APPLICATION NO:
A/2000/1014

LOCATION:
y **Tsb Bank Plc 53 Crockhamwell Road, Woodley Reading.**

APPLICANT:
Lloyds TSB Bank Plc C/O Network Property Management

PROPOSAL:
Proposed erection of non-illuminated nameplates.

EARLIEST DATE FOR DECISION: **28/04/2000**

APPLICATION EXPIRY DATE: **15/05/2000**

CASE OFFICER: **Nicola Lake**

13 May 2000.

RAILEX
Marbleboard

EASIFILE EP7

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Approval of Permission

Lloyds TSB Bank Plc
C/O Network Property Management
133 Station Road
Implington
Cambridge
CB4 9NP

Application Number: A/2000/1014

Parish: **WOODLEY**

Location: **TSB Bank Plc 53, Crockhamwell Road, Woodley, Reading.**

Proposal: **Proposed erection of non-illuminated nameplates.**

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

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

Where an advertisement is required under these regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

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

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

Reason

1. Standard conditions required by the Town and Country Planning (Control of Advertisements) Regulations 1992.

John Mitchell

John Mitchell
Development Control Manager
Date: 16 May 2000

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

Lloyds TSB

Lloyds TSB Bank plc
Network Property Management
133 Station Road
Impington
Cambridge CB4 9NP

Direct line : 01223 452537
Facsimile : 01223 452558
Your Ref :
Our Ref : MFM/SW 170300
Date : 17th March 2000

Wokingham District Council
Planning Dept.
PO Box 157
Civic Offices
Shute End
Wokingham. RG40 1WR

20 MAR 2000 1314

Dear Sirs

LLOYDS TSB: 53 CROCKHAMWELL ROAD, WOODLEY

Enclosed is our application and supporting documentation, together with the appropriate fee, relating to the installation of new nameplate addendum at the above Branch.

May we please request that you place this application before the relevant committee and notify us of your approval, or otherwise, within the prescribed period.

Please send all correspondence to the Agent at the address above.

Should you confirm that Planning Consent is not required, please could you return the documentation to the above office.

If you require any further information or clarification, or wish to discuss any aspect of the proposals informally, please contact my Project Architects, Mark Pitman or Mark Miller, at this office.

Yours faithfully

for SN WATTS RIBA
PRINCIPAL ARCHITECT

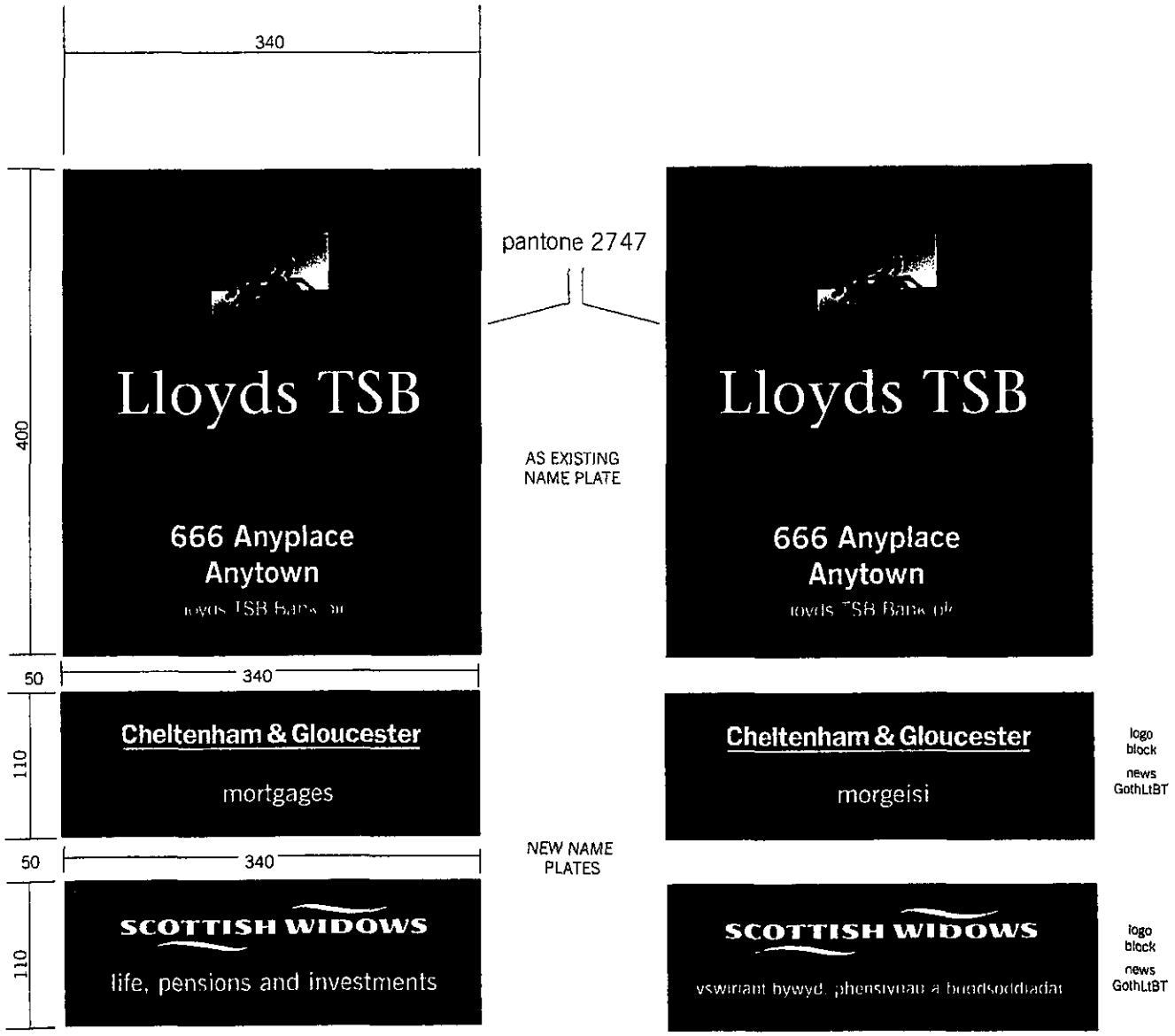
Enc

APPROVED

C&G SW doc.

Lloyds TSB Bank plc Registered Office: 71 Lombard Street, London EC3P 3BS Registered in England and Wales no. 2065.
Lloyds TSB Bank plc, which is regulated by the Personal Investment Authority and IMRO, represents only the Lloyds TSB Marketing Group for life assurance, pensions and unit trust business.
A Member of the Banking Ombudsman Scheme and a signatory to the Banking Code.

20.MAR2000* 1014



ENGLISH

WELSH

APPROVED

A & TS

ADDENDUM PLATES

(3)

PC 23 431 053

ADDRESS 53 CROCKHAMWELL ROAD PARISH WOODLEY

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

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
BR 6261	Abbey Life Assurance Co LTD	internal alt to form office (53A)	18.4.80 28.3.77	CANCELLED APP N/
BR 9810	"	" "	29.11.78	APP N/
BR 15489	" "	Internal alter 1st floor	26 8 80	app N
14874	LLOYDS BANK PROPERTY CO.	2/ST. ALT. (OFFICE SPACE " CAR PARKING GR. FLOOR)	12.2.81	N/A C/
18012	"	GR. FLOOR ALT = STAFF ROOM & STORES	26 8 82	N/A C/A
BR 19430	"	GR. & 1ST FLOOR ALTS	22.11.82 ~~[illegible]~~	APP ~~[illegible]~~ N/A
BR 20833	ABBEY LIFE ASS. CO. LTD	1ST FLOOR FITTING-OUT	10.6.83	APP N/A
BR 21964	LLOYDS BANK	INT. ALTS.	21.12.83	APP N/A
24676	"	NEW FRONT - CASHPOINT	23.12.85	C/A
32296/7	"	SIGNS / CHANGE PRS. OF NIGHTBOX & SAFE / REPL. FR.	18.1.89	C/A
98/68676/Adv.	"	ERECT & REPLACE ILL. & FASCIA & PROJ. SIGNS.	31.12.98	C/A
98/68759/F	Lloyds Bank Plc	Erect Sat Antenna	26.1.99	C/

SPECIAL ORDERS

DRAINAGE PD ENQ. - Sliding Door G. Morgan - 26/3/99

091074

① WOODLANDS STORES PC 23 431 053

ADDRESS 53 CROCKHAMWELL ROAD PARISH WOODLEY

PLOT No. Old Property ORD. SHEET No. SU.7673 (42

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
808/56	Misses W. & D. Dolley	Extension	13.11.56	App App
50/59	Mr. F. R. Tyler	Extension store & flat over	14.4.59	App App
R/213/61	— " —	Addition	2.11.61	App. App
R/56/63	— " —	Garage extn & store	18.4.63	App. App
R/332/65	" (a)	Ch. of use to form 2 shops & hairdressing salon	14.4.66	App C/A
R/332/65	" (b)	Provision of Car Parking Area	14.4.66	N/A TP 31.12.7
R/295/69	Lloyds Bank Property Co Ltd MF. Steggles & RP. Huggins & Co	Redevelopment of Site	2.10.69	N/A. C/A
R/426/70	"	"	29.10.70	N/A. Refus
R/541/70	David Hayes & Co	Ch. of use of ground floor vs. estate agents office	26.11.70	N/A C/A
499/71	Lloyds Bank Property Co Ltd	Two Storey Building Shops & Offices	17.6.71	App. C/A

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

② WOODLANDS STORES PC 23 431 053

ADDRESS 53 CROCKHAMWELL ROAD PARISH WOODLEY

PLOT No. Old Property ORD. SHEET No. SU.7673 (42

BUILDER

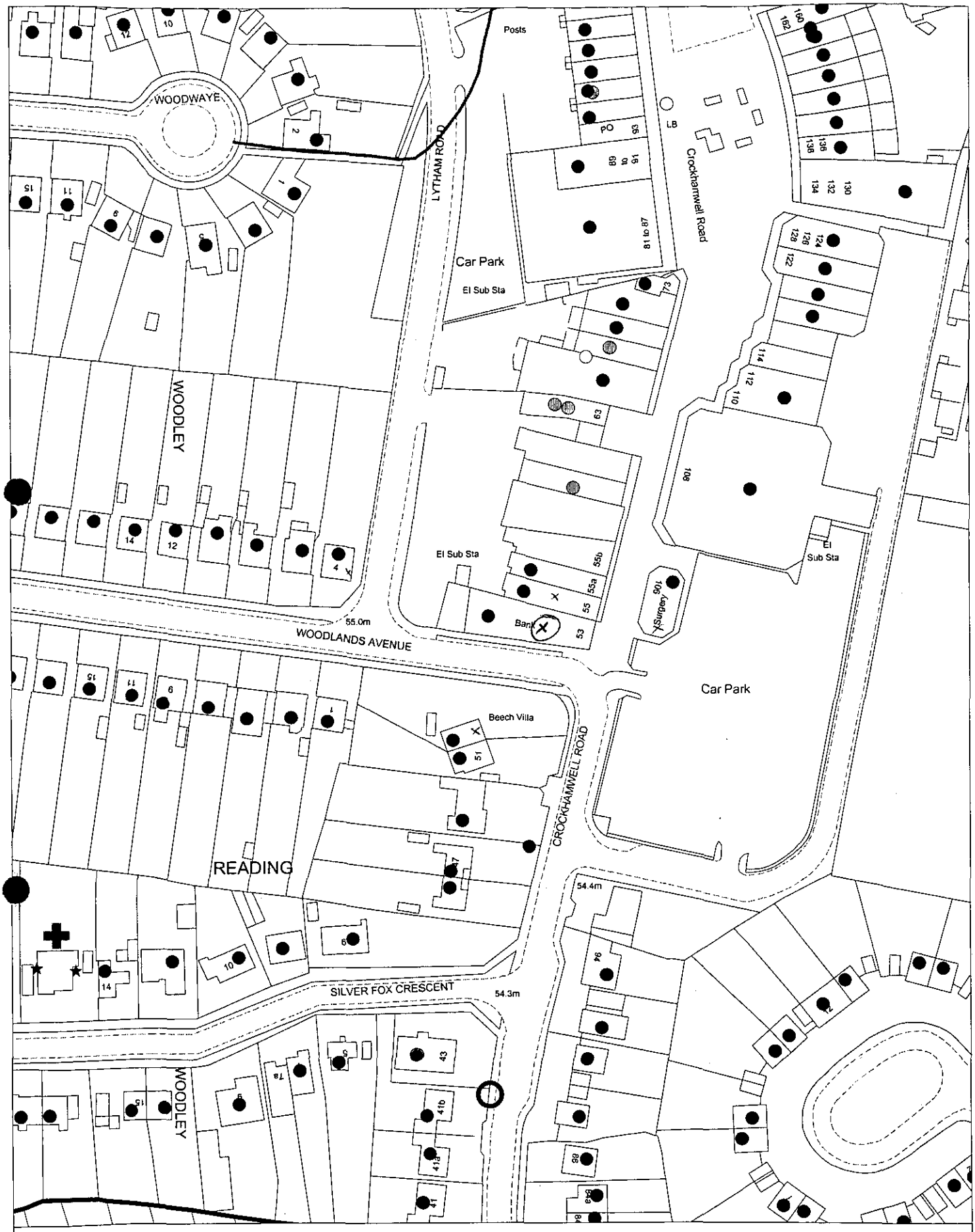
Plan No.	Applicant	Description of Development	Date of Decision	Decision
195/72	Lloyds Bank Ltd	Further Details	17.2.72.	App Refuse
18/72	Messrs. Steggles, Maxwells, Huggins & Lloyds Bank Prop. Co Ltd	Redevelopment, Shops, Offices, Bank etc.	17.2.72	N/A. C/A.
1297/72	Lloyds Bank Premises Dept	Fitting out new bank premise which replace existing	3.8.72	— Refuse
1625/72	" "	Ditto	28.9.72	. C/A
101/73	" "	outline - change of use from Shop to office	25.1.73	N/A C/A
556/73	" "	One Velum Sign	19.4.73	— C/A
1000/73	Mann & Co	Shop Front [illegible]	5.7.73	. C/A
BR89	Mr. Galib.	Install shop front.	4.2.74	App —
00103	— " —	— " —	8-2-74	— C/A
BR237.	Abbey Life Assurance Co. Ltd	Erect partitions (1st floor)	13.3.74	App. N/A

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE



Site Plan, Scale: 1 to 1250

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Date: 27 March 2000

N
W E
S

Received by Wokingham District Council

Application No: A/2000/1014

Proposal:
Proposed erection of non-illuminated nameplates.

Location:
Tsb Bank Plc 53, Crockhamwell 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. 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 Nicola* Lake P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 28/04/2000. 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

WORK SHEET FOR : Nicola Lake

Application Number : A/2000/1014

Applicant : Lloyds TSB Bank Plc C/O Network Property Management.

Location : Tsb Bank Plc 53, Crockhamwell Road, Woodley, Reading.

Proposal : Proposed erection of non-illuminated nameplates.

Site Notice Displayed ? :	YES	NO	DATE
	✓		27 4 2000

Date of Neighbour Notifications : .....

Date of Site Visit : .....

Date Registered : 20/03/2000

Earliest Date for Decision : 28/04/2000

Latest Consultation Date/Site Notice Expiry Date : 28/04/2000

Application Expiry Date: 15/05/2000

Consultation Responses :

Highways - No objection

Town Council - None received .

Planning Issues :

Site Designation - within the identified settlement .

1.) Impact upon the visual appearance of the surrounding Area.

2.) Impact upon highways Safety .

Application Number: A/2000/1014

Appraisal :

1.) Impact upon the character and appearance of the surrounding area.

The proposed signs are very small 11cm by 34cm. They are to go below the Hoyds TSB logo sign at present. They are in keeping with the shop front as it will have no detrimental impact upon the appearance of the surrounding area.

2.) Impact upon the highway Safety.

The proposal signs would have no detrimental impact upon the highway safety.

Recomendation : Approval: ☑ ~~**Refusal:**~~ ☐

(tick appropriate box)

Application Number A/2000/1014
Conditions/Reasons for Refusal

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
1	SC69	SR29	Delete a) + b).

RECORD OF SITE VISIT

SITE ADDRESS: Tsb Bank Plc 53 Crockhamwell Road Woodley Reading.

APPLICATION NUMBER: A/2000/1014

OFFICER: Nicola Lake

DATE OF SITE VISIT: 27.4.2000.

1 SITE/STATUTORY NOTICE DISPLAYED ? Yes - on Door .

2. DESCRIPTION OF SURROUNDINGS

Commercial centre .

3. DESCRIPTION OF SITE/BUILDING

Corner bank .

4. RELATIONSHIP TO ADJOINING PROPERTIES Two small rear plates, underneath the logo key to door .

5. SITE CONSTRAINTS

TREES

ACCESS/PARKING

LEVELS

BOUNDARY TREATMENT

OTHERS

Tel: (0118) 974 6481

Date: 3 May 2000

My ref: A/2000/1014

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 V Samuel
18 Wheble Drive
Woodley
RG5 3DT

Dear Councillor

Application Number: A/2000/1014
Tsb Bank Plc 53, Crockhamwell Road, Woodley, Reading.
Proposed erection of non-illuminated nameplates.

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 **Nicola Lake** on **(0118) 974 6481**. 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 15 May 2000

Yours faithfully

John Mitchell

Head of Planning and Transportation

LISTING FORM
Case officer: **Nicola Lake** Application Number: **A/2000/1014**
Tsb Bank Plc 53, Crockhamwell Road, Woodley, Reading.
Proposed erection of non-illuminated nameplates.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor V Samuel

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 6481

Date: 3 May 2000

My ref: A/2000/1014

CONFIDENTIAL

Councillor E Preston
81 Howth Drive
Woodley
RG5 3DJ

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

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Proposed erection of non-illuminated nameplates.

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Yours faithfully

John Mitchell

Head of Planning and Transportation

LISTING FORM
Case officer: **Nicola Lake** Application Number: **A/2000/1014**
Tsb Bank Plc 53, Crockhamwell Road, Woodley, Reading.
Proposed erection of non-illuminated nameplates.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor E 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.

LISTING FORM

Case officer: **Nicola Lake** Application Number: **A/2000/1014**

Tsb Bank Plc 53, Crockhamwell Road, Woodley, Reading.

Proposed erection of non-illuminated nameplates.

Transfer: Yes ☐ No ☑

Reason for Transfer:

Signed: _____ Date: 5 May 00

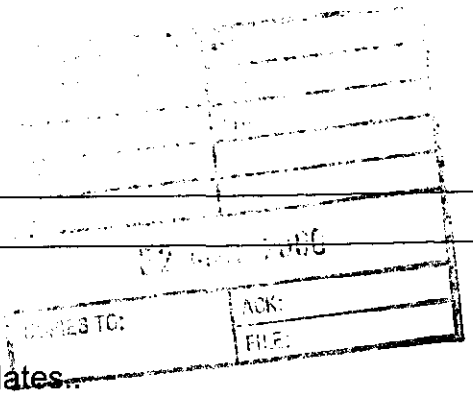
Councillor E Preston

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

PLANNING SERVICES	DPT
SCI	TLS
DC	ENF
APP	
CS	
08 MAY 2000	
COPIES TO:	ACK:
	FILE:

FROM: Nicola Lake

DATE: 04 April 2000



WOODLEY TOWN CONSULTATION SHEET

Application Number: A/2000/1014

Proposal: Proposed erection of non-illuminated nameplates.

Site Address: Tsb Bank Plc 53, Crockhamwell Road, Woodley, Reading.

Applicant: Lloyds TSB Bank Plc C/O Network Property Management.

Your observations are required in respect of this application **by 28/04/2000** .

The committee agreed to make no comment on this application.

SIGNED: _____ DATE: 27.4.00.

Clerk To Woodley Parish/Town Council.

HIGHWAYS CONSULTATION SHEET

From: Nicola Lake

Date: 04 April 2000

Application Number: A/2000/1014

Proposal: Proposed erection of non-illuminated nameplates.

Site Address:
Tsb Bank Plc 53, Crockhamwell Road, Woodley, Reading.

Applicant:
Lloyds TSB Bank Plc C/O Network Property Management.

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: N.S. Trotter **Print name:** N TROTTER

18-4-00

WOKINGHAM D.C. DEVELOPMENT CONTROL

Start date: 20 MAR 2000	Map No. ..... Site ...0.03...
Officer: NL / Application No. A/02000 /0014	Easting: ..... Flood Pln .....
	Northing: ..... Mineral .....

Level: ☐ **Sub Committee** ☑ **Delegated** ☐ **Sec. State**

☐ **Incorrect Fee** ☐ **Invalid** ☐ **PD**

Description:
(A) PROPOSED ERECTION OF NON-ILLUMINATED NAMEPLATES

Location: 53 CROCKHAMWELL ROAD

Parish: WOODLEY Ward: Bulmershe ✓ 44

Applicant: LLOYDS TSB BANK

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

(14)

Enforcement Section to be notified ☐ tick if required

Additional information required for validation

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

APPLN NO. _____

ACTION REQUIRED BY DEVELOPMENT CONTROL

Conservation Area .....

Listed Building 1 2 2*

Advertisement Required .....

Date Site Notice Sent : 4/4 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: 4/4

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/W+ Lloyds TSB Bank, 53 Crockhamwell Rd, Woodley.
Beech Villa, Woodlands Avenue, Woodley
4, Woodlands Avenue
55, Crockhamwell Rd
Woodley Centre Surgery, 106 Crockhamwell Rd.

4/4

(3)

PC 23 431 053

ADDRESS 53 CROCKHAMWELL ROAD

PARISH WOODLEY

PLOT No.

ORD. SHEET No. SU 7673 (42

BUILDER

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BR 20833	ABBEY LIFE ASS. CO. LTD	1ST FLOOR FITTING-OUT	10 6 83	APP N/A
BR 21964	LLOYDS BANK	INT. ALTS.	21.12.83	APP N/A
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32296/7	"	SIGNS / CHANGE PRS. OF NIGHTBOX & SAFE / REPL. FR.	18.1.89	C/A
98/68676/Adv.	"	ERECT & REPLACE ILL. & FASCIA & PROJ. SIGNS.	31.12.98	C/A
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SPECIAL ORDERS

DRAINAGE PD ENQ. - Sliding Door G. Morgan - 26/3/99

091074

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ADDRESS 53 CROCKHAMWELL ROAD PARISH WOODLEY

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DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

② WOODLANDS STORES PC 23 431 053

ADDRESS 53 CROCKHAMWELL ROAD PARISH WOODLEY

PLOT No. Old Property ORD. SHEET No. SU.7673 (4

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556/73	" "	One Dedum Sign	19.4.73	— C/A
1000/73	Mann & Co	Shop Front Out Added Well 4.	5.7.73	. C/A
BR 89	Mr. Galib.	Install shop front.	4.2.74	App —
00103	— " —	— " —	8-2-74	— C/A
BR 237.	Abbey Life Assurance Co. Ltd	Erect partitions (1st floor)	13.3.74	App. N/A

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

1782/a

20 MAR 00

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

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT 20 MAR 2000* 1014

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: Lloyds TSB Bank plc

Address: 71 Lombard Street

London Post Code EC3P 3BS

Tel. No.

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

Full Name Lloyds TSB Bank plc Network Property Management

Address: 133 Station Road Impington Cambridge CB4 9NP

Post Code

Tel. No. 01223-452537

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

53 Crackhamwell Road, Woodley

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

Bank.

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.)

Pair of nameplate addendum plates

(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.)

—

(c) Will the illumination be static or intermittent?

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 —

Signed ..... pp. SN Watts, Principal Architect Date 17.3.2000

(applicant/agent)

DATA PROTECTION ACT 1984

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

NOTES

GENERAL

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

Period of Consent

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

Drawing Required

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

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

Owner's Consent

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

Other Consents

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

Fees for Advertisement Applications

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

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

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

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

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