SYSTEMS LTD

SOUTHPORT U.K
LONDON OFFICE

APPLICATION NO:
A/2000/0417

LOCATION:
139, Emmbrook Post Office Reading Road, Wokingham.

APPLICANT:
Primelight Advertising Ltd

PROPOSAL:
Proposed erection of internallay illuminated free standing advertising display unit.

EARLIEST DATE FOR DECISION: **24/02/2000**

APPLICATION EXPIRY DATE: **20/03/2000**

CASE OFFICER: **Bhavash Vashi**

ITTED DEVE

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Refusal of Permission

Primelight Advertising Ltd
14/15 Lower Grosvenor Place
London
SW1W OEX

Application Number: A/2000/0417

Parish:	**WOKINGHAM**
Location:	**139, Emmbrook Post Office, Reading Road, Wokingham.**
Proposal:	**Proposed erection of internally illuminated free standing advertising display unit. (Retrospective)**

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 display units adds 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 WBE1 and WBE16 of Wokingham District Local Plan.

John Mitchell
Development Control Manager
Date: 20/06/2000

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.

WORK SHEET FOR : Bhavash Vashi

Application Number : A/2000/0417

Applicant : Primelight Advertising Ltd .

Location : 139, Emmbrook Post Office , Reading Road, , Wokingham.

Proposal : Proposed erection of internally illuminated free standing advertising display unit. (RETROSPECTIVE)

Site Notice Displayed ? :	YES	NO	DATE
	✓		12.4.00

Date of Neighbour Notifications : .....

Date of Site Visit : 6.3.00

Date Registered : 24/01/2000

Earliest Date for Decision : ~~**24/02/2000**~~ 12.4.00

Latest Consultation Date/Site Notice Expiry Date : ~~**24/02/2000**~~ 4.5.00

Application Expiry Date: 20/03/2000

Consultation Responses :

- HIGHWAY AUTHORITY : no objection subject to condition re: illumination
- TOWN COUNCIL : no objection
- LETTERS OF REPRESENTATION : none received

Planning Issues :

A. IMPACT ON VISUAL AMENITY SBE1/2 and SBE10 of SEALP WBE16+WBE1 of WOLP

B. HIGHWAY SAFETY

PROPOSAL:

Retrospective applⁿ. for an internally illuminated free standing advertising display unit with a maximum height of 2.5m. Display unit itself is 1.3m x 1.9m and is located on the forecourt of 139 Reading Rd.

Application Number: A/2000/0417

Appraisal :

IMPACT ON VISUAL AMENITY

Policies SBE1/2, SBE10 of SEALP
WBE1 WBE16 of WDLP

The site is located within the settlement boundary and located in a section of Reading Rd (also designated as a green route) which has a mix of commercial and residential uses. To the west, beyond Emmbrook Rd, Reading Rd is predominantly residential in character.

There are a number of signs already which have the benefit of deemed consent or advertisement consent has been granted
a. Fascia sign
b. 3 projecting signs
c. 'A' board
d. 'Photocopies 5p'
e. hoarding on side elevation - subject of separate appln A/2000/0512 currently unauthorised

The current appln. for a freestanding display unit located on the forecourt would add to the existing clutter of signs (a.-d.) to the detriment of the visual amenity of the area which is also a main route into Wokingham.
As such the proposal is considered contrary to policies SBE1/2 and SBE10 of SEALP and WBE1 and WBE16 of WDLP.

Whilst it is noted that applicant, via a landlord agreement, can request pro.

b. HIGHWAY SAFETY

No highway objection raised subject to condition re: glare or dazzle.

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

that other signs with 3m radius of the sign can be removed this cannot be enforced by the LPA. Even if the other freestanding forecourt signs were to be removed the proposal would still add to the clutter of signs and is considered to be unacceptable.

* amend description as per front sheet

Application Number A/2000/0417
~~Conditions/~~Reasons for Refusal

No	Std Con	Std Reas	~~Non Std Conditions~~ / Reasons for Refusal
1.			The display unit adds 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 WDLP.

RECORD OF SITE VISIT

SITE ADDRESS: 139, Emmbrook Post Office Reading Road Wokingham.

APPLICATION NUMBER: A/2000/0417

OFFICER: Bhavash Vashi

DATE OF SITE VISIT: 6.3.00

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

2. DESCRIPTION OF SURROUNDINGS

Mixture of residential and commercial between Reading Rd and Woosehill Roundabout. Predominantly residential in character beyond Emmbrook Rd.

3. DESCRIPTION OF SITE/BUILDING

End of terrace property converted to shop

4. RELATIONSHIP TO ADJOINING PROPERTIES

refer to plan

5. SITE CONSTRAINTS

TREES None

ACCESS/PARKING as existing

LEVELS N/A.

BOUNDARY TREATMENT N/A.

OTHERS

Tel: (0118) 974 6480

Date: 9.5.00

My ref: A/2000/0417

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

Councillor K A Malvern
98 Woosehill Lane
WOKINGHAM
Berks
RG41 2TS

Dear Councillor

Application Number: A/2000/0417
139, Emmbrook Post Office , Reading Road, , Wokingham.
Proposed erection of internallay illuminated free standing advertising display unit. (Retrospective)

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 ~~**Bhavash Vashi**~~ BASIA POLNIK on **(0118) 974 6480**. If you then feel the application needs to be transferred to the next available Development Control Sub-Committee for decision please fill in the form below.
This form must be received no later than 19.6.00

Yours faithfully

John Mitchell pp

Head of Planning and Transportation

LISTING FORM BASIA POLNIK
Case officer: ~~**Bhavash Vashi**~~ Application Number: **A/2000/0417**
139, Emmbrook Post Office , Reading Road, , Wokingham.
Proposed erection of internallay illuminated free standing advertising display unit.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

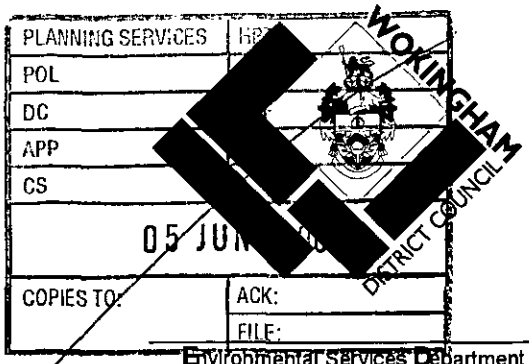
Councillor B Whyte

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 6480

Date: 31.5.00

My ref: A/2000/0417



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 B Whyte
3 Woosehill Lane
Wokingham
RG41 2TT

Dear Councillor

Application Number: A/2000/0417
139, Emmbrook Post Office , Reading Road, , Wokingham.
Proposed erection of internallay illuminated free standing advertising display unit. (Retrospective)

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

~~APPROVAL: ☐~~ REFUSAL: ☑ under delegated powers.

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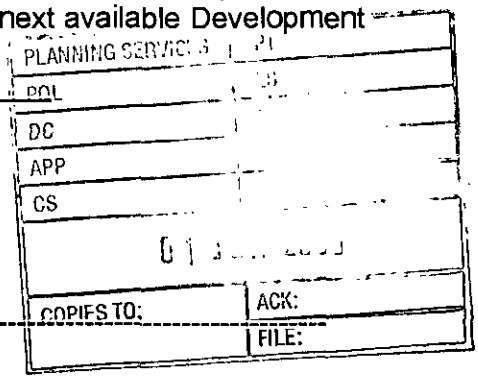
This form must be received no later than 9.6.00



Yours faithfully

John Mitchell pp

Head of Planning and Transportation

LISTING FORM

Case officer: ~~Bhavash Vashi~~ BASIA POLNIK Application Number: **A/2000/0417**
139, Emmbrook Post Office , Reading Road, , Wokingham.
Proposed erection of internallay illuminated free standing advertising display unit.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor B Whyte

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 6480

Date: 31.5.2000

My ref: A/2000/0417

CONFIDENTIAL

Councillor J Earnshaw
30 Copse Drive
Wokingham
RG41 1LX

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/2000/0417
139, Emmbrook Post Office , Reading Road, , Wokingham.
Proposed erection of internallay illuminated free standing advertising display unit. (Retrospective)

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 ~~Bhavash Vashi~~ BASIA POLNIK on **(0118) 974 6480**. 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 9.6.00

Yours faithfully

John Nutch pp

Head of Planning and Transportation

LISTING FORM
Case officer: ~~**Bhavash Vashi**~~ BASIA POLNIK Application Number: **A/2000/0417**
139, Emmbrook Post Office , Reading Road, , Wokingham.
Proposed erection of internallay illuminated free standing advertising display unit.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor J Earnshaw

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 6480

Date: 31.5.00

My ref: A/2000/0417

CONFIDENTIAL

Councillor R Eke
55 Lowther Road
Wokingham
RG41 1JB

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/2000/0417
139, Emmbrook Post Office , Reading Road, , Wokingham.
Proposed erection of internallay illuminated free standing advertising display unit. (Retrospective)

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 ~~**Bhavash Vashi**~~ BASIA POLNIK on **(0118) 974 6480**. 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 9.6.00

Yours faithfully

John Mitchell

Head of Planning and Transportation

LISTING FORM BASIA POLNIK
Case officer: ~~**Bhavash Vashi**~~ Application Number: **A/2000/0417**
139, Emmbrook Post Office , Reading Road, , Wokingham.
Proposed erection of internallay illuminated free standing advertising display unit.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

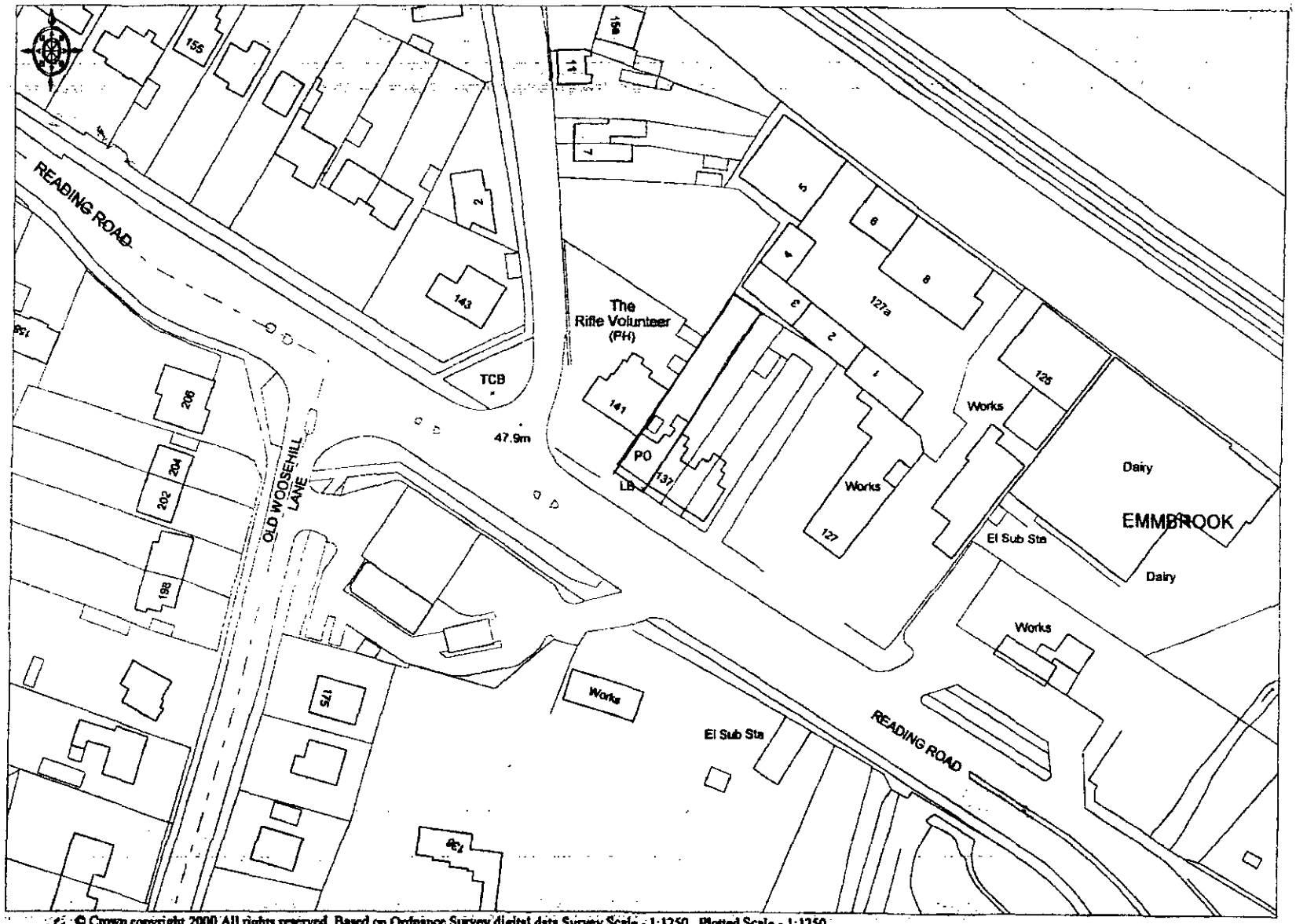
_____

Signed: _____ Date: _____

Councillor R Eke

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

139 READING ROAD
WOKINGHAM



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

1469.MAP
21/01/00

Ordnance Survey
Value Added Reseller

24.JAN.2000* 0417

To:
Highways

From: Bhavash Vashi

Date: 31 January 2000

Application Number: A/2000/0417

Proposal: Proposed erection of internallay illuminated free standing advertising display unit..

Site Address:
139, Emmbrook Post Office , Reading Road, , Wokingham.

Applicant:
Primelight Advertising Ltd .

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

CONDITIONAL APPROVAL

THE ILLUMINATED SIGN SHALL BE DESIGNED TO THE SATISFACTION OF THE LOCAL PLANNING AUTHORITY, SO THAT NO GLARE OR DAZZLE OCCURS TO DRIVERS OF VEHICLES USING THE HIGHWAY.

N.S. Tasker

11-2-00

WOKINGHAM TOWN COUNCIL CONSULTATION SHEET

Case officer: Bhavash Vashi

Application Number: A/2000/0417

Proposal: Proposed erection of internally illuminated free standing advertising display unit

Site Address: 139, Emmbrook Post Office, Reading Road, Wokingham

Applicant: Primelight Advertising Ltd

Your observations are required in respect of this application by **24/02/2000**

PLANNING ... POL ... DC ... APP ... 10 FEB 2000 COPIES TO: ACK: FILE:

Objections:

No objections

SIGNED: [signature]

DATE: 8/2/2000

CLERK TO Wokingham Town Council

Received by Wokingham District Council

Application No: A/2000/0417

Proposal:
Proposed erection of internallay illuminated free standing advertising display unit.

Location:
139, Emmbrook Post Office, Reading 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 letter 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 4/05/2000. 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

Received by Wokingham District Council

Application No: A/2000/0417

Proposal:
Proposed erection of internallay illuminated free standing advertising display unit.

Location:
139, Emmbrook Post Office , Reading Road, , Wokingham.

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Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Bhavash Vashi P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 24/02/2000. Written comments submitted will become available for public inspection.

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

Head Planning and Transportation

WOKINGHAM D.C. DEVELOPMENT CONTROL

Start date: ~~13 JAN 2000~~ VALID 24 JAN 2000	Map No. 68 Site ...0.:05...
Officer: BV / Application No. A/2000/0417	Easting: ..... Flood Pln .....
	Northing: ..... Mineral .....

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

Description:
(A.) PROPOSED ERECTION OF INTERNALLY ILLUMINATED FREE STANDING ADVERTISING DISPLAY UNIT

Location: 139 READING ROAD

Parish: WOKINGHAM Ward: Emmbrook
31.1.2000

Applicant: PRIMELIGHT ADVERTISING LTD

Fee Received 190-00 (9) Required ..... Additional ..... Refund .....

Enforcement Section to be notified ☐ tick if required

Additional information required for validation

		Reason	Requested	Received
(1)	1:2500 OS location plan showing property edged in blue/red	Not good enough ✓ No Scale.	20/1	24 JAN 2000
2	1:500 block plan showing existing & proposed dev. + adj. Properties			24 JAN 2000
(3)	Forms unsigned	Not WDC forms ✓	20/1	
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 : 31.1.2000 Parish Council Informed - YES / NO

INTERNAL CONSULTATIONS

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

EXTERNAL CONSULTATIONS

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

HERITAGE BODIES

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

OTHERS:

.....

.....

.....

NEIGHBOURS:

S N - Sufficient

.....

.....

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.....

Remittance Advice

WOKINGHAM DISTRICT COUNCIL
PLANNING DEPARTMENT
PO BOX 157
SHUTE END
WOKINGHAM

24.JAN.2000* 04

Primelight
14/15 LOWER GROSVENOR PLACE
LONDON SW1W 0EX
TEL: 0171-393 4900 FAX: 0171-630 5915

Acc. PLWOKI

Date 11/01/00

PLEASE ALWAYS QUOTE THE ABOVE ACCOUNT NUMBER PLUS SITE NUMBER(S) ON ANY CORRESPONDENCE

148416

Attached is the payment for an advertisement application for the following.
YA1306010005 139 READING ROAD, A329

Reference RO

Primelight
14/15 LOWER GROSVENOR PLACE
LONDON SW1W 0EX
TEL: 020 7393 4900 FAX: 020 7630 5915

24 JAN 2000

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

24. JAN. 2000* 0417

21st January 2000

Dear Sirs

Your Ref:
Town and Country Planning (Control of Advertisement)Regulations 1992.
Re: 139 Reading Road

In response to your letter dated 20th January 2000, please find enclosed the information you requested.

If you have any queries please do not hesitate to contact me.

Yours Sincerely

Natalie Morris
Planner

RNIB
challenging blindness
Registered charity no 226227
WE ARE PROUD TO BE
ASSOCIATED WITH RNIB

ADDRESS 139 READING ROAD, POST OFFICE PARISH WOK E

PLOT No. ORD. SHEET No. 68

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
R/108/66	Mrs ME Peebles	Re-erect garage 2 bedroom	24/8/66	C/A
BR 16904	MR D. WHIRLEY	INT. ALTS.	2-6-81	APP N/A
15787	" "	Change of use of living room to be incorporated into Shop	2. 7. 81	NA Cf.
33014	MR. S. ODEDRA	GARAGE TO SHOP / NEW SHOP AR	8-4-89	Ref.
35157	"	S/ST. STORE	15.3.90	C/A
BRA 9085	"	" EXT / INT. ALTS	10.7.90	APP
96/64388/K	"	ILL. SIGN	18.10.96	C/A
98/67941/F	"	Change of Use to Retail (Store & Garage) Ext to front & Alts to Shopfront.	2.11.98	C/A.

DATE OF COMPLETION

MINISTRY DECISION 33014 - APPEAL DISMISSED - 6-6-90

FP98/8208	Mr. S. Odedra	Int. Alts	17.12.98	APP

1782/a

You are advised to read the accompanying notes before completing any part of this form. 24 JAN 2000 0417

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
Address: 14/15 LOWER GROSVENOR PLACE, LONDON Post Code SW1W 0EX
Tel. No. 020 7393 4980

2. AGENT (if any) (Block capitals please)
Full Name _____
Address: _____
_____ Post Code _____
Tel. No. _____

3. Full postal address or location of the land on which the advertisement is to be displayed.
139 READING ROAD
WOKINGHAM RG41 1HD

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.)
1 X DOUBLE SIDED FREE STANDING ADVERTISING DISPLAY UNIT
(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.)
INTERNAL - HOT CATHODE

(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 £ 190-00

Signed ..... (applicant/agent) Date 21/01/00

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

NOTES

GENERAL

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

Period of Consent

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

Drawing Required

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

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

Owner's Consent

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

Other Consents

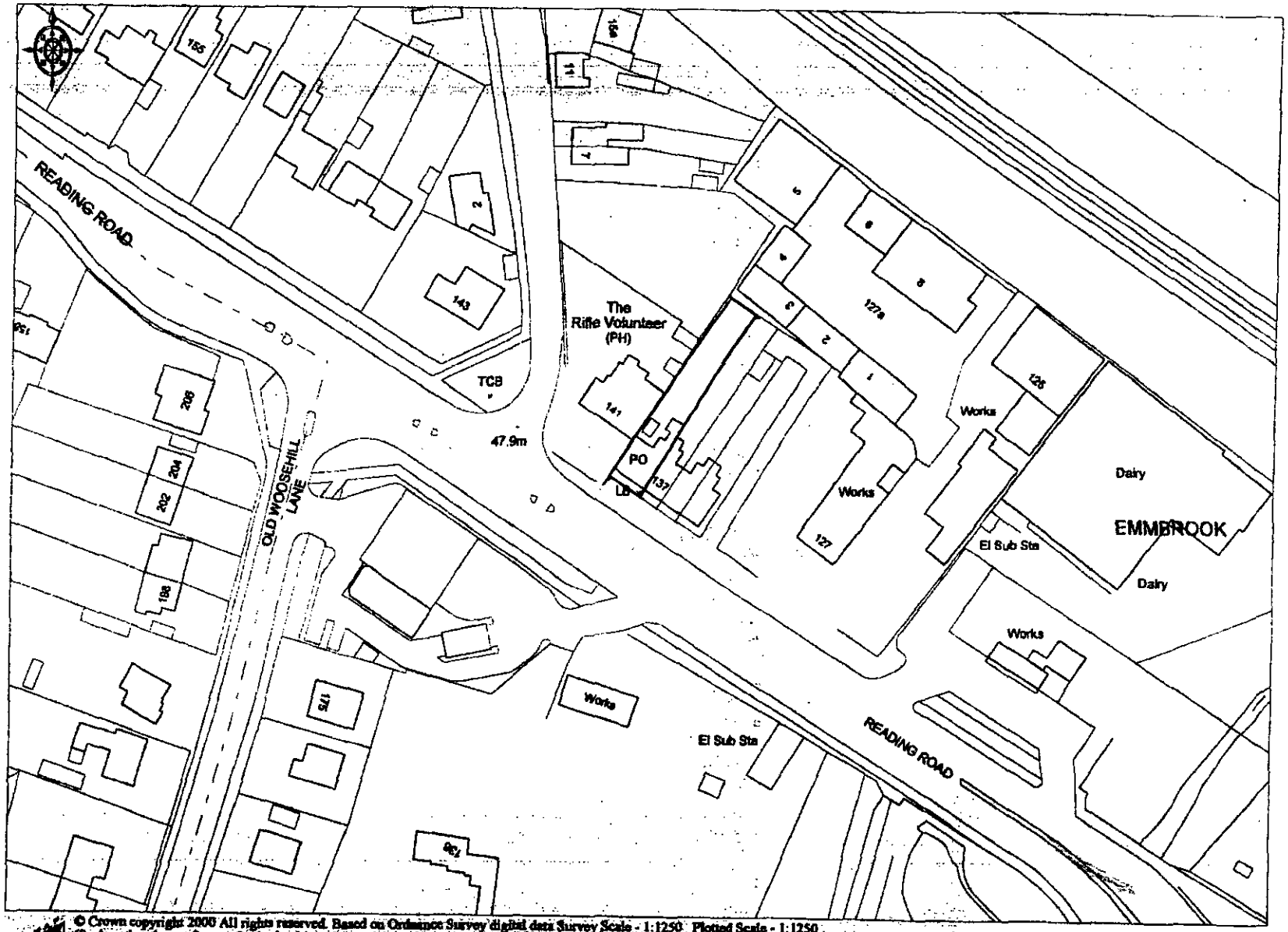
5. A grant of consent under the Town and Country Planning (Control of Advertisements) Regulation 1989 does not rank as consent which may be required for any other purpose, e.g. 'listed building consent' where the advertisement is to be displayed on any listed building.

Fees for Advertisement Applications

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

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

139 READING ROAD
WOKINGHAM



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

OS Ordnance Survey
Value Added Reseller

1469.MAP
21/01/00

REFUSED

24.JAN.2000 * 0417

1782/a

24 JAN 2000* 0417

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

Address: 14-15 LOWER GROSVENOR PLACE, LONDON Post Code SW1W 0EX

Tel. No. 020 7393 4980

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

Full Name _____

Address: _____

_____ Post Code _____

Tel. No. _____

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

139 READING ROAD
WOKINGHAM RG41 1HD

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.)

1 X DOUBLE SIDED FREE STANDING ADVERTISING DISPLAY UNIT

(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.)

INTERNAL - HOT CATHODE

(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 £ 190-00

Signed ..... (applicant/agent) Date 21/01/00

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.'

Planning Application

24. JAN. 2000* 0417



A TYPICAL FREESTANDING PANEL

Address of Proposed Site:

139 Reading 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

139 Reading Road, Wokingham RG41 1HD

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

1x Double Sided Free Standing Advertisement Display Unit

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 3 x Plans

Signed Davina Ballard **Date** 20th December 1999

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

Statement

46 Wolverhampton Street

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 277 similar sized advertising panels in the borough.

The unit has been located in line with the edge of a forecourt, so as not to appear obtrusive. Together with the 6.1 metre wide forecourt and 2.4 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.

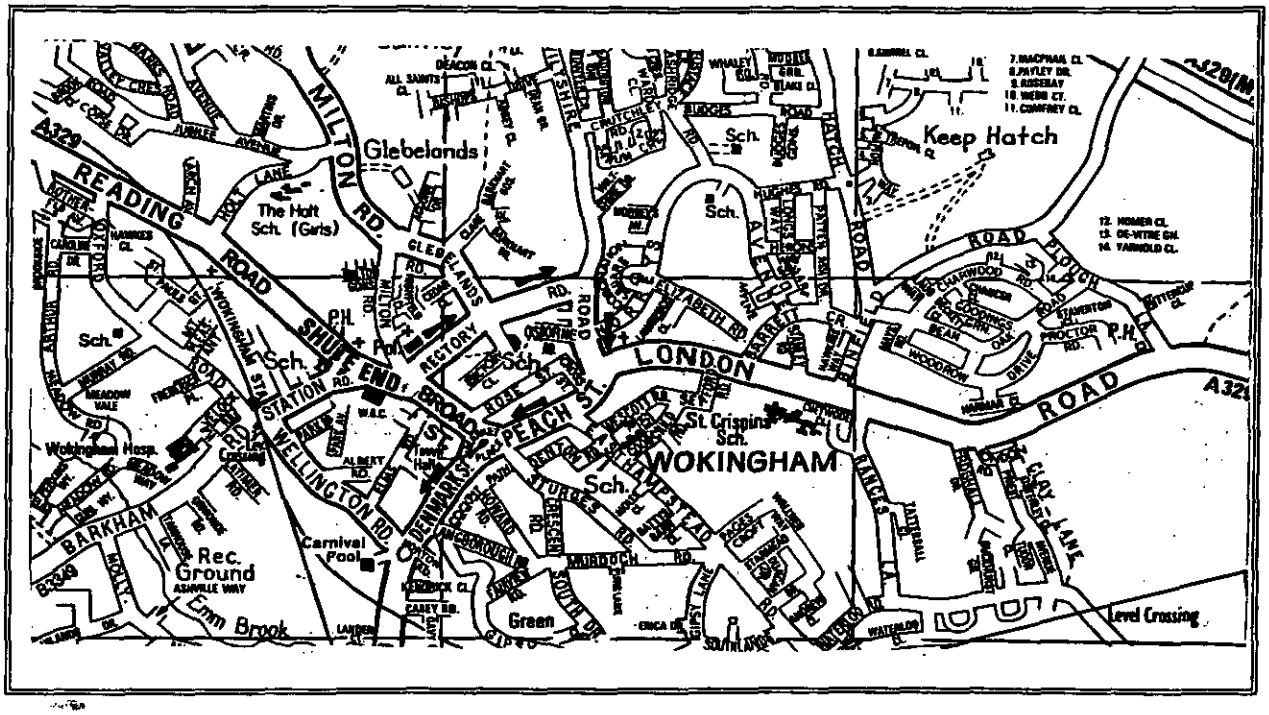
PUBLIC SAFETY CONSIDERATION

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 :
	139 READING ROAD WOKINGHAM RG41 1HD.	
	YA130601-0005	

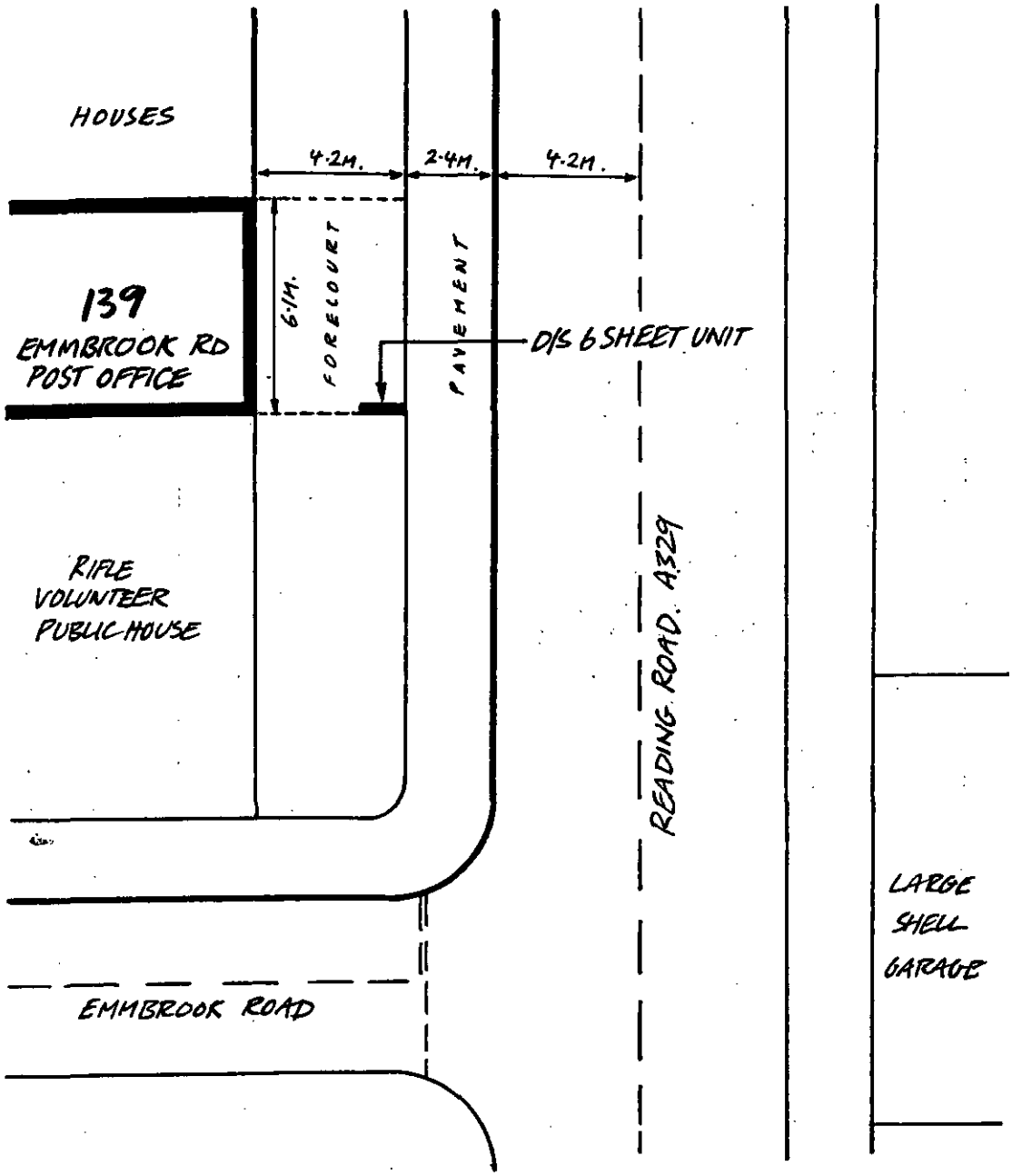
Elevation



REFUSED

	Address	Scale 1:100
	139 READING ROAD WOKINGHAM, BERKS RG41 1HD	

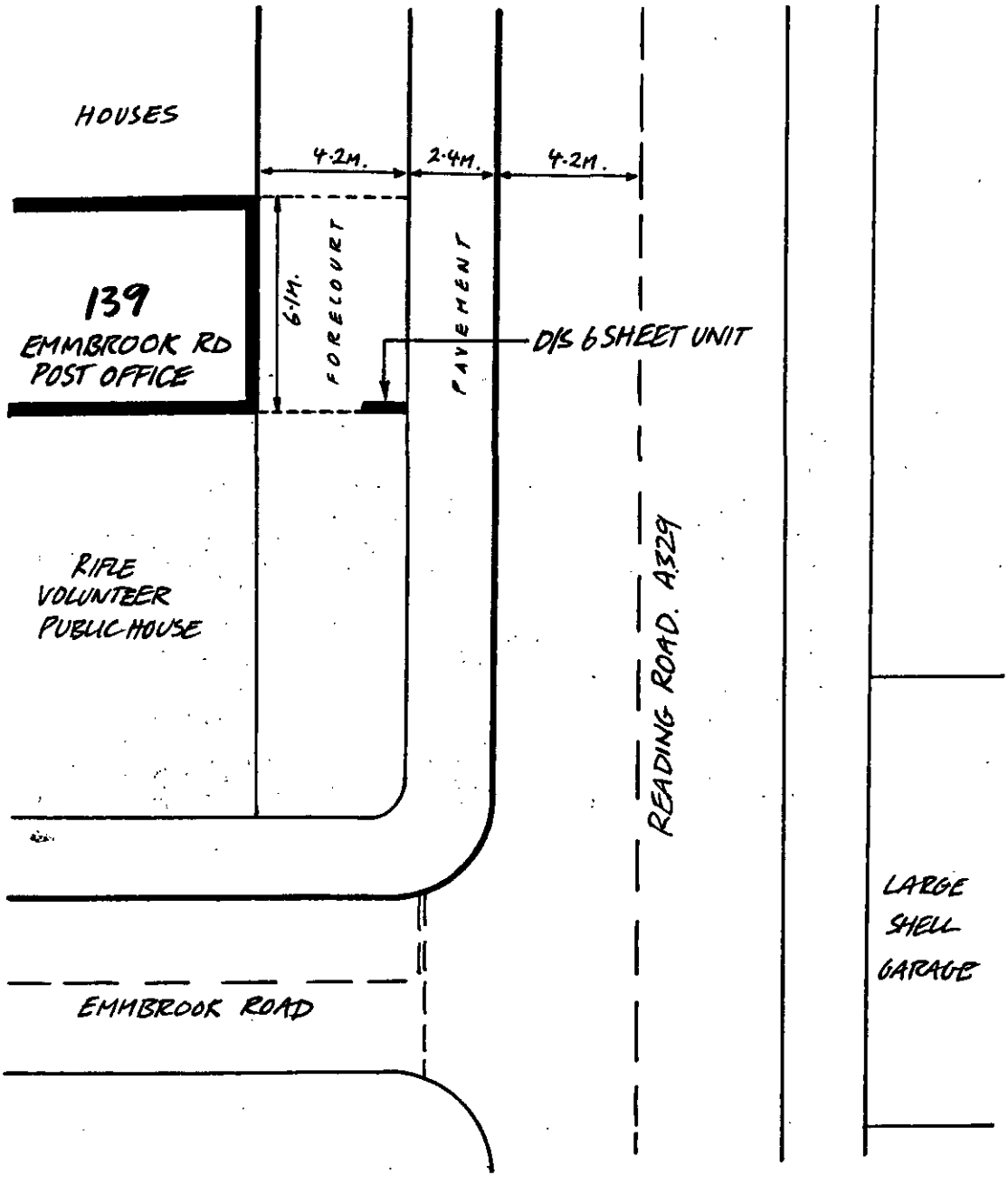
Site Plan



REFUSED

Notes	Address	Scale 1:200
	139 READING ROAD WOKINGHAM. BERKS RG.41 1HD	
	Site No. YA130601005	

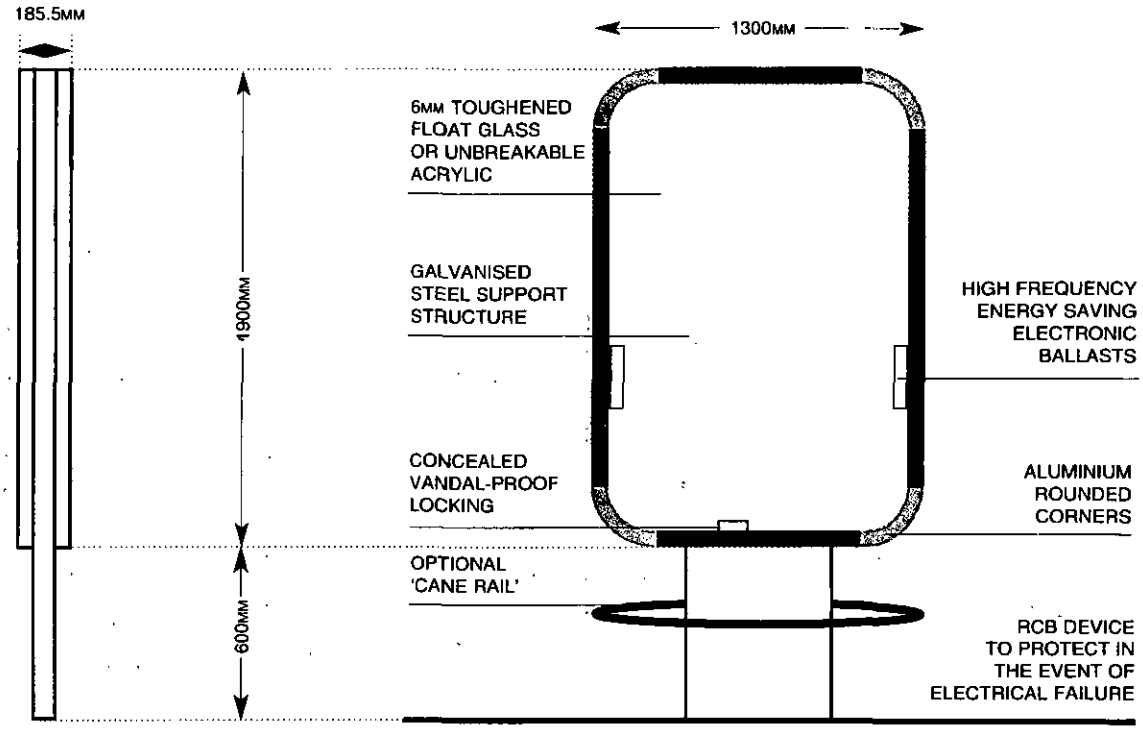
Site Plan



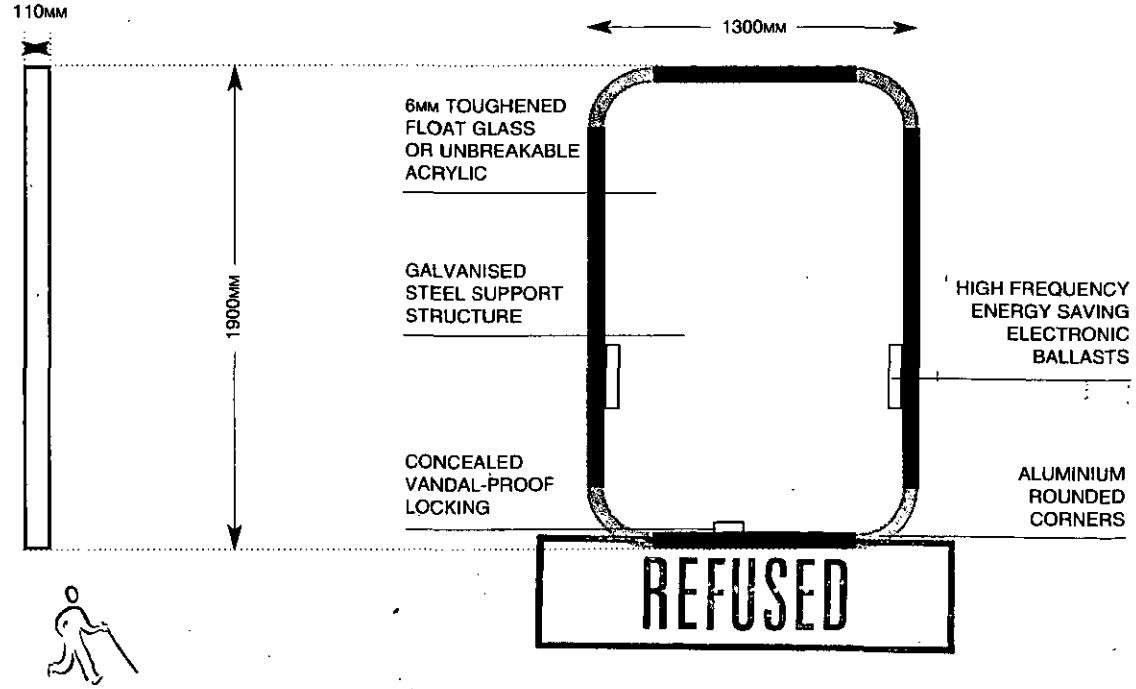
Notes	Address	Scale 1:200
	139 READING ROAD WOKINGHAM, BERKS RG.41 1HD	
	Site No. YA130601 0005	

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)

Primelight
14/15 LOWER GROSVENOR PLACE
LONDON SW1W 0EX
TEL: 020 7393 4900 FAX: 020 7630 5915

24. JAN. 2000* 0417

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

17th December 1999

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
RE: ADVERTISING DISPLAY UNIT AT 139 READING ROAD
OUR REFERENCE: YA130601/ 0005

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 acknowledgement that the submission had 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 the public safety for the blind and visually impaired.

Another factor that Primelight Advertising Ltd take seriously is the illumination of our displays which 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 shop on whose forecourt the display sits 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 which 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

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challenging blindness
Registered charity no 226227
WE ARE PROUD TO BE ASSOCIATED WITH RNIB

Planning Application



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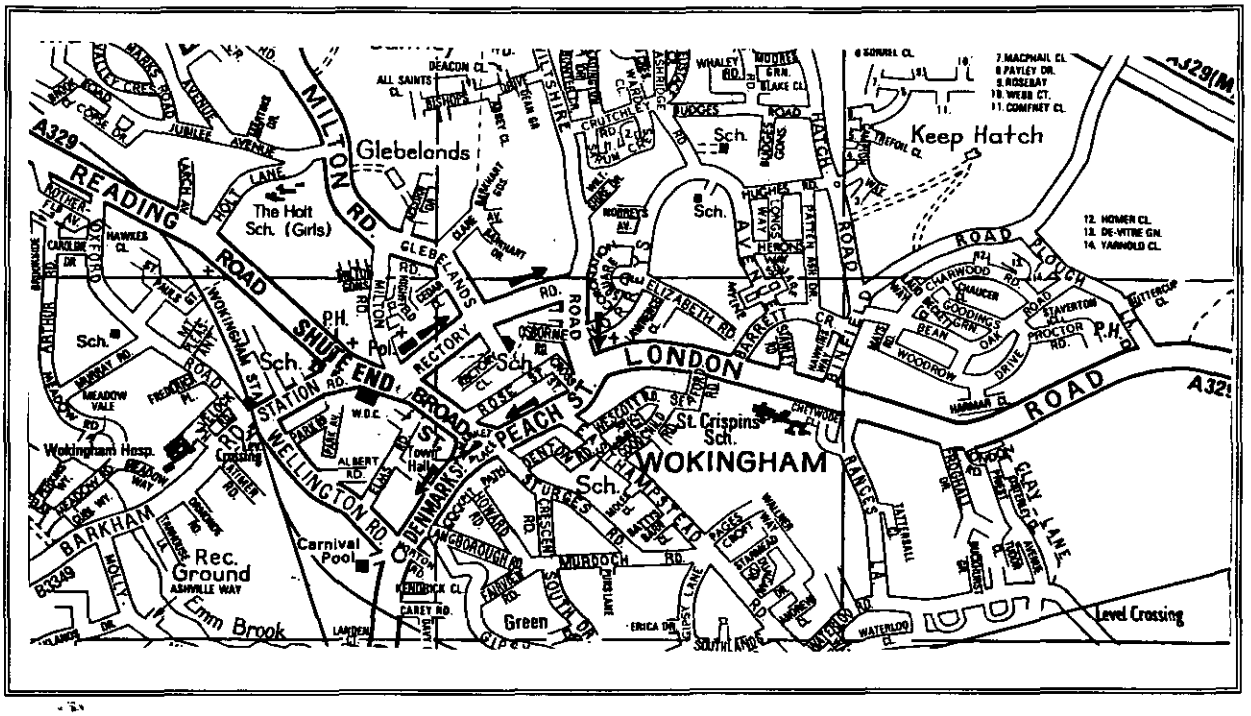

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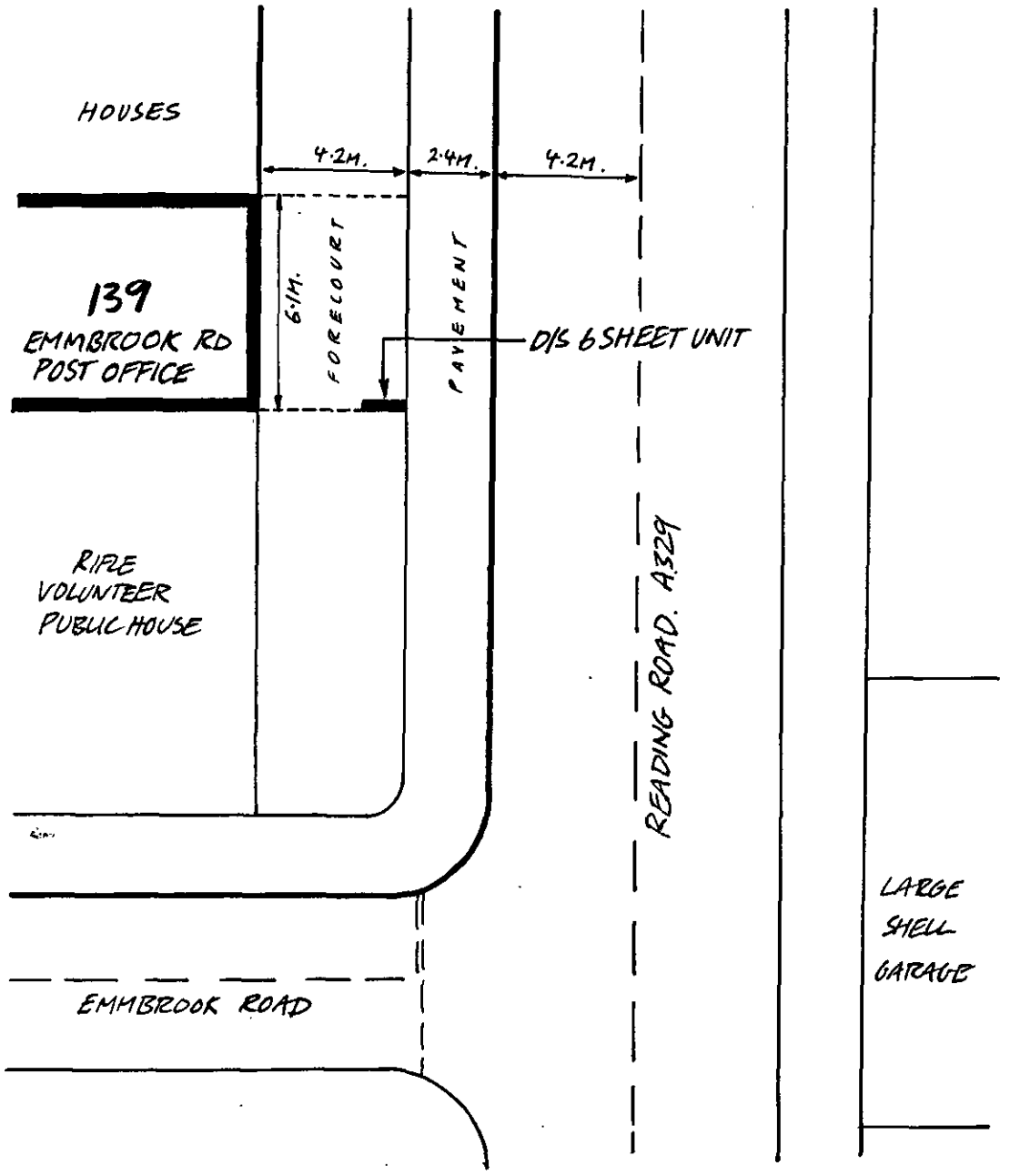

Notes	Address	Scale 1:200
	139 READING ROAD WOKINGHAM. BERKS RG.41 1HD	
	Site No. YA130601005	

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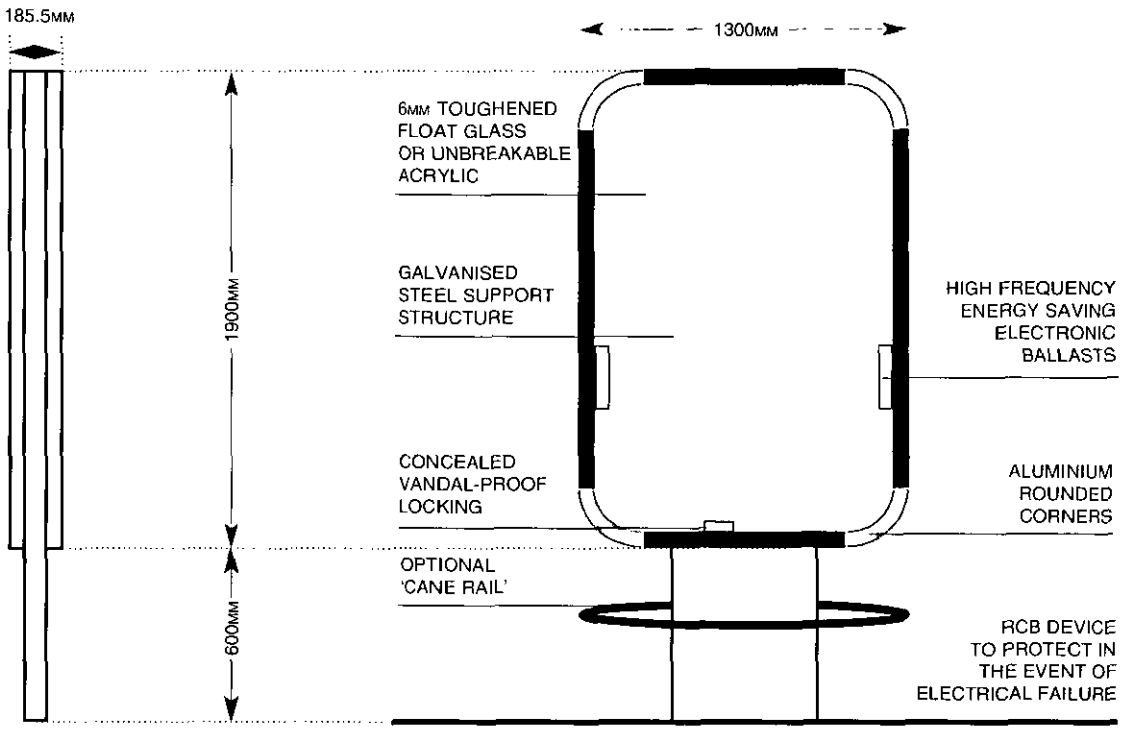

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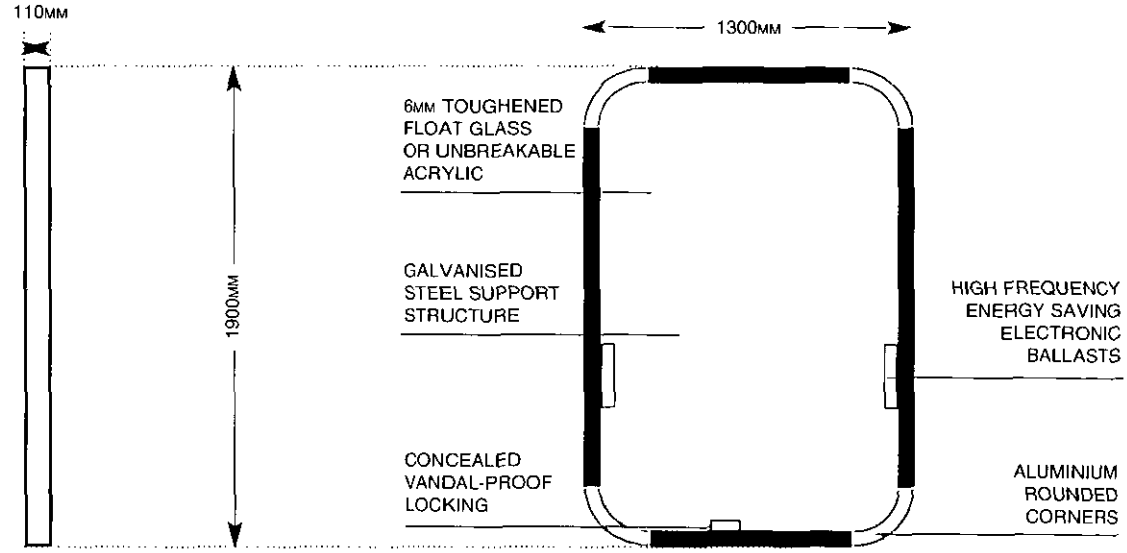

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