarly placed on

the site prior to this application (approved under consent number 97/66637/A). The proposed non-illuminated signage will block no views from the surrounding properties.

The site is surrounded by a restaurant to the east and residential properties on the opposite side of the road, to the rear (south) and to the west. The properties to the rear should not be affected by the illuminated signage as they are located some distance away and there are also many tall trees to the rear of the site, which help to screen the whole site. The property to the west is only potentially affected by the canopy illumination. Both the illuminated canopy and the monolith sign will affect the properties on the opposite side of the road and the restaurant.

Before the current monolith sign was put in place, there was an existing monolith sign in the same place that was also illuminated (consent number 97/66637/A). The new monolith sign therefore has no further effect on surrounding properties than the previous sign did.

Part of the old canopy was also illuminated (consent number 97/66637/A) and therefore the new canopy has a similar effect on the surrounding properties.

The proposal therefore has little further impact on the amenity of the adjoining neighbours.

2. Impact upon the street scene

This site has been a BP petrol station/garage with associated signage since at least 1997. The new signage is consistent with a commercial venture and with the old signage, and therefore is not considered to be out of character with the site.

3. Impact upon highway safety

The highways department are satisfied there will be no road safety implications arising from the erection of the proposed signs. Therefore there are no implications to the highway safety of the site.

Recommendation: Approval: ✓ ~~**Refusal:**~~

WORK SHEET FOR : ~~Andrew Thorley~~ Heidi Lynch

Application Number : A/2001/5572

Applicant : BP International Ltd C/O Jonathon Garston Harkness - Ord.

Location : Prime Garage 54, Headley Road, Woodley, Reading.

Proposal : Proposed erection of illuminated petrol station signs

Site Notice Displayed ? :	YES	NO	DATE
		✓	23/01/02

Date of Neighbour Notifications : .....

Date of Site Visit : 23/01/02

Date Registered : 17/12/2001

Earliest Date for Decision : 01/02/2002

Latest Consultation Date/Site Notice Expiry Date : 01/02/2002

This application will have expired on: 11/02/2002. You need to make a decision 1 day prior to this date for this application to count as determined in less than 8 weeks.

Consultation Responses :

Highways - appraal with no conditions

Planning Issues :

Identified settlement — WBE16, LBE10

Highway safety — LBE1, LBE2, LT5

Impact on neighbours — WT7, WBE1, WOS3

Advertising — ENI

Loddon Area Local Plan

Application Number A/2001/5572
Conditions/Reasons for Refusal

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
1	C032	R032	Illumination of canopies
2	C210	R210	Illumination only when open
3.	C213	R213	Standard condition > advertisements

RECORD OF SITE VISIT

SITE ADDRESS: Prime Garage 54 Headley Road Woodley Reading.

APPLICATION NUMBER: A/2001/5572

OFFICER: Andrew Thorley

DATE OF SITE VISIT: 23/01/02

1 SITE/STATUTORY NOTICE DISPLAYED ? NO

2. DESCRIPTION OF SURROUNDINGS
Restaurant & solicitors to one side & a house to the other.

3. DESCRIPTION OF SITE/BUILDING
Canopy is ray high.
signs along side banday are fixed & screened by fence.

4. RELATIONSHIP TO ADJOINING PROPERTIES
Restaurant right on side banday
Properties opposite maybe affected by lights n°93 & 95

5. SITE CONSTRAINTS

TREES Trees to rear of site help screen properties to the rear

ACCESS/PARKING —

LEVELS level

BOUNDARY TREATMENT 2.0m high close board fence along banday with restaurant.

OTHERS Trees to rear - ray high.
Building/shop & 2.0-3.0m high fence along other banday.

Lights have already all been erected.
23/01/02

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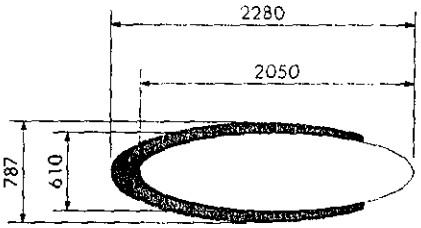

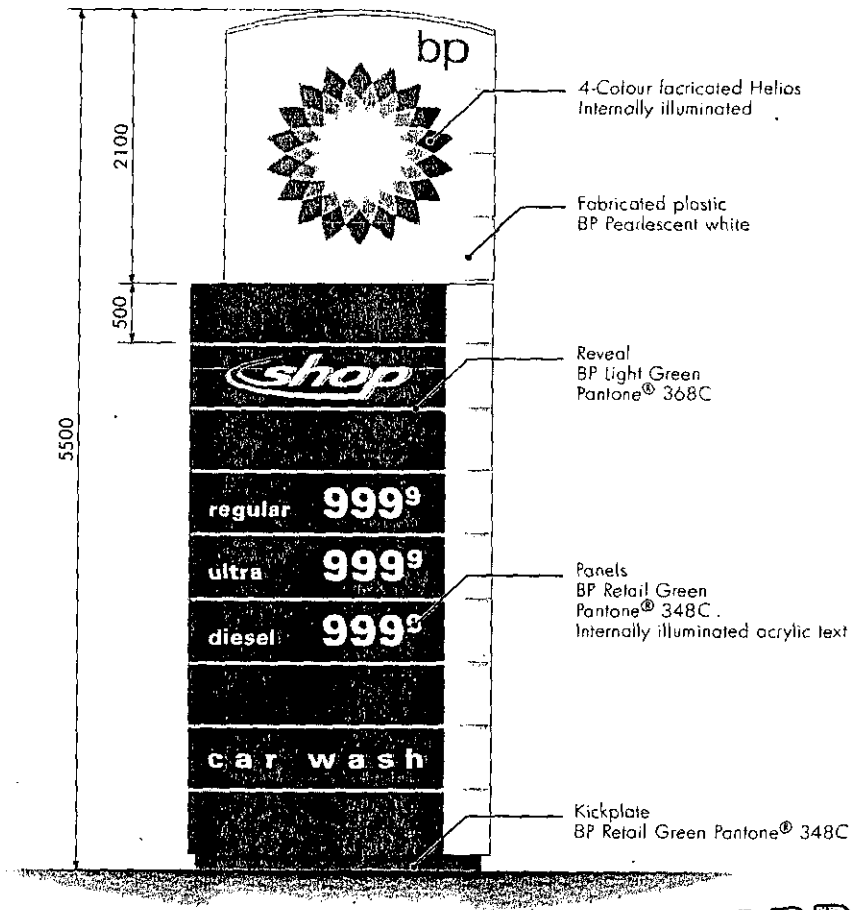

APPROVED

Function

The BP main identity serves two functions:
A clear brand representation with a three-dimensional form; the mark is constructed in four colours and is internally illuminated. As a directory listing of pricing and services, these are panels with translucent acrylic text, illuminated from behind

Illumination

Helios: Internally illuminated with LED @ 1260cd
Price/Service panel internally illuminated with LED @ 250cd

Rev	Date	Comment
A		

Title
BP MID 5.5m Monolith General arrangement

Drawn	Date
Alex Welling	8 August 2001
Checked	**Date**
J Garston	8 August 2001
Sign Ref	**Rev**
MD-A-MO-01	1.1

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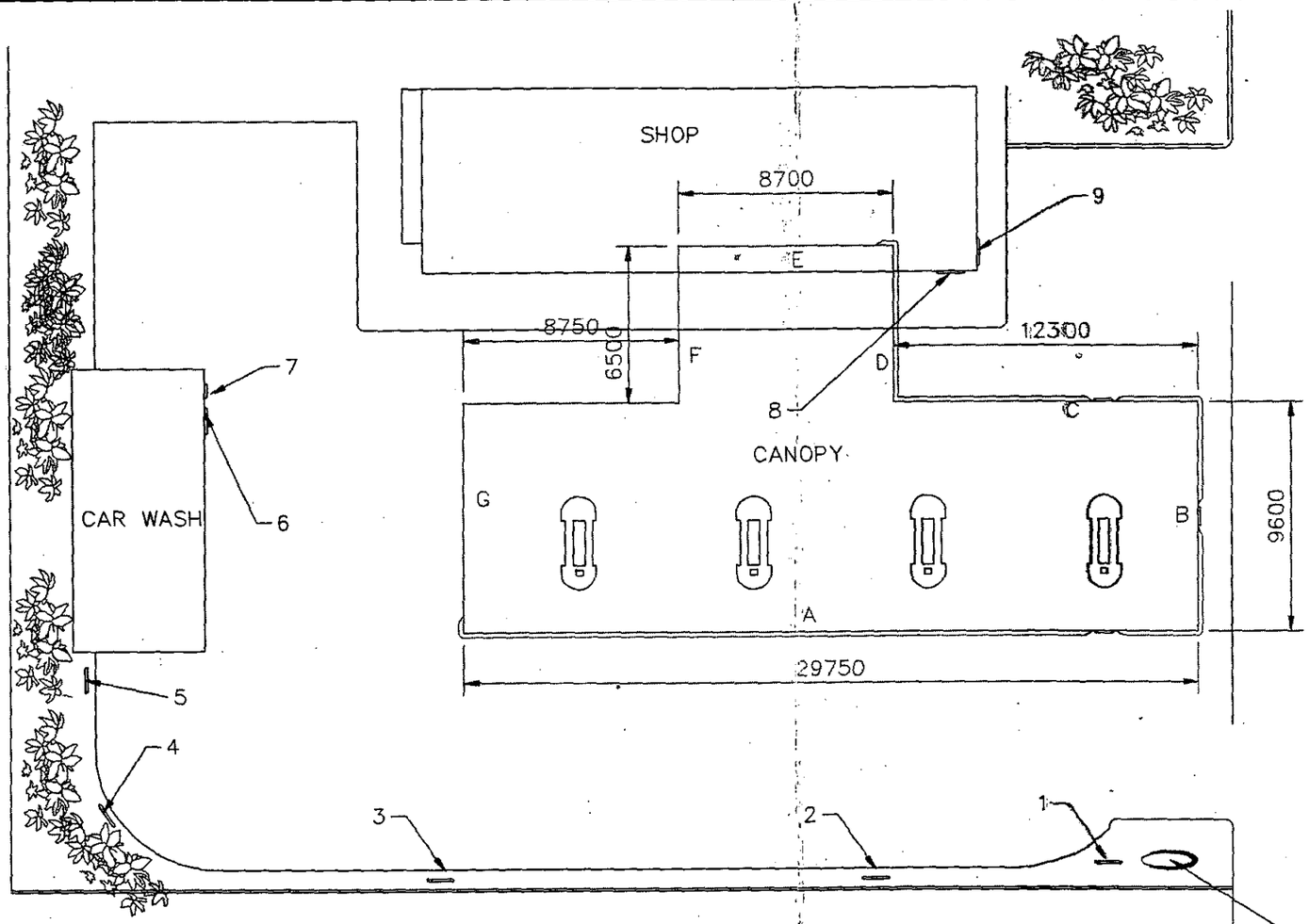

Secondary Signs Proposal

1) Ground Entry Poster sign 1000x1500
2) Ground Entry Instructional sign 1300x2050 to read "air & water"
3) Ground Entry Directional sign 1000x1050 to read "vacuum"
4) Ground Entry Directianal Sign 1900x1050 to read "car wash ->"
5) Ground Entry Instructional Sign 1900x2050 to read "car wash "
6) Wall Mounted Poster sign 1000x1350
7) Wall Mounted Directianal sign 500x500 with no entry symbal
8) Wall Mounted Poster signs 1000x1750 to read "headley road"
9) Wall Mounted Poster signs 1000x1500

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DRAWN:	K.P.
DATE:	
SCALE:	N.T.S.
REV:	A

FORGE THE SIGNMAKERS LTD
SCARBOROUGH BUSINESS PARK
SCARBOROUGH, N.YORKS. YO11 3UT
TEL. 01723 580500
FAX. 01723 580510

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FORGE THESIGN MAKERS

CLIENT:	BP Oil UK
PROJECT:	Harmony Re-image
TITLE:	Headley Road Site Plan

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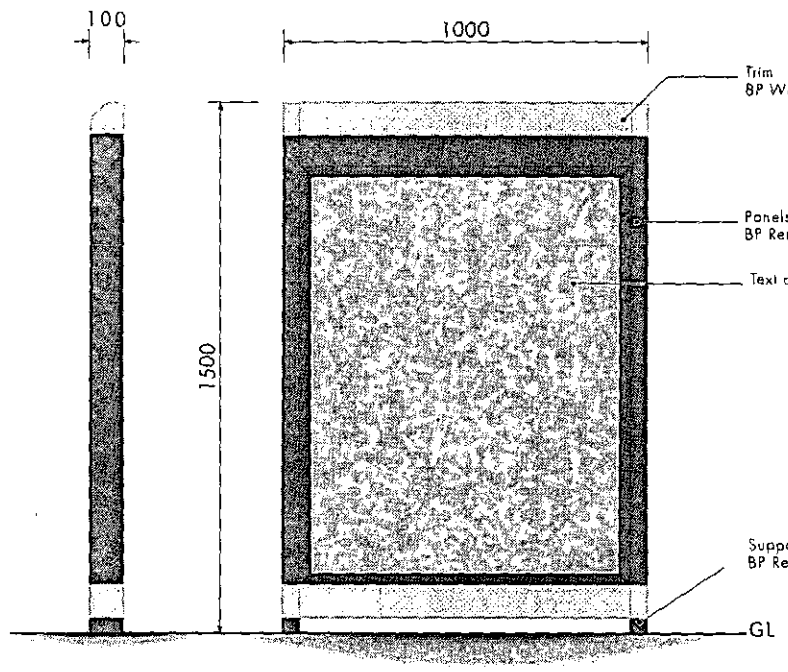
PLAN VIEW



SIDE VIEW FRONT VIEW

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Rev	Date	Comment
A		

Title
Poster / promotional frame,
Free standing, non-illuminated

Drawn ML	**Date** 14-9-01
Checked JG	**Date** 14-9-01
Sign Ref 3.5	**Rev** 1.0

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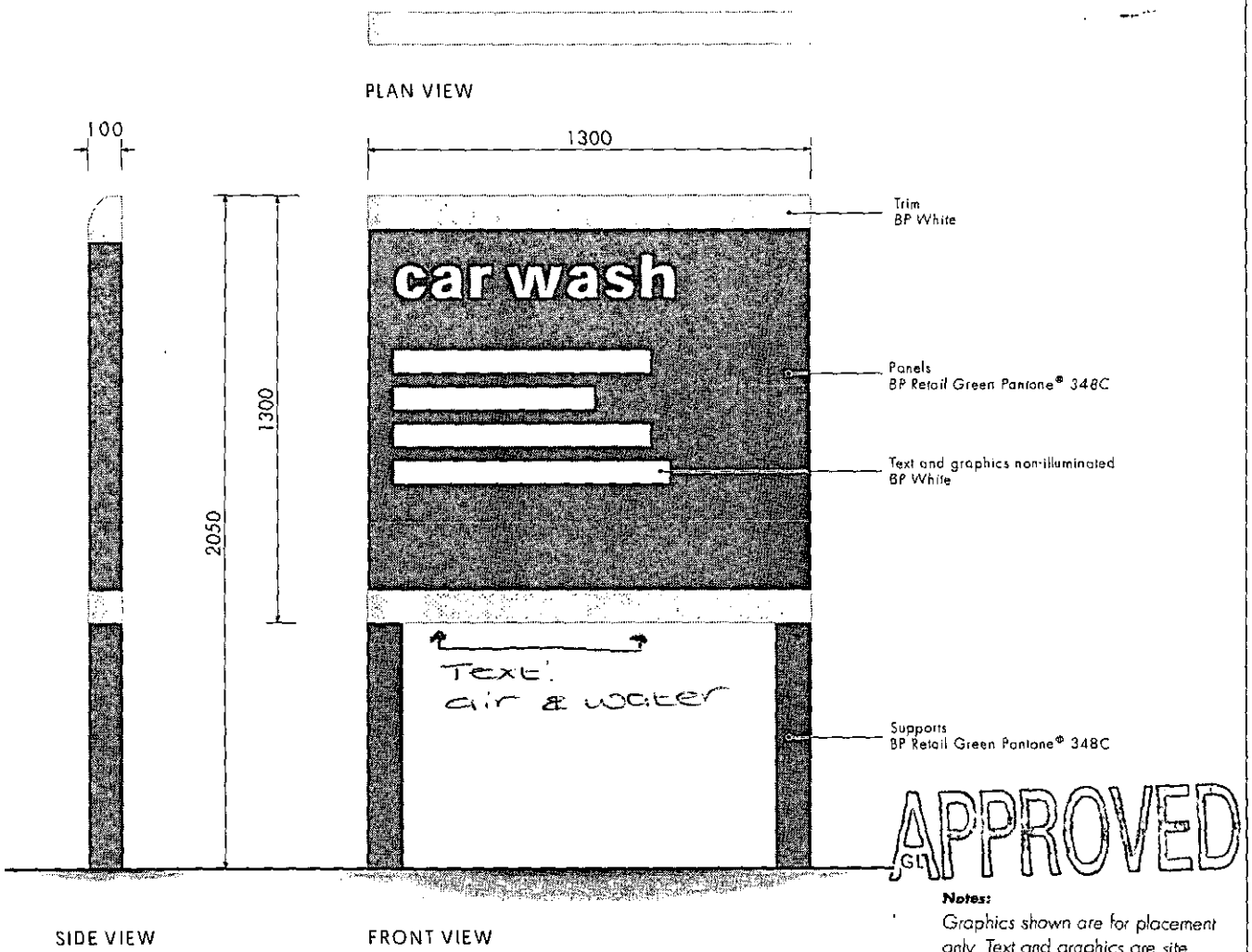

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Title
Instructional sign, Free standing, non-illuminated

Drawn	Date
ML	14-9-01
Checked	**Date**
JG	14-9-01
Sign Ref	**Rev**
1.8	1.0

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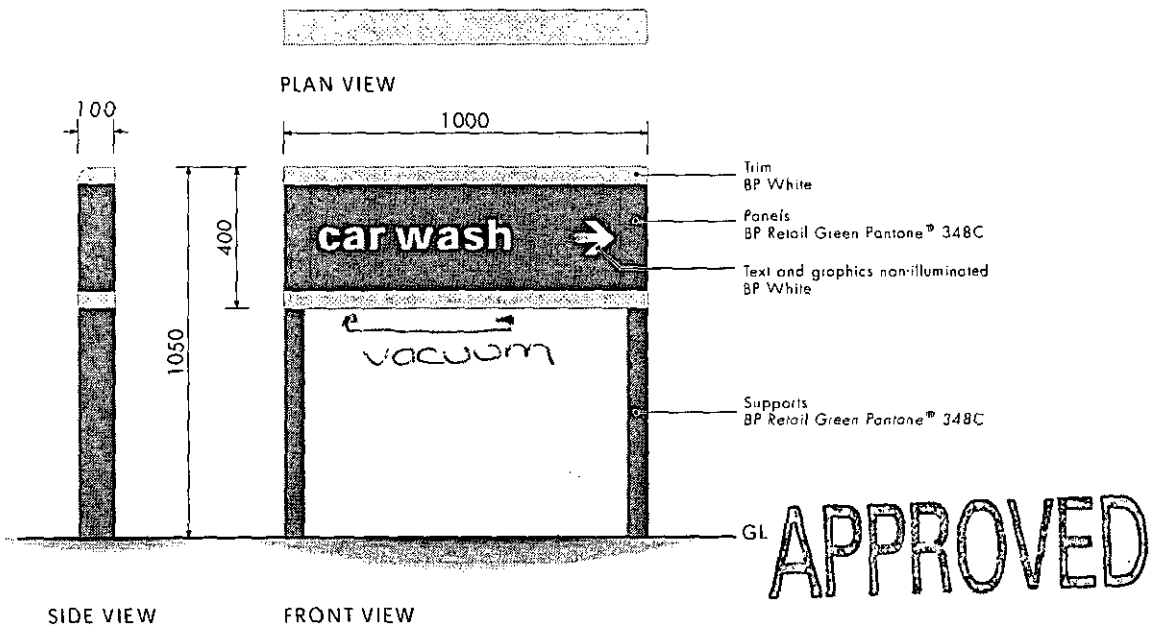

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Rev	Date	Comment
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Title
Directional sign, Free standing, non-illuminated

Drawn	Date
ML	14-9-01
Checked	**Date**
JG	14-9-01
Sign Ref	***Rev***
2.7	1.0

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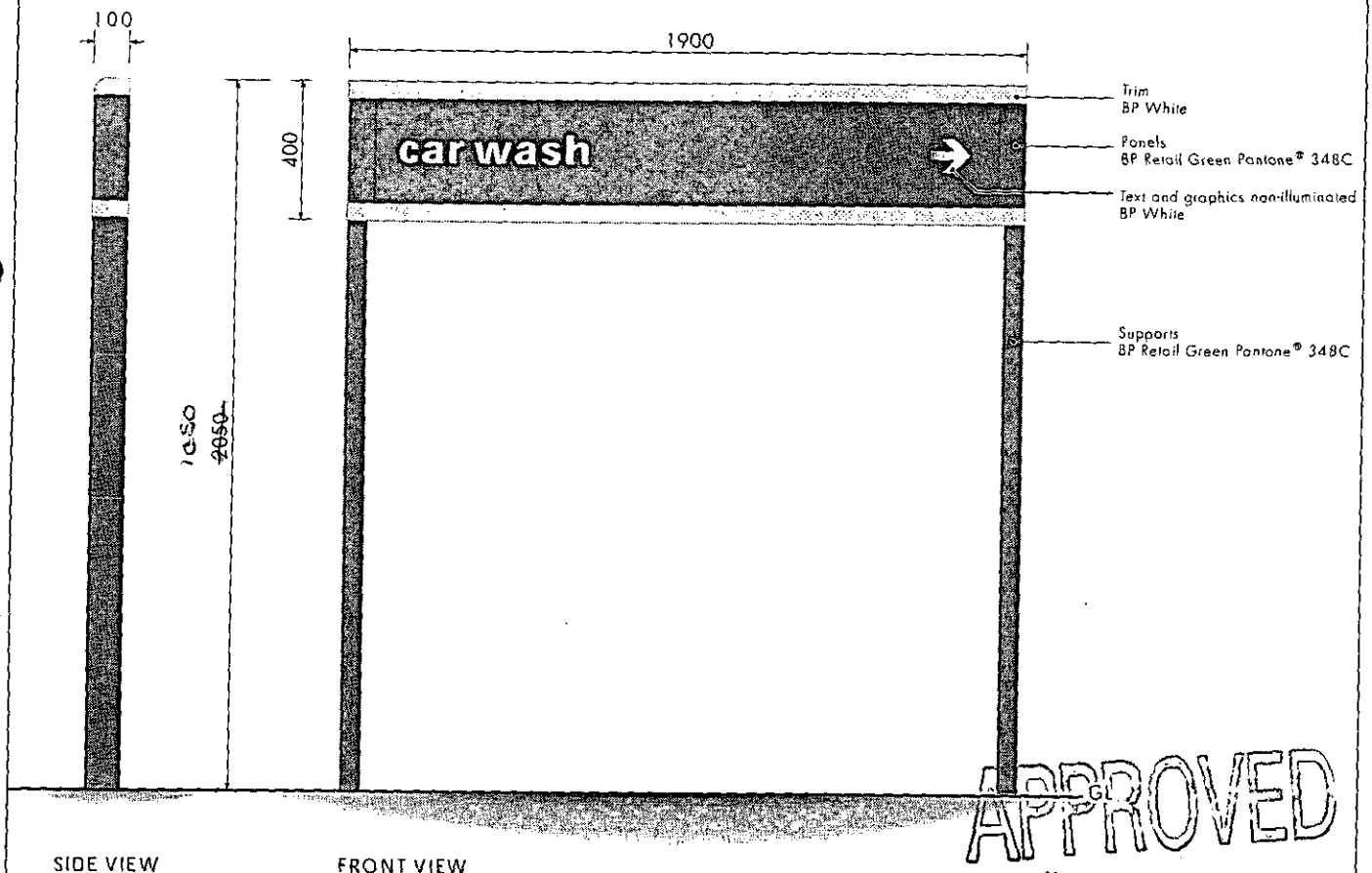

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Rev	Date	Comment
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Title
Directional sign, Free standing, non-illuminated

Drawn	Date
ML	14-9-01
Checked	**Date**
JG	14-9-01
Sign Ref	**Rev**
2.12	1.0

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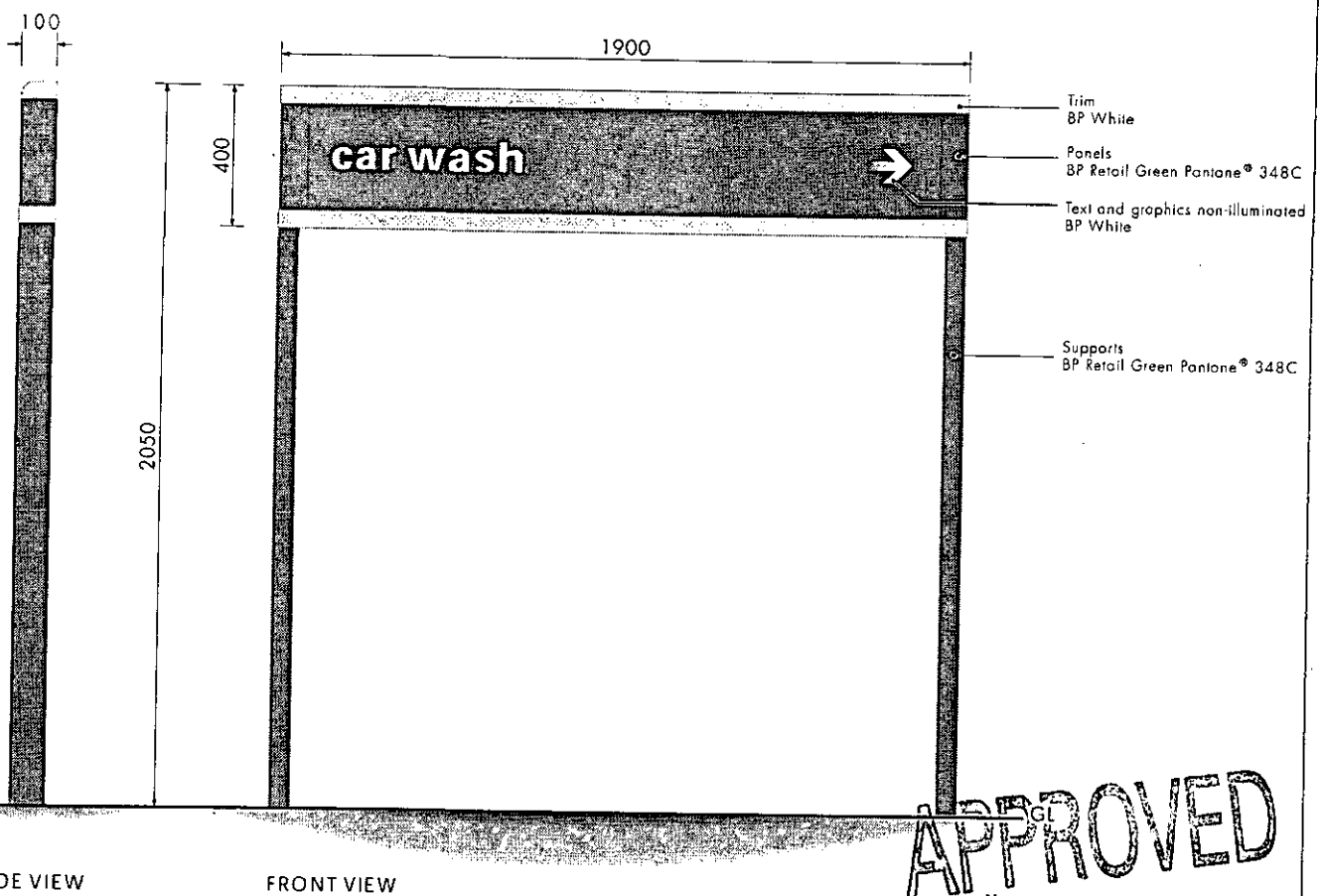

SIDE VIEW

FRONT VIEW

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Rev	Date	Comment
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Title
Directional sign, Free standing, non-illuminated

Drawn ML	**Date** 14-9-01
Checked JG	**Date** 14-9-01
Sign Ref 2.12	**Rev** 1.0

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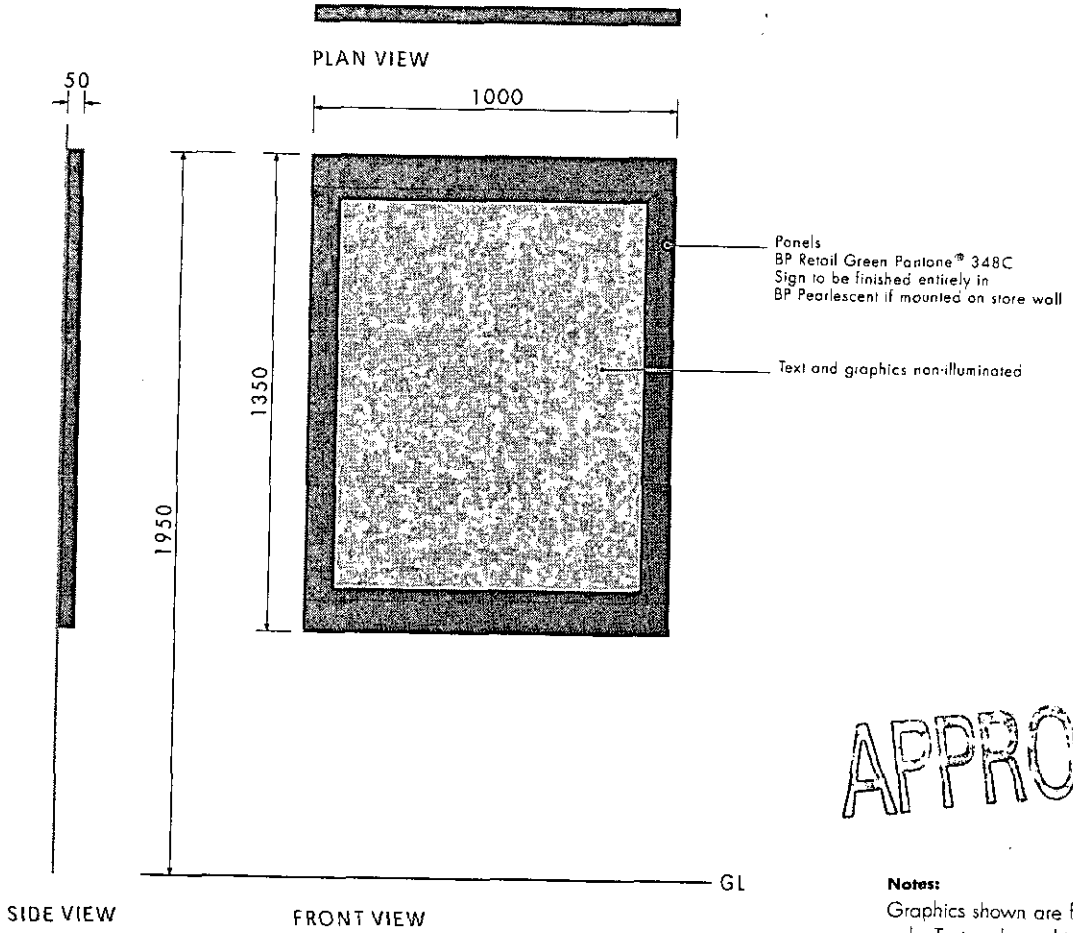

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Rev	Date	Comment
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Title
Poster / promotional frame,
Wall mounted, non-illuminated

Drawn ML	**Date** 14-9-01
Checked JG	**Date** 14-9-01
Sign Ref 6.2	**Rev** 1.0

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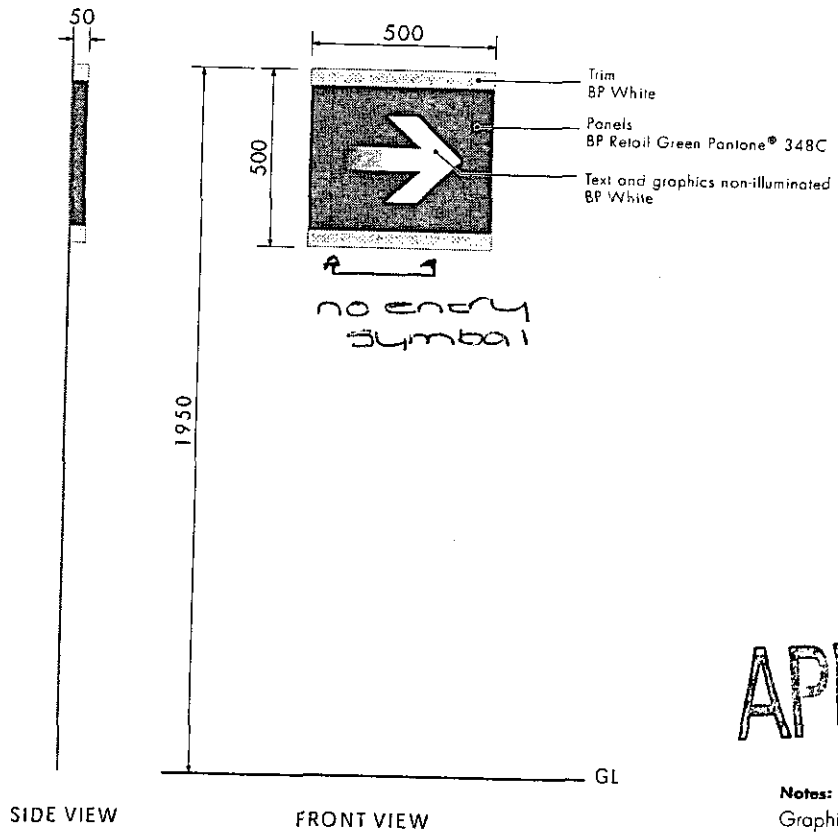

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Rev	Date	Comment
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Title
Directional sign, Wall mounted, non-illuminated

Drawn	Date
ML	14-9-01
Checked	**Date**
JG	14-9-01
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5.1	1.0

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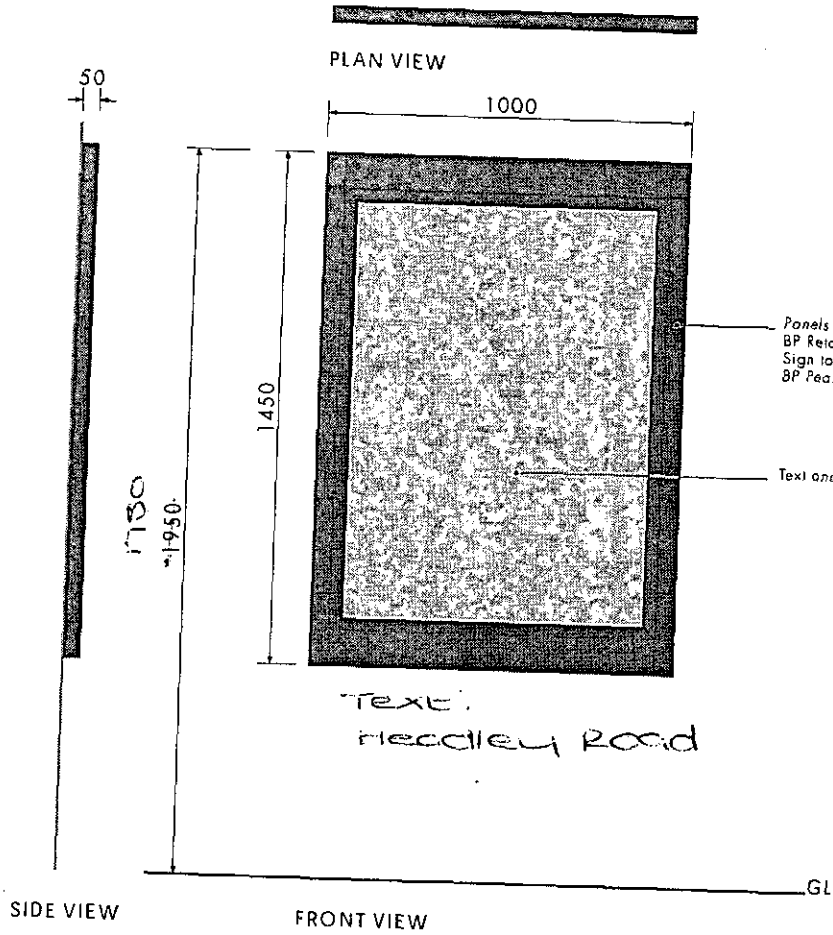

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Rev	**Date**	**Comment**

Title
Poster / promotional frame,
Wall mounted, non-illuminated

Drawn ML	**Date** 14-9-01
Checked JG	**Date** 14-9-01
Sign Ref 6.3	**Rev** 1.0

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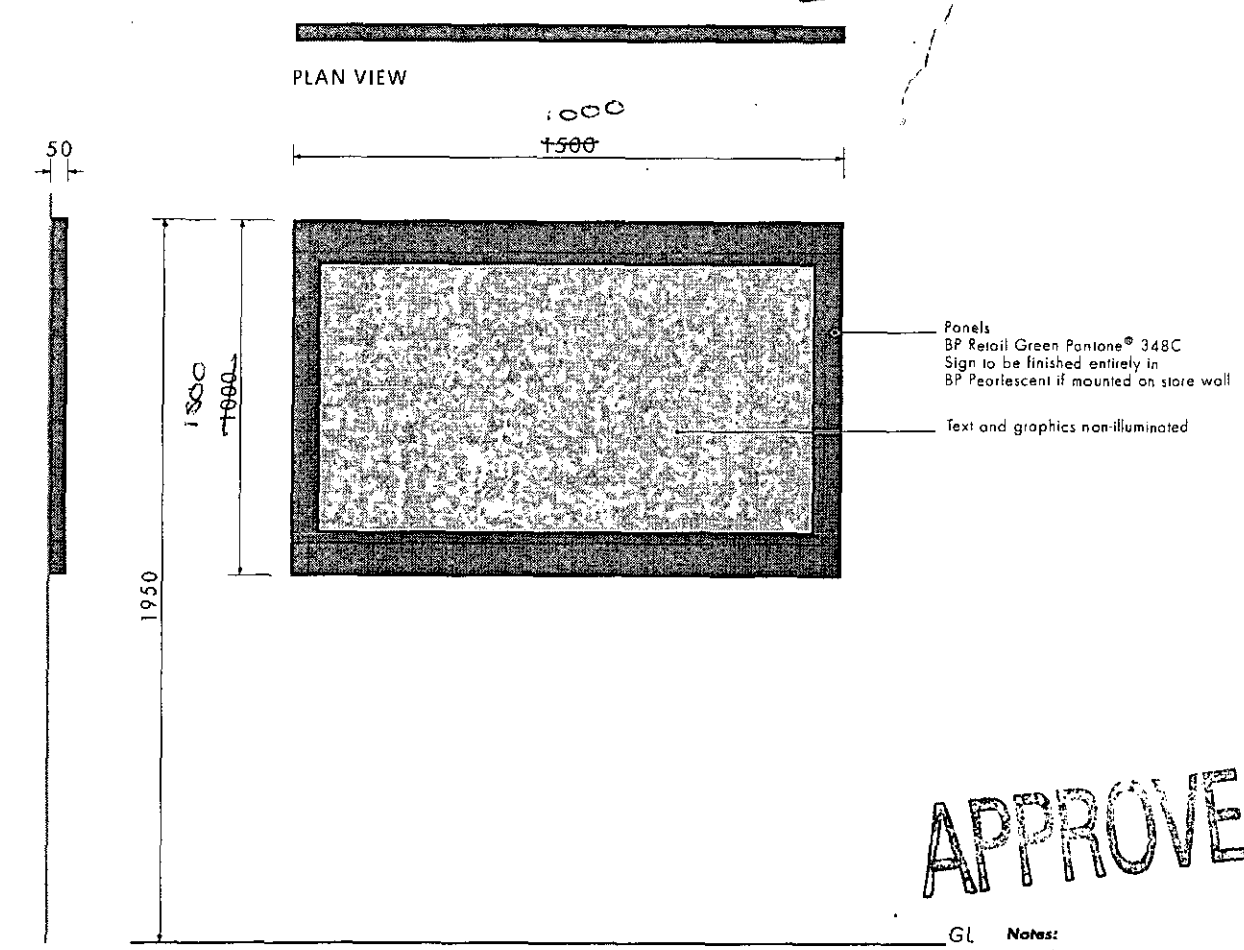

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Rev	Date	Comment
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Title
Poster / promotional frame,
Wall mounted, non-illuminated

Drawn	Date
ML	14-9-01
Checked	**Date**
JG	14-9-01
Sign Ref	**Rev**
6.9	1.0

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21 January 2002

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Now HL

Mr ~~Andrew~~ Thorley
Development Control Officer
Wokingham District Council
Shute End
Wokingham
Berkshire
RG40 1BN

WALBROOK BUILDING
THAMES QUAY
195 MARSH WALL
LONDON E14 9SG
TELEPHONE +44 (0)20 7459 3300
FACSIMILE +44 (0)20 7459 3333

Dear ~~Mr Thorley~~ HL

310/02/01/0121, Headley Road Service Station, 54-60 Headley Road, Reading, Berkshire, RG5 4JE {12951}

With reference to your compliment slip dated 11 January and ref A/2001/5572, please find enclosed 4 copies of secondary signs 1-9 and 4 copies of side elevations of the Monolith.

Yours sincerely

Rebecca Anderson

cc File

HARKESS-ORD LIMITED.
REGISTERED OFFICE AS ABOVE
REGISTERED IN ENGLAND No 244 9842

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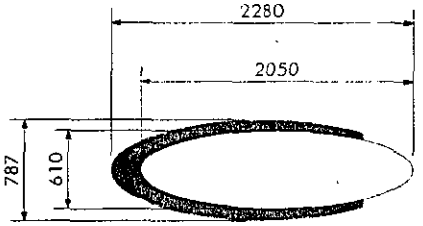

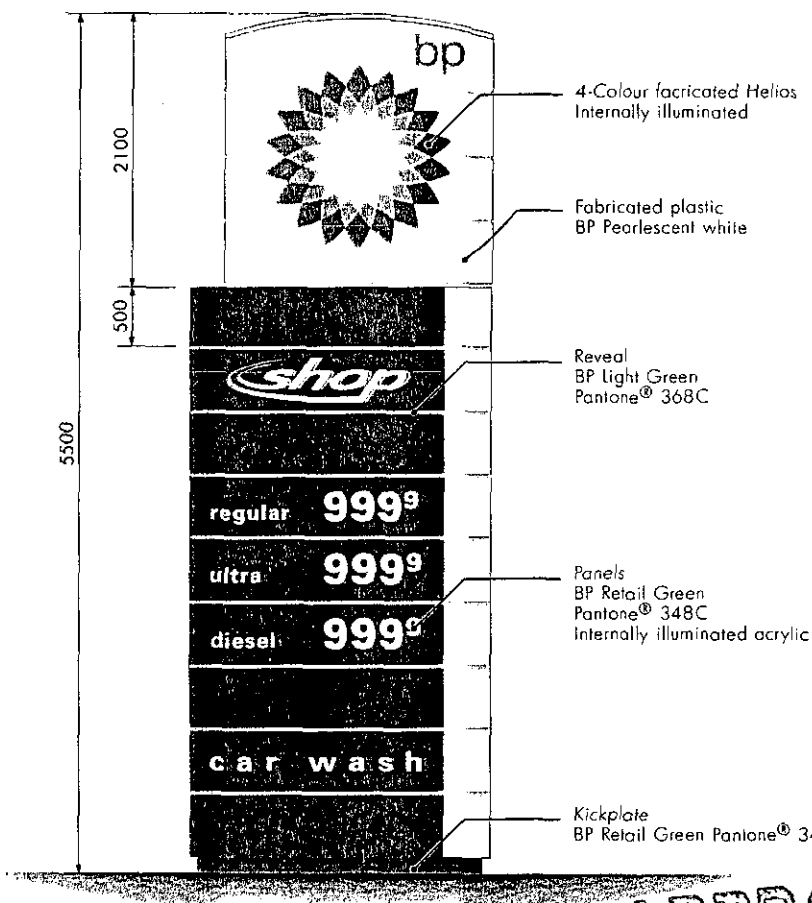

APPROVED

Function
The BP main identity serves two functions:
A clear brand representation with a three-dimensional form; the mark is constructed in four colours and is internally illuminated. As a directory listing of pricing and services, these are panels with translucent acrylic text, illuminated from behind

Illumination
Helios: Internally illuminated with LED @ 1260cd
Price/Service panel internally illuminated with LED @ 250cd

Rev	Date	Comment
A		

Title
BP MID 5.5m Monolith General arrangement

Drawn Alex Welling	**Date** 8 August 2001
Checked J Garston	**Date** 8 August 2001
Sign Ref MD-A-MO-01	**Rev** 1.1

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Tel: 0118 974 6441

Date: 25/01/02

My ref: A/2001/5572

WOKINGHAM UNITARY
Aiming for Excellence

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

CONFIDENTIAL

Councillor Preston
81 Howth Drive
Woodley
RG5 3DJ

Dear Councillor

Application Number: A/2001/5572
Prime Garage 54, Headley Road, Woodley, Reading.
Proposed erection of illuminated petrol station signs

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 ~~Andrew Thorley~~ Heidi Lynch on 0118 974 ~~6441~~ 6482.
If you then feel the application needs to be transferred to the next available Development Control Committee for decision please fill in the form below.
This form must be received no later than 4th February 2002

Yours faithfully

Principal Development Control Officer

LISTING FORM Heidi Lynch
Case officer: ~~Andrew Thorley~~ Application Number: **A/2001/5572**
Prime Garage 54, Headley Road, Woodley, Reading.
Proposed erection of illuminated petrol station signs

Transfer: Yes ☐ No ☐
Reason for Transfer:

Signed: _____ Date: _____

Councillor Preston

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 6441

Date: 25/01/02

My ref: A/2001/5572

WOKINGHAM UNITARY
Aiming for Excellence

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

CONFIDENTIAL

Councillor Rahmouni
C/O Wokingham District Council

Dear Councillor

Application Number: A/2001/5572
Prime Garage 54, Headley Road, Woodley, Reading.
Proposed erection of illuminated petrol station signs

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 ~~Andrew Thorley~~ Heidi Lynch on **0118 974 ~~6441~~ 6482**.
If you then feel the application needs to be transferred to the next available Development Control Committee for decision please fill in the form below.
This form must be received no later than 4th Feb 2002

Yours faithfully

Principal Development Control Officer

LISTING FORM Heidi Lynch
Case officer: ~~**Andrew Thorley**~~ Application Number: **A/2001/5572**
Prime Garage 54, Headley Road, Woodley, Reading.
Proposed erection of illuminated petrol station signs

Transfer: Yes ☐ No ☐
Reason for Transfer:

Signed: _____ Date: _____

Councillor Rahmouni

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

HL

FROM: ~~Andrew Thorley~~

DATE: 08 January 2002

DELEGATED

WOODLEY TOWN CONSULTATION SHEET

Application Number: A/2001/5572

Proposal: Proposed erection of illuminated petrol station signs.

Site Address: Prime Garage 54, Headley Road, Woodley, Reading.

Applicant: BP International Ltd C/O Jonathon Garston Harkness - Ord.

Your observations are required in respect of this application **by 01/02/2002** .

5572

One neighbour was present.

After a full discussion, the committee expressed no objections to this proposal.

PLANNING SERVICES	HPT
POL	TLS
DC	ENF
APP	
CS	
11 FEB 2002	
COPIES TO:	ACK:
	FILE:

SIGNED: [signature] DATE: 6.2.02.

Clerk To Woodley Parish/Town Council.

Your Ref: Andrew Thorley A/2001/5572
Date: 22 January 2002

PLANNING SERVICES	HPT
POL	TLS
APP	BNF
CS	
24 JAN 2002	
COPIES TO:	ACK: ✓
	FILE:

F.A.O Mr Andrew Thorley
Planning services department
Wokingham District Council
P O Box 157
Shute End
WOKINGHAM
RG40 1WR

Dough Cottage
97 Headley Road
Woodley
Reading
RG5 4JD

Dear Sirs

Re: Application Number A/2001/5572, prime garage 54, Headley Road, Woodley, Reading

Thank you for your letter of 8 January 2002 regarding the above application to increase the lighting at the above mentioned Petrol Station.

I viewed the application last night at Woodley library and would point out that the Ordinance Survey Map accompanying the application is out of date. This is because the two houses built a year ago next to mine (97) and the two house behind them are not marked at all on the map. The houses were there when that map was printed in September 2001. As they are directly opposite the Petrol station, you should be aware how many residents are directly affected by the proposal.

Anyway, that aside, I hereby wish to object to the application. The garage is already well lit and with all the proposed extra lighting, I think it will 'light the place up like a Christmas tree'! The garage is surrounded by residential housing and is currently open from 0700hrs until 1000hrs (they have been open until 1100hrs before so that could resume I suppose). Their lights shine through our windows waking us up and as I believe it is already sufficiently lit, I see no good reason to allow this further substantial illumination in our street.

Thank you.

Yours faithfully

Ms Nicola J Whitewood
Dough Cottage

HIGHWAYS CONSULTATION SHEET

From: Andrew Thorley HL **Date:** 08 January 2002

Application Number: A/2001/5572

Proposal: Proposed erection of illuminated petrol station signs

Parish: WOODLEY TOWN

Site Address:
Prime Garage 54, Headley Road, Woodley, Reading.

Applicant:
BP International Ltd C/O Jonathon Garston Harkness - Ord.

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).

Signed: _____ **Print name:** AC 10/01/02

Received by Wokingham District Council

Application No: A/2001/5572

Proposal:
Proposed erection of illuminated petrol station signs

Location:
Prime Garage 54, Headley Road, Woodley, Reading.

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 and 1.00pm - 4.00pm Sunday. Library closed all day Wednesday. If you intend to view this application at Woodley Library please allow 4 days from the date of this letter for delivery of plans and remember to quote application number A/2001/5572 to enable the library staff to locate the correct information.

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Andrew Thorley P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 01/02/2002. 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 be possible for an individual reply to be issued 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

08 January 2002

ADDITIONAL NEIGHBOUR CONSULTATION SHEET

APPLICATION NUMBER: A/2001/5572
CASE OFFICER: Andrew Thorley

ADDRESS OF ADDITIONAL NEIGHBOUR CONSULTATION	NUMBER OF DAYS FOR RESPONSE	DATE LETTER ISSUED (for Admin use)

Application Number : A/2001/5572	**Map No :** 42
Case Officer : AT	**Site Area :** 0·16
Valid Date : 17·12·01	**Received Date: 17/12/2001**

Level : Delegated Application

Description : Proposed erection of illuminated petrol station signs

Location : Prime Garage 54, Headley Road, Woodley, Reading.

Parish : WY **Ward : BUL** 8·1·02 TJ.

Applicant : BP International Ltd C/O Jonathon Garston Harkness - Ord.

Fee Required: £50 **Fee Received: £50**

Additional: ..... or Refund: .....

Enforcement Section to be notified ☐ (tick if required)

Additional information required for validation;

REASON	NOTES	DATE REQ	DATE RECD
LOCATION PLANS	N		
BLOCK PLANS			
FORMS UNSIGNED			
S.66 MISSING/INCORRECT/ UNSIGNED			
ELEVATION PLANS	Require side elevation of monolith ~~Elevations of "secondary signs"~~ ? (nos 1-9 on site plan)	request with S.N	23/01/02
FLOOR PLANS			
NO SCALE OR SCALE IS IMPERIAL			
ENCROACHMENT LETTER REQUIRED			
OTHER			

Is the site in a Conservation Area: ☐ Yes ☐ No If "Yes" which one _____

Is the site a Listed Building: ☐ Yes ☐ No

Is a Statutory Advertisement required: ☐ Yes ☐ No

INTERNAL CONSULTATIONS 8-1-02 -13.

Building Control

Heritage (Harold Sanders)

Landscape

Trees

Environmental Health

Housing

Leisure & Cultural Services

Public Rights of Way Officer

Property

Policy & Plans

Joint Strategic Planning Unit

Archaeological Officer (BABTIE)

Education

Social Services

(Highways)

EXTERNAL CONSULTATIONS

Adjacent DPA : _____

Adjacent Parish : _____

SEB

British Gas

Oil pipeline

Transco

Environment Agency

Railtrack

Police Arch Officer

HERITAGE BODIES

Victorian Society
The Georgian Group
Ancient Monuments Society
Council for British Arch
RCHME
NRPB (Telecommunications)
Sport England
Society for Proct' of Ancient Bldgs
English Heritage

OTHERS

.....

.....

.....

.....

.....

.....

NEIGHBOURS

S/N+ see map + pls include:-

64 Headley Rd, Woodley

66 Headley Rd, Woodley

10 Coldbeck Drive, Woodley

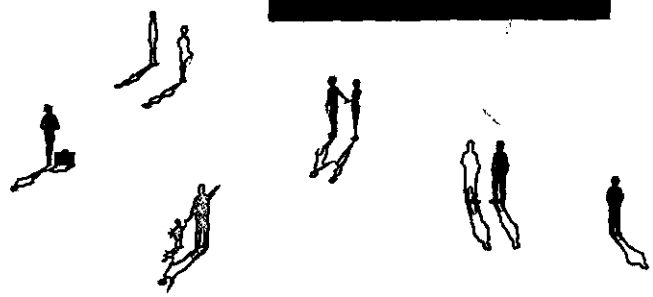
No pre-apps.

£50-00

17 DEC 2001 REC 205572

Harkess-Ord

14 December, 2001



Wokingham District Council
Planning Department
PO Box no. 157
Civic Offices
Shute End
Wokingham
Berkshire
RG40 1WR

WALBROOK BUILDING
THAMES QUAY
195 MARSH WALL
LONDON E14 9SG
TELEPHONE +44 (0)20 7459 3300
FACSIMILE +44 (0)20 7459 3333

Dear Sirs

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

310/02/0121, Headley Road Service Station, 54-60 Headley Road, Reading, Berkshire, RG5 4JE
(12951)

Please find enclosed the following documentation in connection with our application for consent to display an advertisement at the above site:

1. - Two copies of a completed Application Form
2. - Two copies of the OS site plan to scale 1:1250
3. - Two copies of coded site plan depicting the location of branded items (one in colour).
4. - Two copies of coded component drawings providing details of visual appearance, size and technical specifications of branded items, noted on coded site plan (one in colour).
5. An application fee cheque for the amount of £50.

Finally, we trust the above is as required but should you have any queries, please do not hesitate to contact Jonathan Garston, Project Manager.

Yours faithfully

p.p. Anderson

Jonathan Garston

1782/a

17.DEC.2001 * 5572

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: BP Internation Ltd
Address: Britannic House
1 Finsbury Circus London Post Code EC2M 7BA
Tel. No.

2. AGENT (if any) (Block capitals please)
Full Name Jonathan Garston Harkess-Ord
Address: 195 Marsh Wall Thames Quay
London Post Code E14 9SG
Tel. No. 020 7459 3300

3. Full postal address or location of the land on which the advertisement is to be displayed.
Headley R.d. Service Station
54-60 Headley Road
Reading Berks R95 4JE

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

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.)
Please refer to enclosed drawings

(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.)
Please refer to enclosed drawings.

(c) Will the illumination be static or intermittent?
Static.

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

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

* **Delete as appropriate**

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ 50-00

Signed [signature] (applicant/agent) Date 14/12/01

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.'

1782/b

NOTES

GENERAL

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

Period of Consent

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

Drawing Required

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

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

Owner's Consent

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

Other Consents

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

Fees for Advertisement Applications

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

1. Advertisements displayed on business premises, on the forecourt of business premises or on other land within the curtilage of business premises, wholly with reference to all or any of the following matters:- (a) the nature of the business or other activity carried on on the premises; (b) the goods sold or the services provided on the premises; or (c) the name and qualifications of the person carrying on such business or activity or supplying such goods or services.	**£50.00**
2. Advertisements for the purpose of directing members of the public to, or otherwise drawing attention to the existence of, business premises which are in the same locality as the site on which the advertisement is to be displayed but which are not visible from that site.	**£50.00**
3. All other advertisements.	**£190.00**

① RUSSELL'S GARAGE (Woodley Motors)

ADDRESS 54-56 HEADLEY ROAD PARISH WOODLEY

PLOT No. ORD. SHEET No. SU.7673(42)

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
790/53	Mr. W.T. Russell	Advertisement sign	22.1.54	N/A C/A
A/4/60.	—"—	—"—	18.6.60	N/A C/A
R/123/63	"	Extension of Forecourt etc	13.6.63	N/A C/A
R/172/69	Mobil Oil Co Ltd	Alt. of Forecourt Canopy & Construction of rear car park	10.7.69	App. C/A
A/22/69	Green Shield Trading Stamp Co	Illuminated Sign	1.1.70	N/A Refuse
01597	Woodley Motors Ltd	Additional Parking	28 11 74	N/A Refuse
BR 3321	MOBIL OIL CO LTD	PUMP ISLANDS, ISLAND CANOPY	2 9 75	App N/A
03363	" " " "	" "	30 10 75	N/A Ref
04018	" " " "	" "	20 2 76	N/A Ref
522	WOODLEY MOTOR CO	USE OF CARRIAGE DRIVE AT NO. 52 FOR ADDITIONAL PARKING	6 5 76	N/A Ref

DATE OF COMPLETION

MINISTRY DECISION 01597 — APPEAL DISMISSED - 27.8.75

SPECIAL ORDERS

DRAINAGE

② WOODLEY MOTOR CO. LTD

ADDRESS 54-56 HEADLEY ROAD PARISH WOODLEY

PLOT No. ORD. SHEET No. SU.7673 42

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
06257	MOBIL OIL CO. LTD.	EXT. EX. ISLANDS - CANOPY, INSTALL 4 PUMPS ETC ETC	1.7.77	N/A C/A
BR 6592	WOODLEY MOTOR COMPANY	CONCRETE ACCESS & SLAB AROUND	7.7.77	App N/A
08091	" "	Replace ex. pumps & install New Lighting	13.4.78	N/A C/A
24152	MOBIL OIL CO.	REBUILD PETROL FILLING STATION WITH CARWASH	11.9.85	N/A Ref
27111	"	"	18.8.87	Ref
30919	"	RE-DEV.	6.7.88	C/A
BRA 6047	"	PETROL FILLING STATION	9.11.88	App
32621	"	ILL. SIGNS	2.6.89	C/A
33838	"	REPLACE AIR/CAR VAC. UNITS	4.10.89	C/A
33854	"	RELAY COND'S ON 30919	17.1.90	Ref.
35269	"	MOD. OF CAR-WASH (COND.S ON 30919)	9.5.90	C/A

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

091074

39311 INVALID - DISPOSED OF 25/5/93

1933

(3) Woodley Motors

ADDRESS 54–56 Headley Road PARISH Woodley

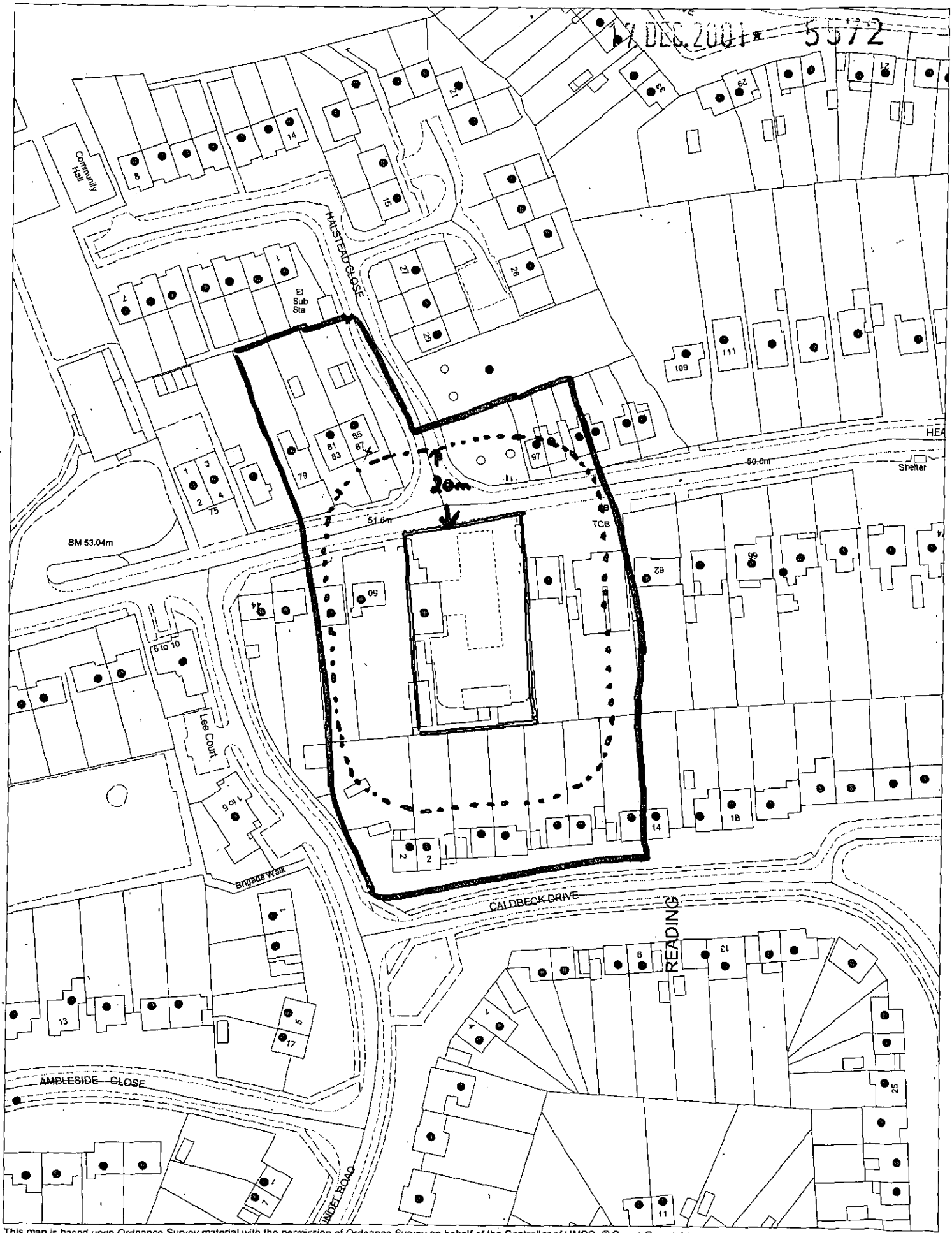
PLOT No. ORD. SHEET No. SH. 7673 (42)

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
39771	MOBIL OIL CO.	INCREASE HEIGHT OF RE. BOUNDARY WALL TO PETROL FILLING STATION	21.8.92	C/A
43731	PRIME GARAGES	ROOF TO JET-WASH	13.1.95	C/A
97/65384/A	BP-MOBIL J.V	REPLACEMENT SIGNAGE	27.5.97	C/A
97/65713/F	"	ALTS. TO SHOP - NEW PUMPS - PARKING	15.8.97	C/A
97/66637/A	BP-Oil Ltd	Erect. of Various Signs	16.1.98	C/A.
FP97/6816	BP Oil	ALTS TO SALES BUILDING + 2 x S/Sc. CER.	30.10.97	APP

MINISTRY DECISION

SPECIAL ORDERS



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Development Control Section, Environmental Services, Wokingham District Council.

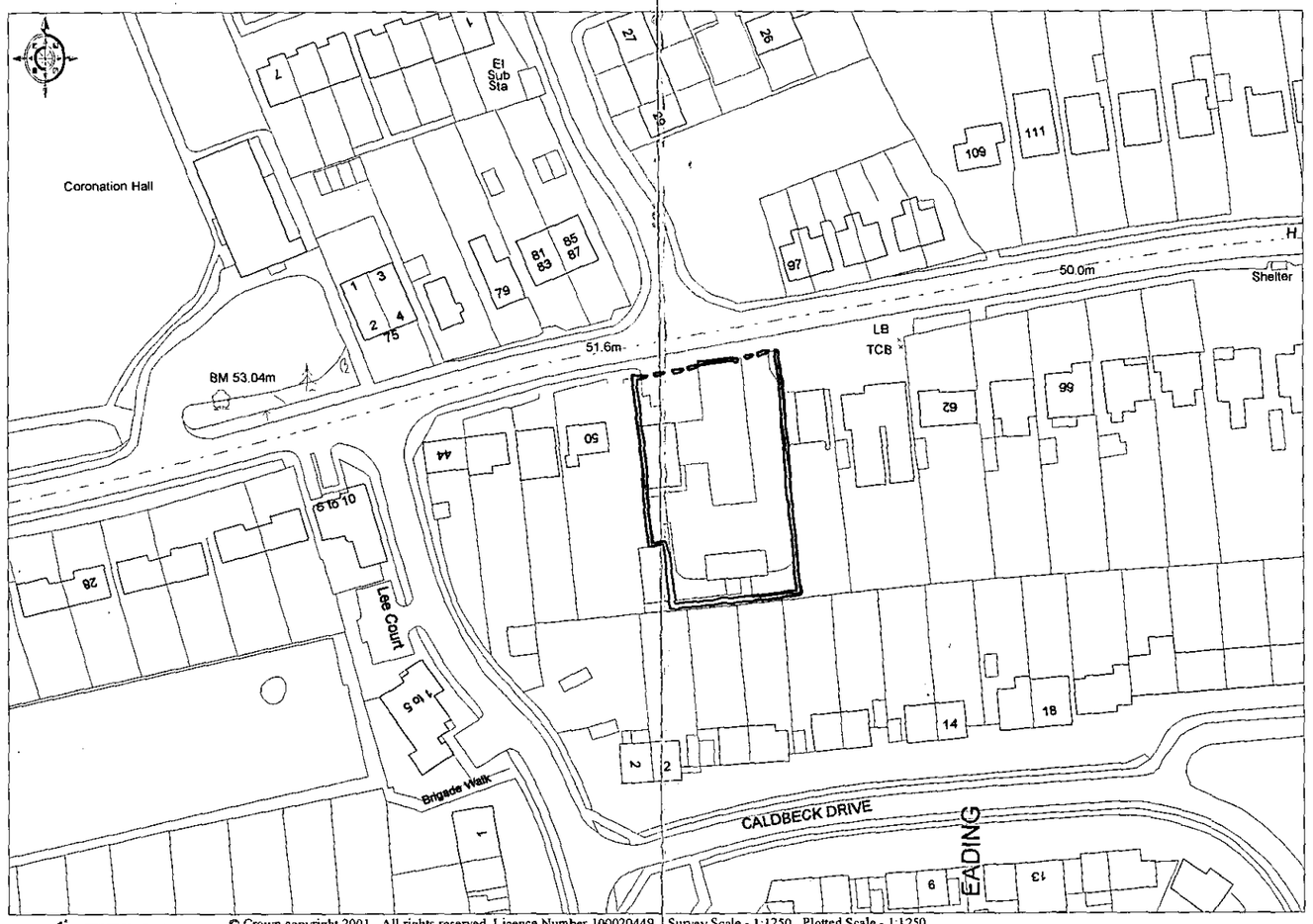
2 January 2002

Scale: 1 : 1250

N W E S

17 DEC 2001 ★ 5572

Headley Road Service Station
Headley Road
Reading Berkshire
4JE5



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Survey Scale - 1:1250 Plotted Scale - 1:1250

Printed: September 2001
Site Ref0121
Scale:1:1250

APPROVED

All dimensions in mm unless stated
Not to scale

PLANNING SERVICES	HPT
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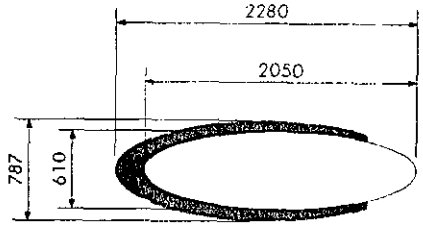
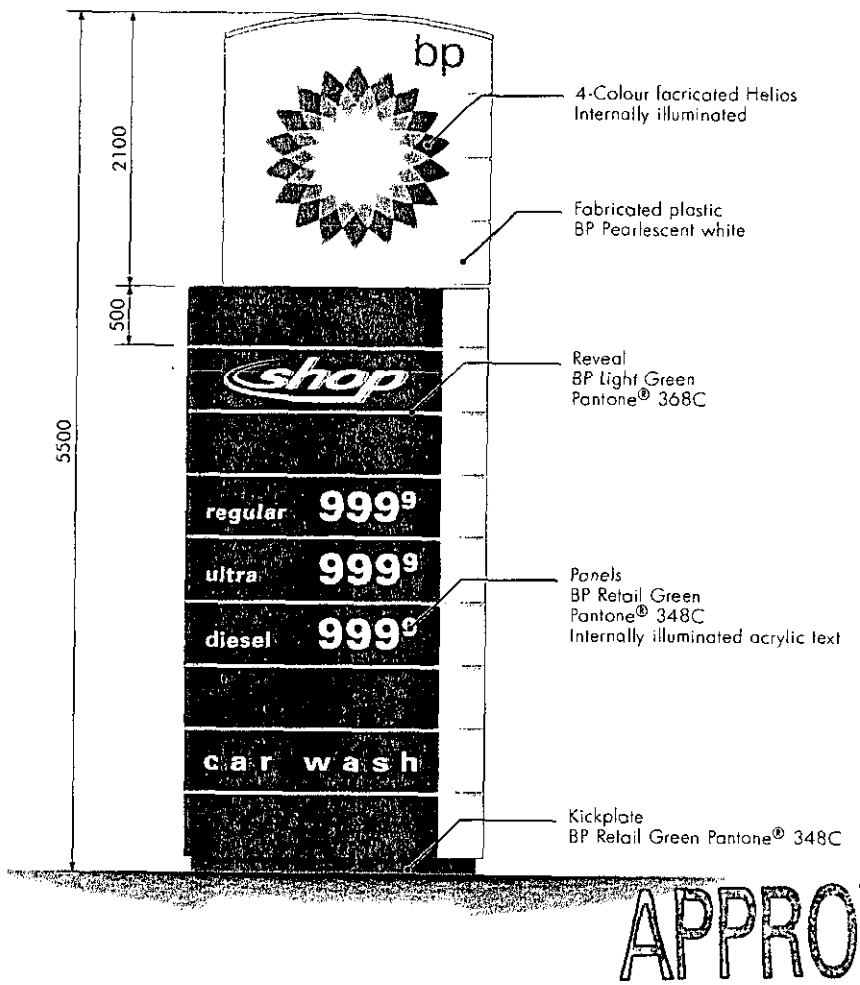
DC	ENF
APP	
CS	
2 3 JAN 2002	
COPIES TO:	ACK:
	FILE:





APPROVED

Function

The BP main identity serves two functions:
A clear brand representation with a three-dimensional form; the mark is constructed in four colours and is internally illuminated. As a directory listing of pricing and services, these are panels with translucent acrylic text, illuminated from behind

Illumination

Helios: Internally illuminated with LED @ 1260cd
Price/Service panel internally illuminated with LED @ 250cd

Rev	Date	Comment
A		

Title
BP MID 5.5m Monolith General arrangement

Drawn Alex Welling	**Date** 8 August 2001
Checked J Garston	***Date*** 8 August 2001
Sign Ref MD-A-MO-01	***Rev*** 1.1

Harkess-Ord

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(1)

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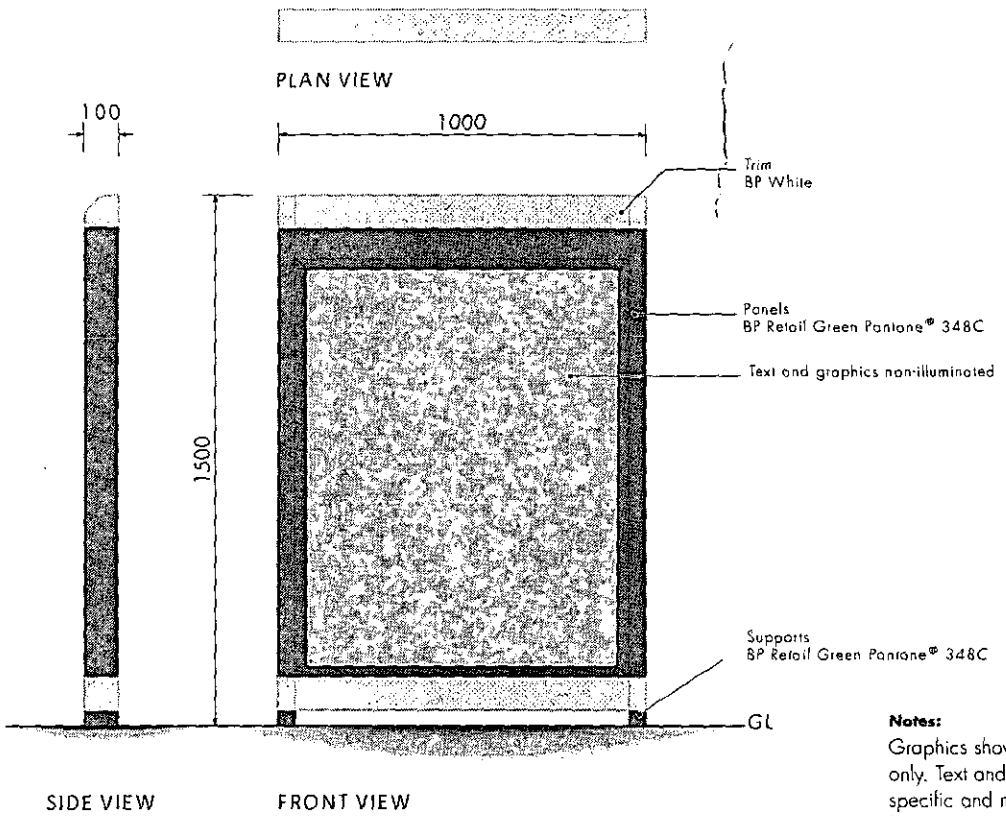
PLANNING SERVICES	HPT
PCL	TLS
DC	ENF
APP	
CS	

23 JAN 2002

COPIES TO:	ACK:
	FILE:



Notes:
Graphics shown are for placement only. Text and graphics are site specific and may be any of the following;
car wash, air & water, jet wash, parking, vacuum or other.

APPROVED

Rev	Date	Comment
A		

Title
Poster / promotional frame,
Free standing, non-illuminated

Drawn ML	**Date** 14-9-01
Checked JG	**Date** 14-9-01
Sign Ref 3.5	**Rev** 1.0

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(2)

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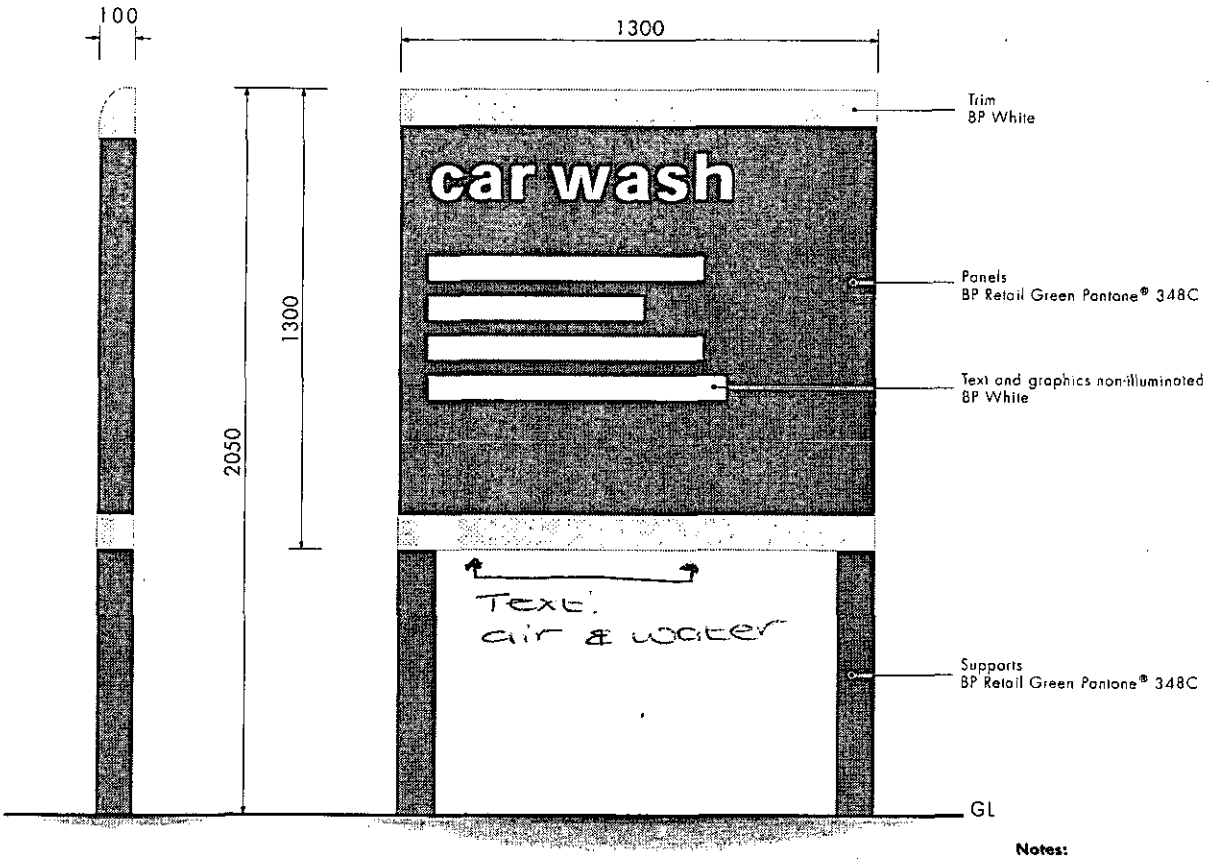
CS	
23 JAN 2002	
COPIES TO:	ACK:
	FILE:

PLAN VIEW



SIDE VIEW FRONT VIEW

Notes:
Graphics shown are for placement only. Text and graphics are site specific and may be any of the following;
car wash, air & water, jet wash, parking, vacuum or other.

Rev	Date	Comment
A		

Title
Instructional sign, Free standing, non-illuminated

Drawn	Date
ML	14-9-01
Checked	**Date**
JG	14-9-01
Sign Ref	**Rev**
1.8	1.0

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APPROVED

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(3)

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CS	
23 JAN 2002	
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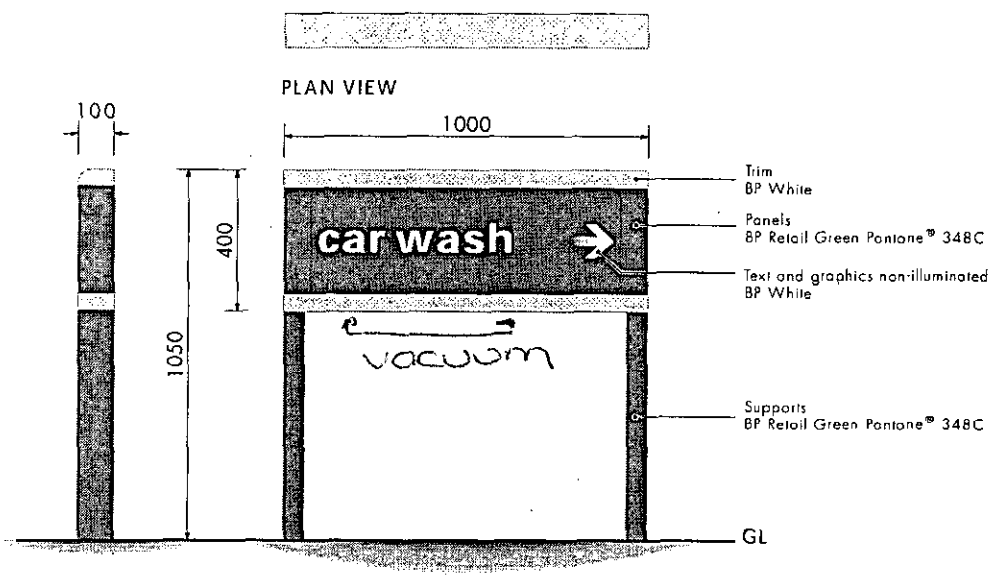
	FILE:



Notes:
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car wash, air & water, jet wash, parking, vacuum or other.

APPROVED

Rev	Date	Comment
A		

Title
Directional sign, Free standing, non-illuminated

Drawn	Date
ML	14-9-01
Checked	**Date**
JG	14-9-01
Sign Ref	**Rev**
2.7	1.0

Harkess-Ord

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(4)

PLANNING SERVICES	HPT
POL	TLS
DC	ENF
APP	
CS	
23 JAN 2002	
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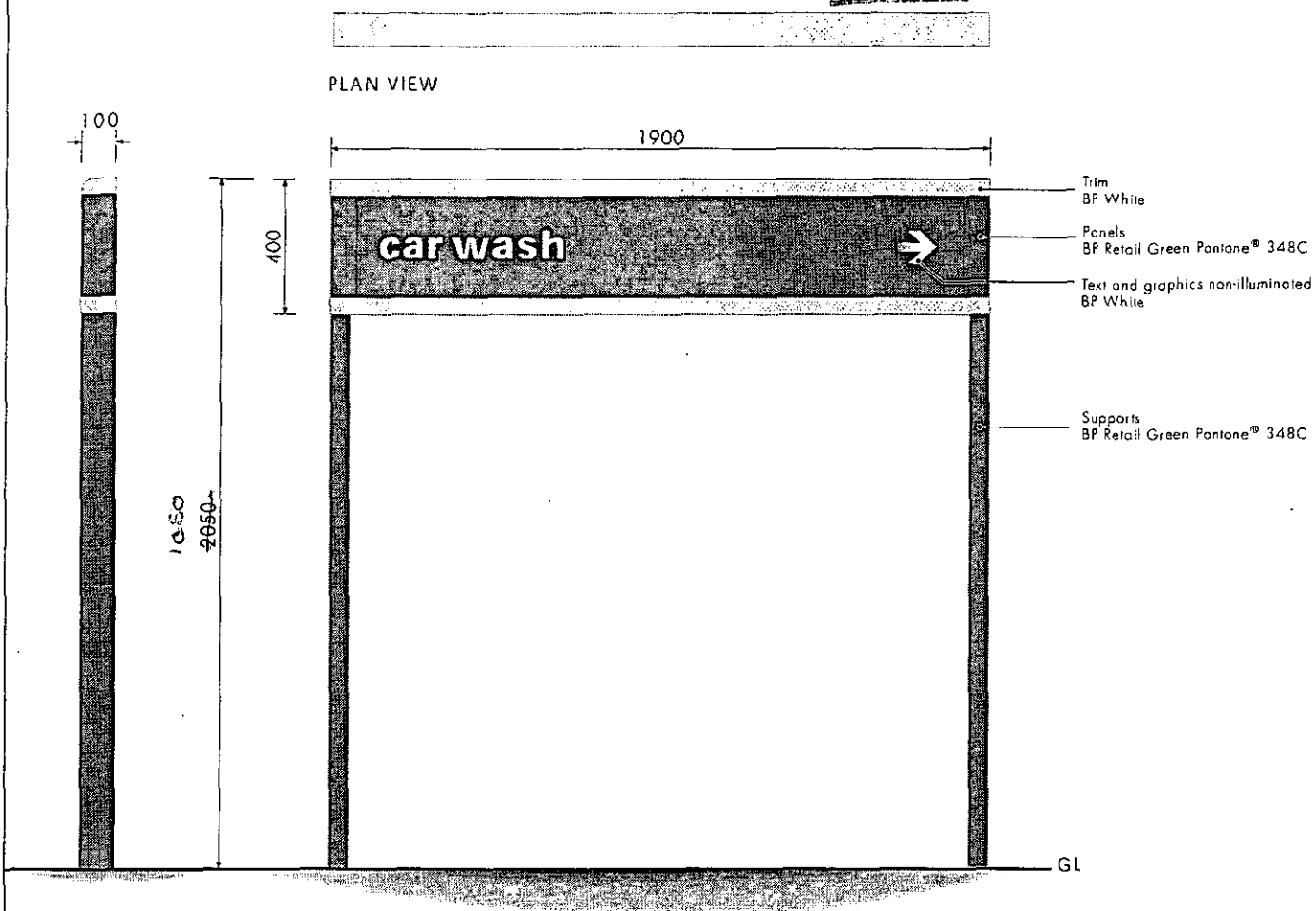
	FILE:

All dimensions in mm unless stated
Not to scale



Notes:
Graphics shown are for placement only. Text and graphics are site specific and may be any of the following;
car wash, air & water, jet wash, parking, vacuum or other.

APPROVED

Rev	Date	Comment
A		

Title
Directional sign, Free standing, non-illuminated

Drawn	Date
ML	14-9-01
Checked	**Date**
JG	14-9-01
Sign Ref	**Rev**
2.12	1.0

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POL	TLS
DC	ENF
APP	
CS	
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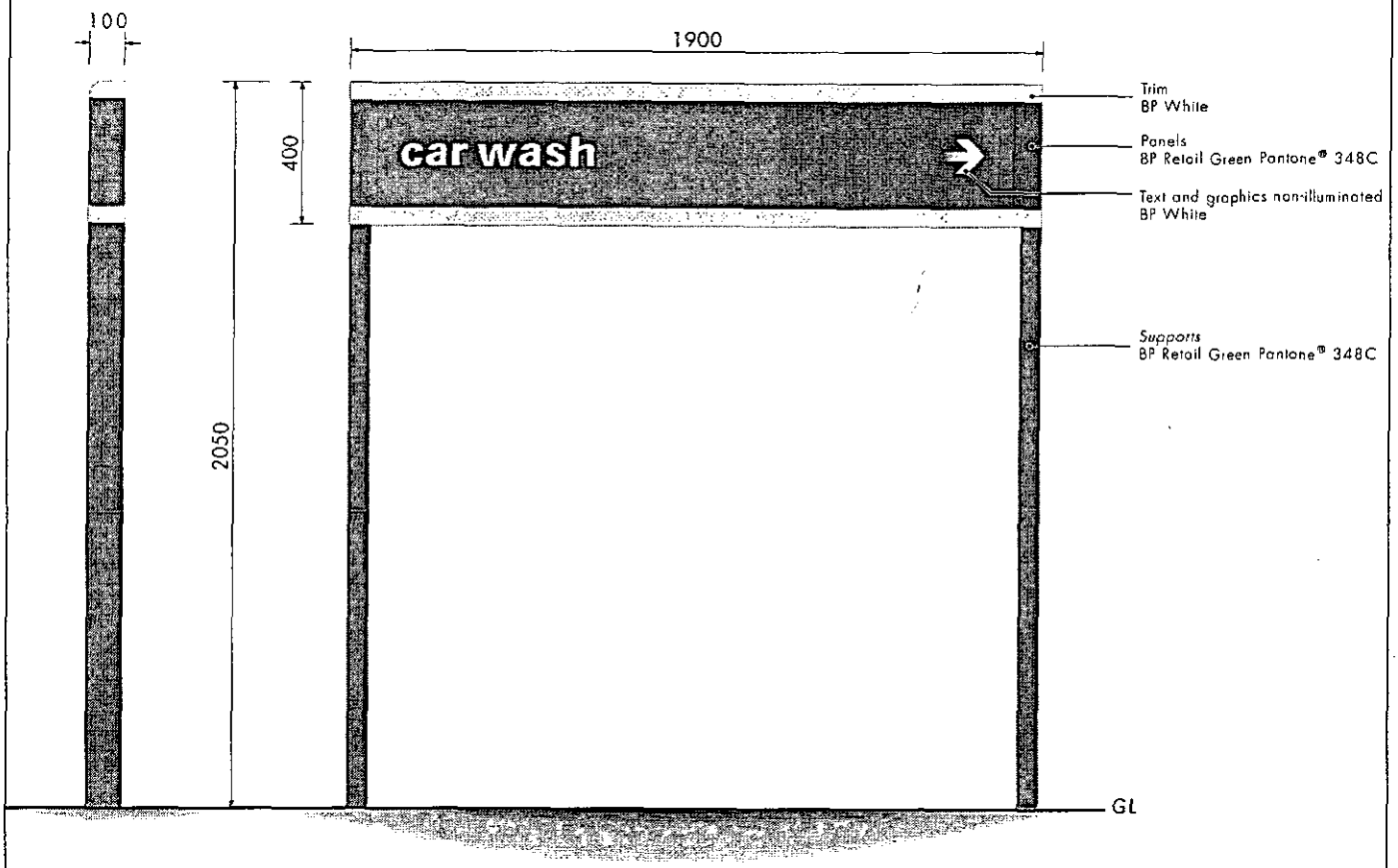
PLAN VIEW



SIDE VIEW FRONT VIEW

Notes:
Graphics shown are for placement only. Text and graphics are site specific and may be any of the following;
car wash, air & water, jet wash, parking, vacuum or other.

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Rev	Date	Comment
A		

Title
Directional sign, Free standing, non-illuminated

Drawn ML	**Date** 14-9-01
Checked JG	**Date** 14-9-01
Sign Ref 2.12	**Rev** 1.0

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APP	
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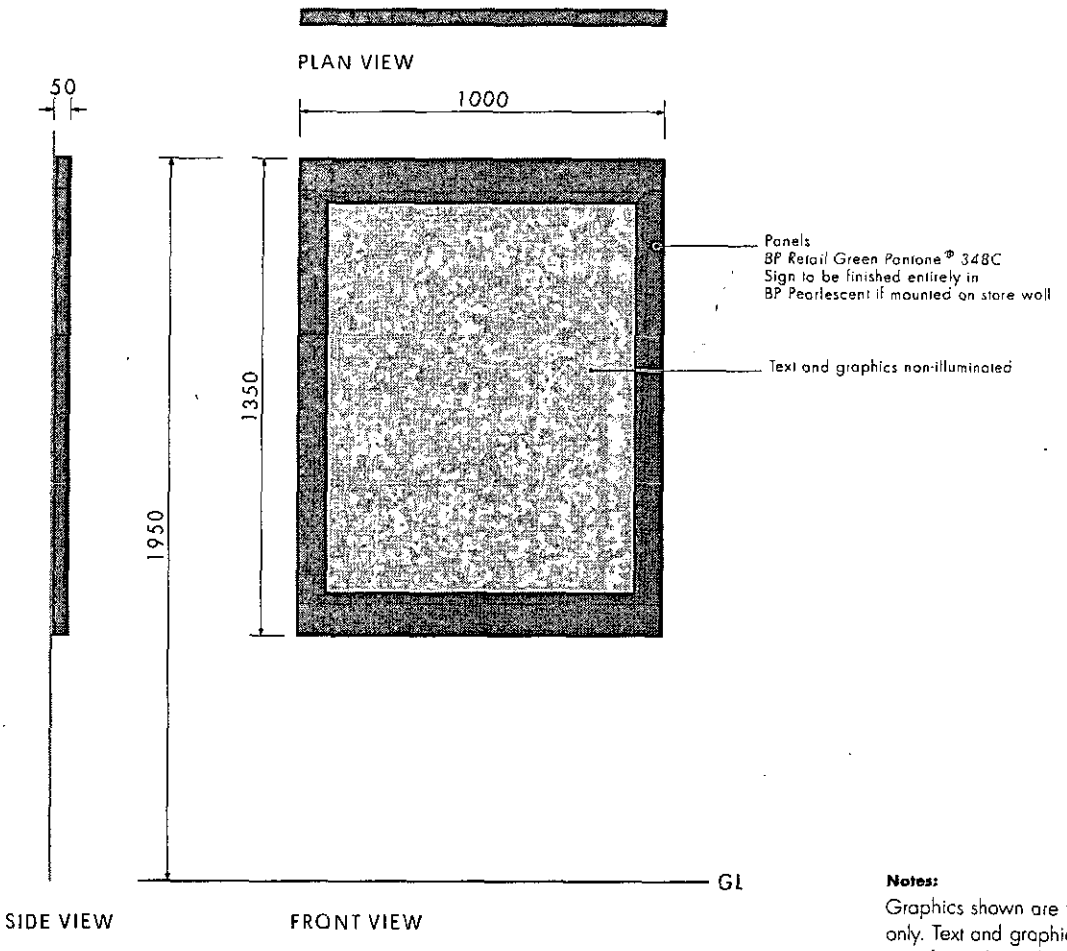

Notes:
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Rev	Date	Comment
A		

Title
Poster / promotional frame,
Wall mounted, non-illuminated

Drawn ML	**Date** 14-9-01
Checked JG	**Date** 14-9-01
Sign Ref 6.2	***Rev*** 1.0

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DC	BJF
APP	
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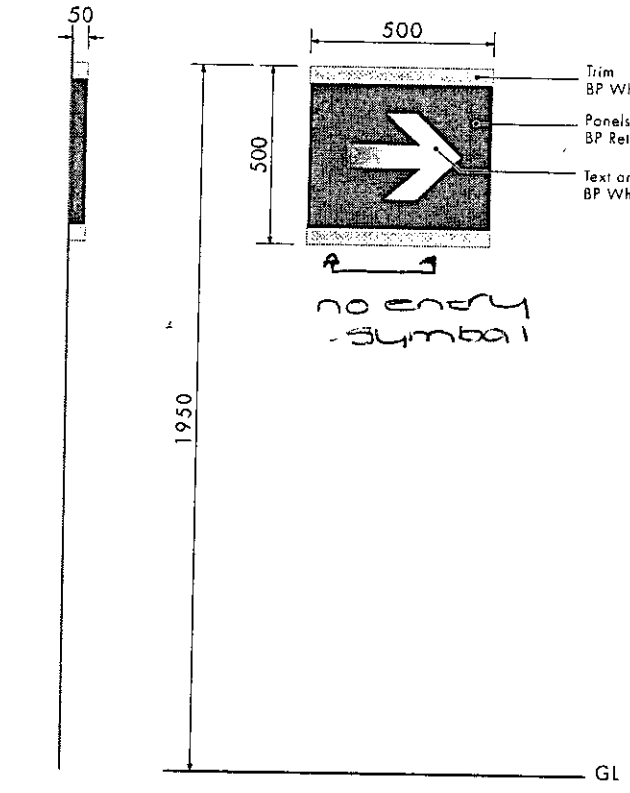

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Rev	Date	Comment
A		

Title
Directional sign, Wall mounted, non-illuminated

Drawn ML	**Date** 14-9-01
Checked JG	**Date** 14-9-01
Sign Ref 5.1	**Rev** 1.0

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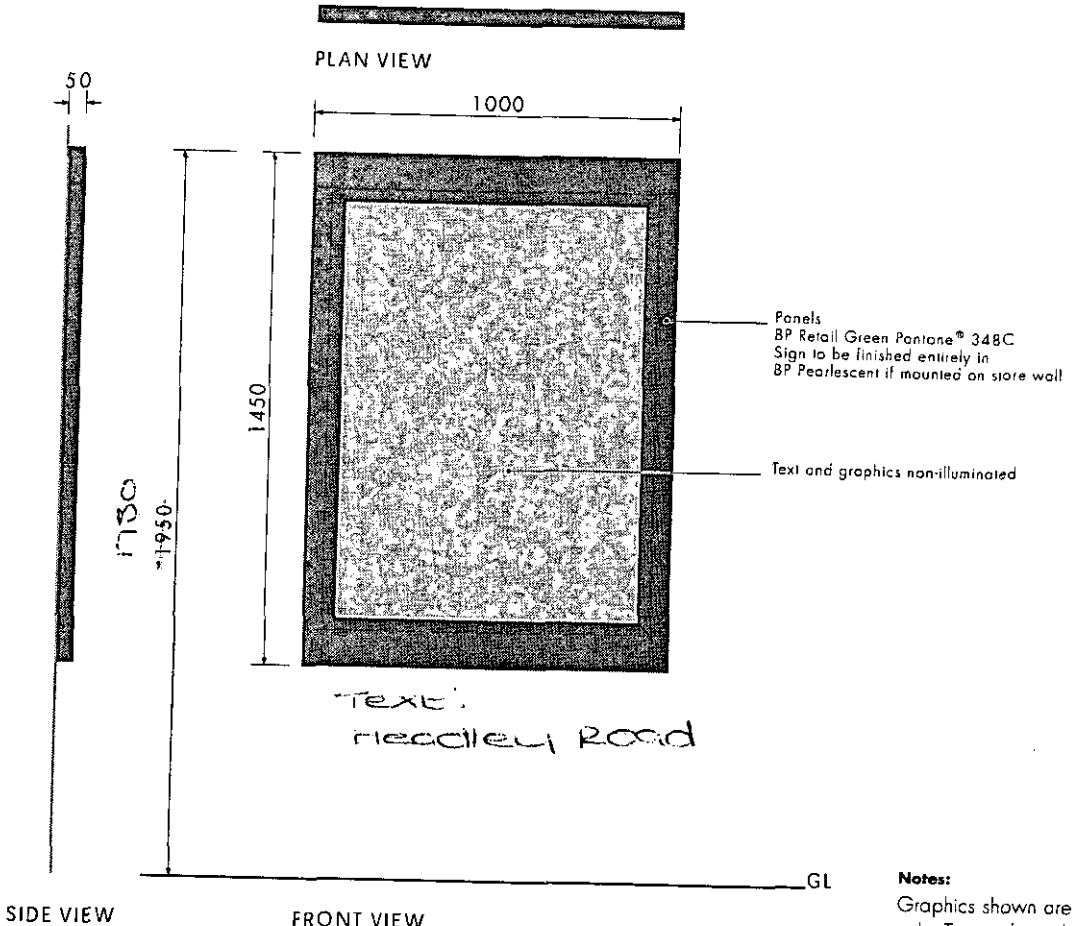

Notes:
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car wash, air & water, jet wash, parking, vacuum or other.

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A		
Rev	**Date**	**Comment**

Title
Poster / promotional frame,
Wall mounted, non-illuminated

Drawn ML	**Date** 14-9-01
Checked JG	**Date** 14-9-01
Sign Ref 6.3	**Rev** 1.0

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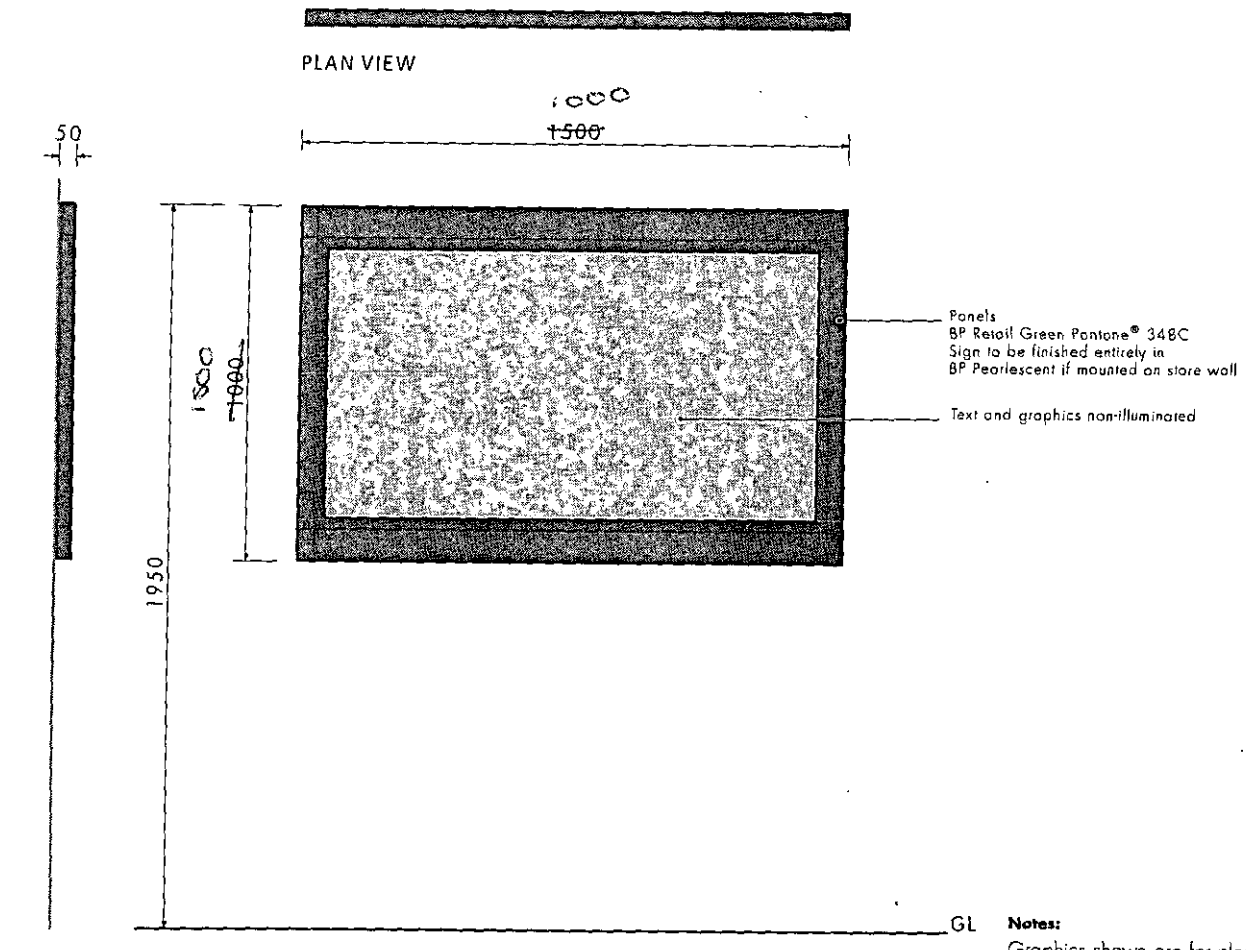

Notes:
Graphics shown are for placement only. Text and graphics are site specific and may be any of the following;
car wash, air & water, jet wash, parking, vacuum or other.

Rev	Date	Comment
A		

Title
Poster / promotional frame, Wall mounted, non-illuminated

Drawn	Date
ML	14-9-01
Checked JG	**Date** 14-9-01
Sign Ref 6.9	**Rev** 1.0

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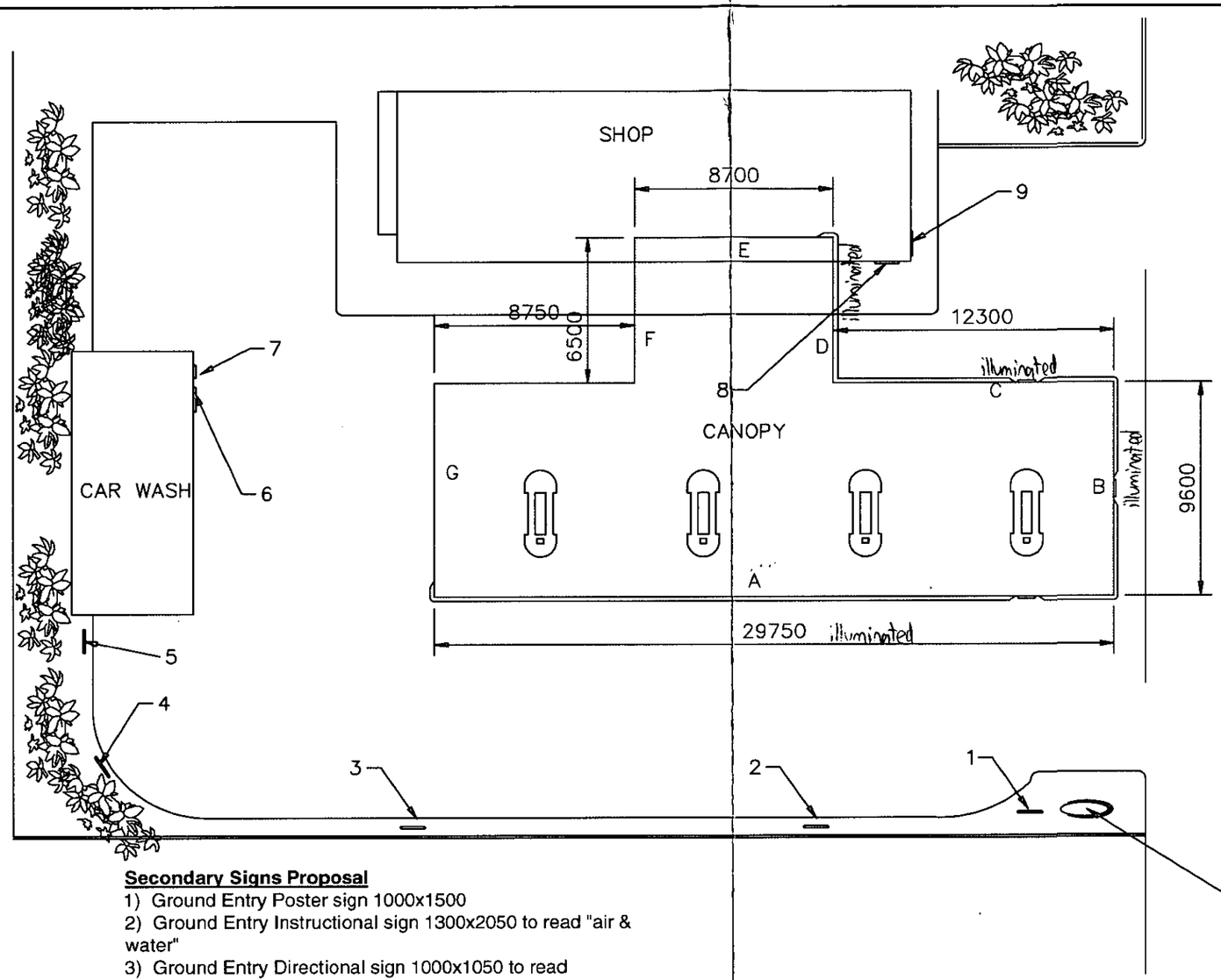
17.DEC.2001* 5572



Secondary Signs Proposal

1) Ground Entry Poster sign 1000x1500
2) Ground Entry Instructional sign 1300x2050 to read "air & water"
3) Ground Entry Directional sign 1000x1050 to read "vacuum"
4) Ground Entry Directianal Sign 1900x1050 to read "car wash ->"
5) Ground Entry Instructional Sign 1900x2050 to read "car wash "
6) Wall Mounted Poster sign 1000x1350
7) Wall Mounted Directianal sign 500x500 with no entry symbal
8) Wall Mounted Poster signs 1000x1750 to read "headley road"
9) Wall Mounted Poster signs 1000x1500

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DRAWN:	K.P.
DATE:	
SCALE:	N.T.S.
REV:	A

FORGE THE SIGNMAKERS LTD
SCARBOROUGH BUSINESS PARK
SCARBOROUGH,N.YORKS. YO11 3UT
TEL 01723 580500
FAX 01723 580510
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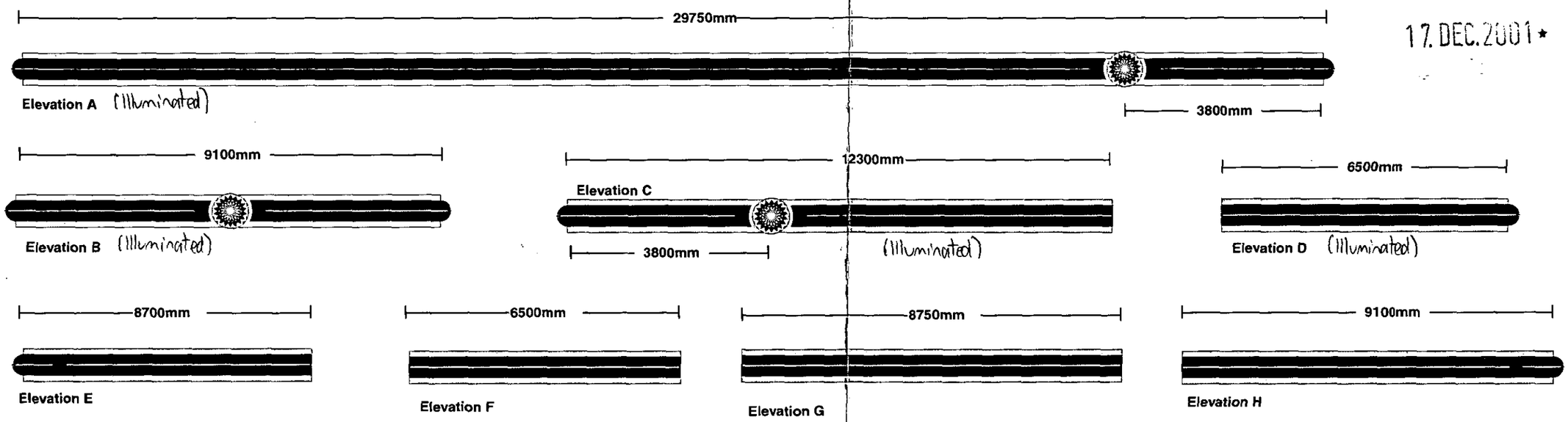
FORGE THE SIGN MAKERS

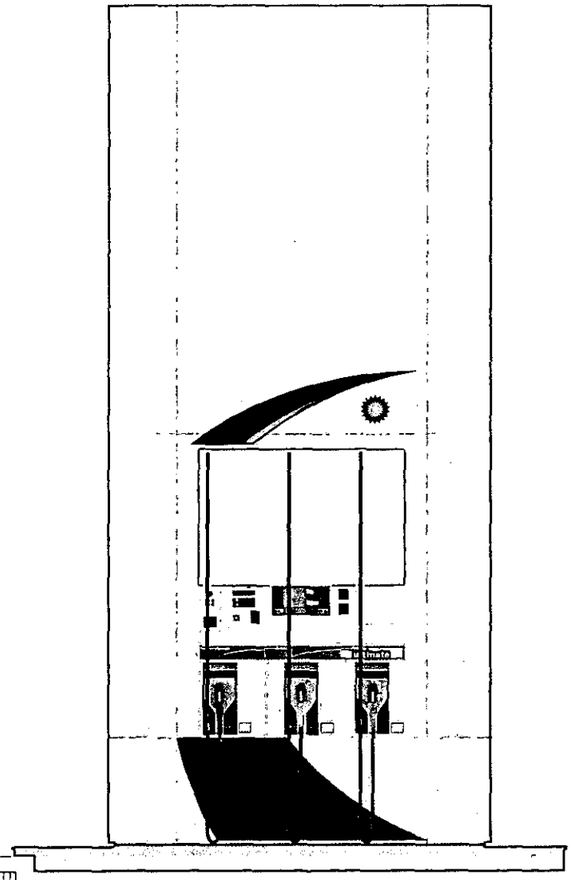
CLIENT:	BP Oil UK
PROJECT:	Harmony Re-image
TITLE:	Headley Road Site Plan

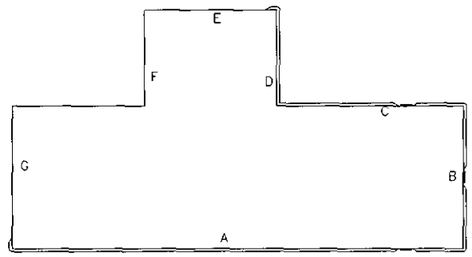
17.DEC.2001* 5572





Monolith 5.5 (illuminated)





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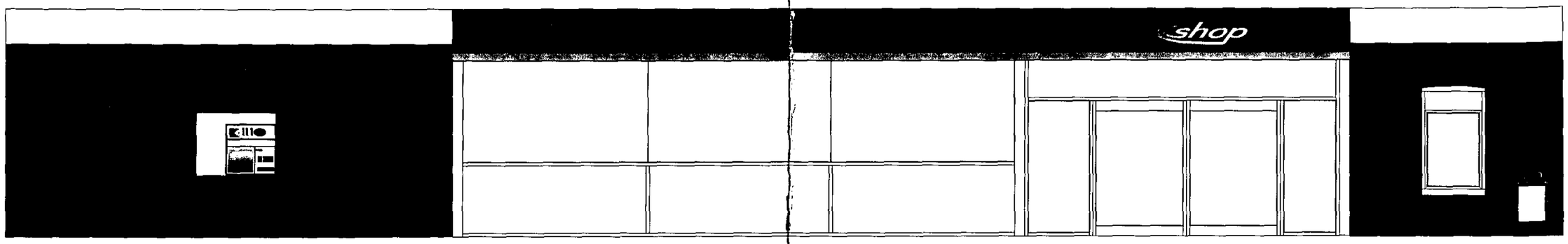

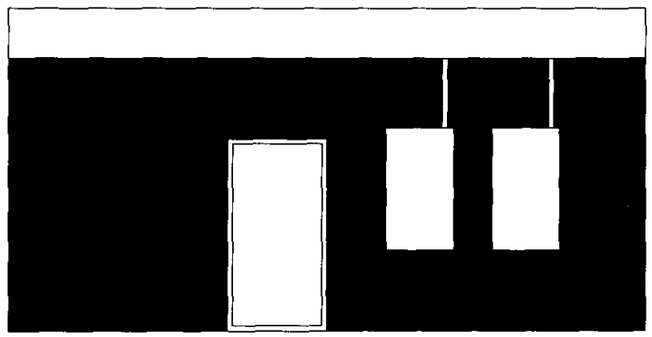

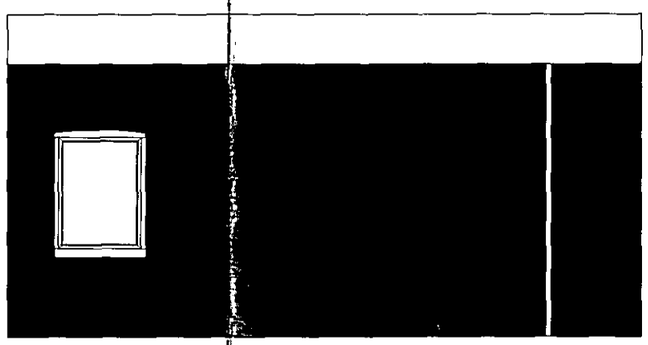

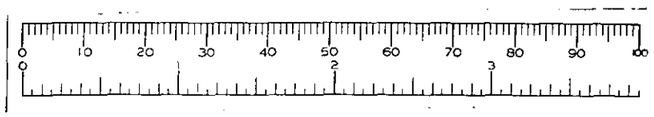

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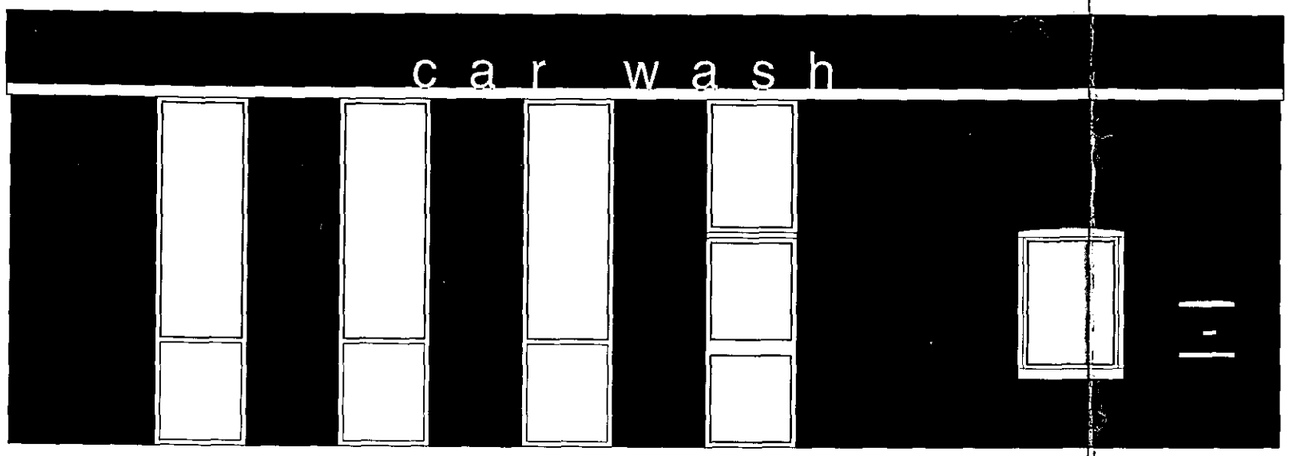
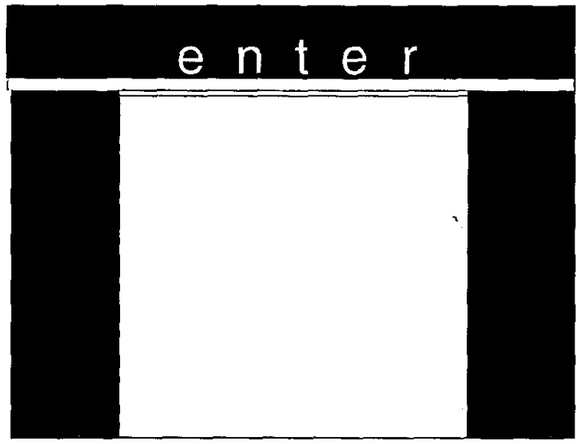
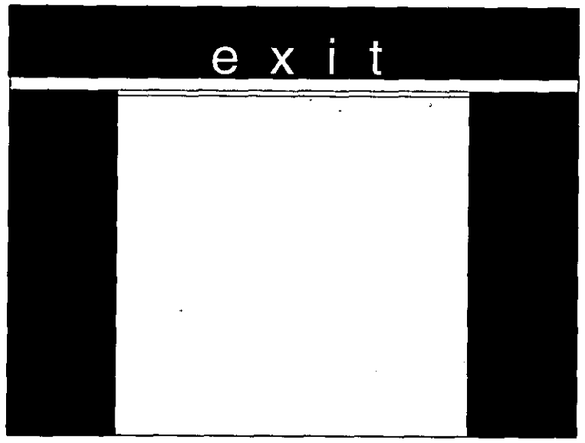
FORGE SIGNS

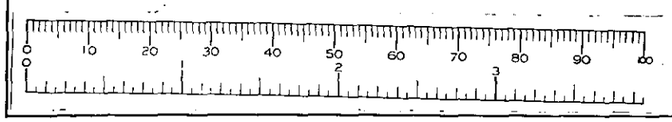
CLIENT:	BP Oil UK
PROJECT:	Harmony Re-image
TITLE:	Headley Road Shop plan

17.DEC.2001* 5572









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DATE:			PROJECT: HARMONY RE-IMAGE
SCALE:			TITLE: HEADLEY CAR WASH PLAN
REV:			