EX SYSTEMS LTD

APPLICATION NO:
A/2000/1879

LOCATION:
Bulldog Service Station Ltd London Road, Twyford Reading.

APPLICANT:
Conoco Ltd C/O MVM Planning Ltd

PROPOSAL:
Proposed erection of internally illuminated petrol filling station signs (Retrospective)

EARLIEST DATE FOR DECISION: **30/07/2000**

APPLICATION WILL HAVE EXPIRED ON: 28/08/2000

CASE OFFICER: **Heather Morgan**

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Approval of Permission

Conoco Ltd
C/O MVM Planning Ltd
Ropemaker Court
12 Lower Park Row
BRISTOL
BS1 5BN

Application Number: A/2000/1879

Parish: **TWYFORD**

Location: **Bulldog Service Station Ltd, London Road, Twyford, Reading**

Proposal: **Proposed erection of internally illuminated petrol filling station signs (Retrospective)**

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

Condition
2. The signage hereby approved under revised Drawing No. 1792-4.3 pole shall be erected within two months of the grant of this advertisement consent, subsequent to the total demolition of the existing signage. This shall be in the same position as the existing illuminated sign.

Condition
3. 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
4. The illuminated pole sign, canopy, ceiling lights and canopy signage hereby approved shall only be illuminated between the hours of 0700 and 2200 Mondays to Saturdays, and 0900 to 2200 Sundays and Bank Holidays.

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

Reason
2. To safeguard the visual amenities of neighbouring properties and the locality.

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

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

Informative
1. This permission relates to the application as amended with revised Drawing Number 1792-4.3 pole received 25th September 2000, showing a reduced size of illuminated sign and does not approve the proposals as originally submitted.

Informative
2. 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, LBE14
Deposit Draft Wokingham District Local Plan Policies WOS3, WBE1, WBE18

John Mitchell

John Mitchell
Development Control Manager
Date: 12/10/2000

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 : Heather Morgan

Application Number : A/2000/1879

Applicant : Conoco Ltd C/O MVM Planning Ltd.

Location : Bulldog Service Station Ltd, London Road, Twyford, Reading.

Proposal : Proposed erection of internally illuminated petrol filling station signs (Retrospective)

Site Notice Displayed ? :

YES	NO	DATE
✓		17/04/00

Date of Neighbour Notifications : .....

Date of Site Visit : 21/8/00 & 11/9/00

Date Registered : 03/07/2000

Earliest Date for Decision : 30/07/2000

Latest Consultation Date/Site Notice Expiry Date : 30/07/2000

This application will have expired on: 28/08/2000. 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 :

(1) Conservation – On edge of the Conservation Area. Visual impact, when considered in relation to the adjoining Almshouses is regretted. Companies should have a more sensitive solution for the site. Reduced scale of signage should be sought.

(2) Env. Health – No objection

(3) Highways – Approval with no conditions.

~~Planning Inspectorate~~

(4) Twyford PC – No response.

(5) Consultations – Concern re light spillage. Would want lights to be turned off at ab 10.30pm. Concerned at colour of the lighting (Yellow & Blue Corporate colours)

Planning History

A/4/59 – Advert sign in same location on the corner. Refused 24/3/59

A/30/65 – Advert in centre. Illuminated. Approved.

A/15/69 – Illuminated pole sign in same corner Refused 7/11/69

OS/46 – Double sided poster unit attached to existing pole. Approved [redacted] 3/11/76.

35725 – Redevelopment of PFS. Approved 6/9/90. Showed position of sign on the corner, but did not grant advertisement consent.

No subsequent advertisement application for the sign.

96/64749/A – Proposed erection of illuminated pole mounted sign. Refused 30/1/99 – size, siting, illumination.

Report makes reference to existing illuminated hyundai signs on the building, an large canopy and an illuminated information sign (fuel prices). 1996

Advertisement consent is required due to a change of ownership from Esso to Jet. The lettering etc is completely different.

A check of the enforcement file has revealed that photos, taken in respect of a different sign, show the internally illuminated sign as far back as [redacted] 1992. No enforcement complaints have been raised in the intervening period. [redacted] The enforcement officer at that time did not query the illuminated sign.

Issues

Impact upon character and appearance of Twyford Village Conservation Area

The site lies directly opposite Twyford Village Conservation Area. In addition, the Almhouses on the opposite side of The Grove are listed. As mentioned above,

Application Number: A/2000/1879

Appraisal :

There is a history of illuminated signage in this location. It is also accepted that the PFS requires some form of illuminated signage for commercial purposes. ~~As originally proposed the sign~~ As existing, the signage is 5.6m high and 1.3m wide. Concerns were expressed regarding the prominence of the signage, and amended plans have been received to reduce the size of the sign. This will now be 4.3m high and 1.002m wide. The reduction in scale is deemed to be less intrusive in the streetscene and consequently upon the the appearance on Turnford Village Conservation Area. The amended signage is considered acceptable in planning terms.

Other Issues

Concerns have been raised by one resident regarding the light spillage from signage into his flats. Due to the proximity of the signage to residential properties, it is deemed reasonable to require signage to be turned off at 10pm, commensurate with the approved opening hours under planning permission ref 3S425

Recomendation : Approval: ☑ [redacted] ☐

(tick appropriate box)

Application Number A/2000/1879
Conditions/~~Reasons for Refusal~~

No	Std Con	Std Reas	Non Std Conditions / ~~Reasons for Refusal~~
1	C001	R001	
2		R017	The signage hereby approved under revised drwg no 1792-4.3 pole shall be erected within two months of the grant of this advertisement consent, subsequent to the total demolition of the existing signage. This shall be in the same position as the existing illuminated sign.
3	C032	R032	after 'canopy' insert 'and pole sign'.
4		R032	The illuminated pole sign, canopy ceiling lights and canopy signage hereby approved shall ~~[illegible]~~ only be illuminated between the hours of 07.00 and 22.00 Mondays to Saturdays, and 09.00 to 22.00 Sundays and Bank Holidays.
			Informatives
1	N02		Drwg No. 1792-4.3 pole received 25/9/00 showing a reduced size of illuminated sign.
2	N16		BSP - EN11
			LALP - LBE10, LBE14.
			WDLP(DD) - WOS3, WBE1, WBE18

RECORD OF SITE VISIT

SITE ADDRESS: Bulldog Service Station Ltd London Road Twyford Reading.

APPLICATION NUMBER: A/2000/1879

OFFICER: Heather Morgan

DATE OF SITE VISIT: 11/7/00

1 SITE/STATUTORY NOTICE DISPLAYED ? NO .

2. DESCRIPTION OF SURROUNDINGS Residential opposite & on other side. Almhouses on other side & road → (Con. Area)

3. DESCRIPTION OF SITE/BUILDING PFS car sales. Signage – blue & yellow internally illuminated.

4. RELATIONSHIP TO ADJOINING PROPERTIES Resid. Some distance – Esso

Esso - Yellow Signs there previously.

5. SITE CONSTRAINTS

TREES N/A

ACCESS/PARKING N/A

LEVELS N/A

BOUNDARY TREATMENT N/A

OTHERS N/A

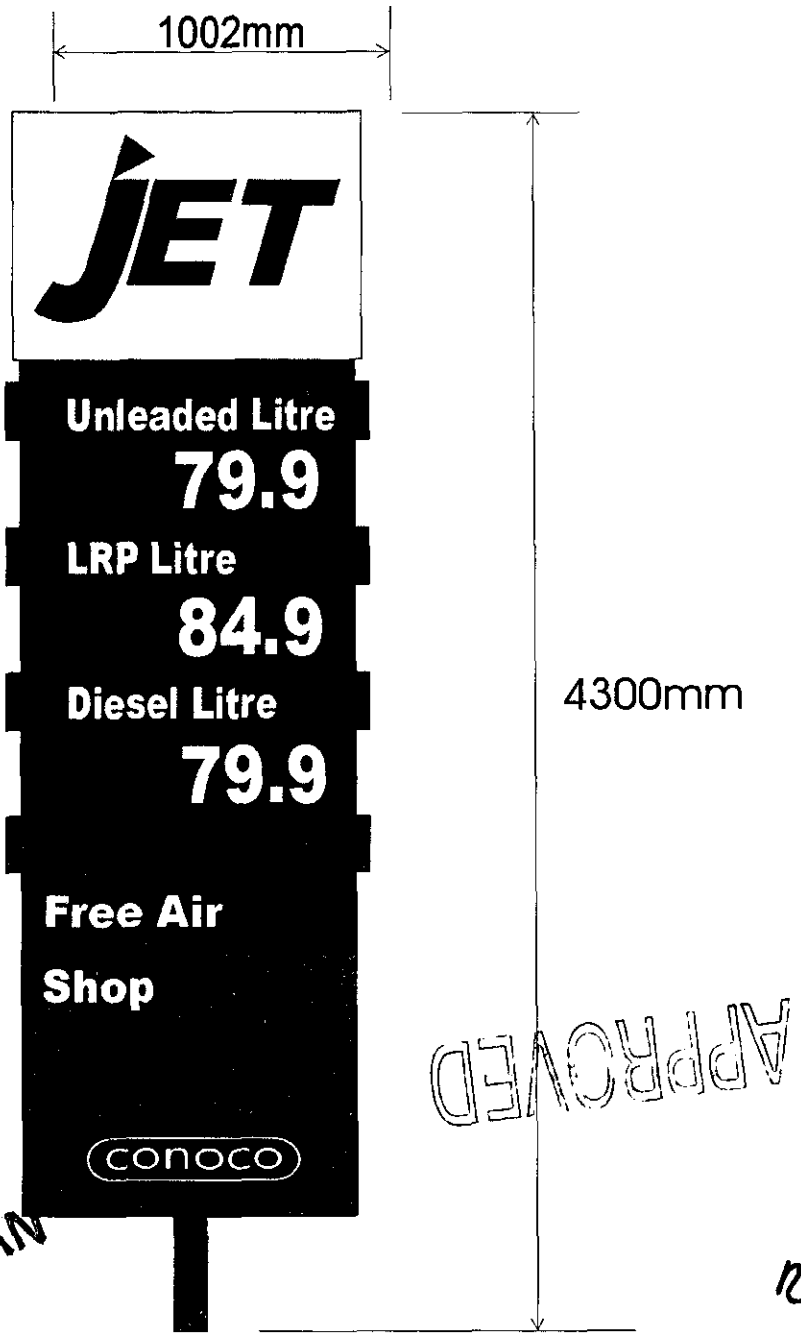


B



C

30 JUN 2000* 1879



APPROVED

REVISED PLAN

Rec'd 25/9/00

Conoco Ltd
Bulldog Twyford

Proposed Centre-Mount Pole Sign

Ref: 1792-4.3pole

Scale: NTS

Date: Sept 2000

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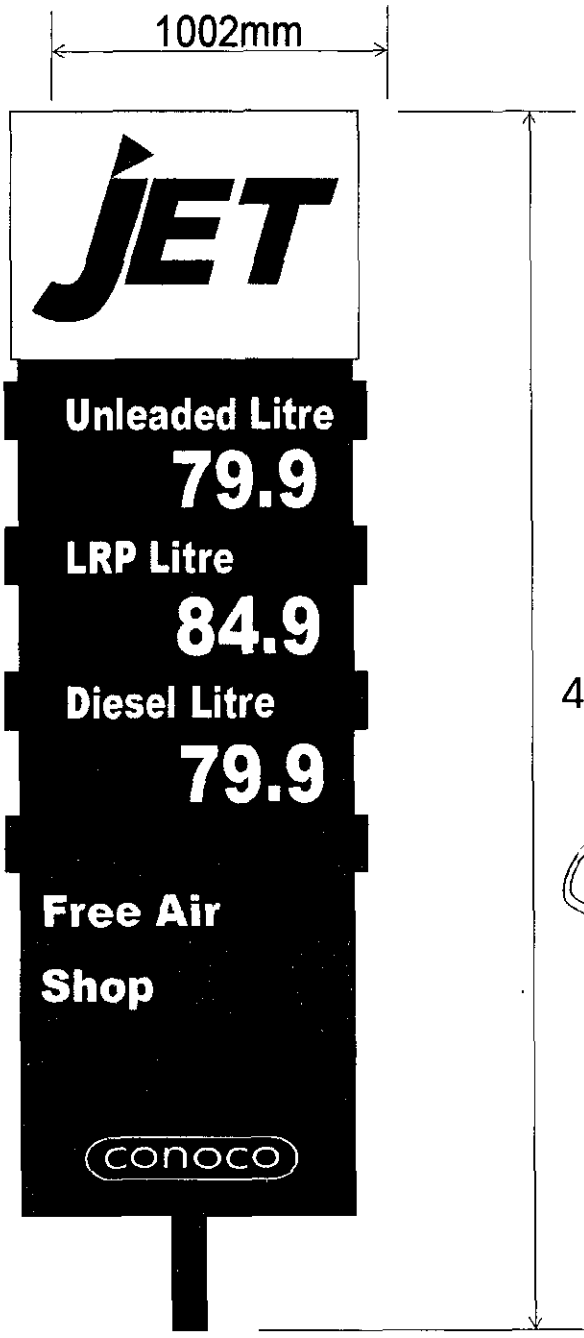
MVMPLANNING
chartered town planners

Ropemaker Court, 12 Lower Park Row
Bristol, BS1 5BN
Tel: 0117 925 4393 Fax 0117 925 4239

Email: mail@mvmplanning.co.uk



APPROVED

REVISED PLAN

Rec'd 25/9/0

Conoco Ltd
Bulldog Twyford

Proposed Centre-Mount Pole Sign

Ref: 1792-4.3pole

Scale: NTS

Date: Sept 2000

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MVMPLANNING
chartered town planners

Ropemaker Court, 12 Lower Park Row
Bristol, BS1 5BN
Tel: 0117 925 4393 Fax 0117 925 4239

Email: mail@mvmplanning.co.uk

FILE NOTE

No limits in terms of numbers of years an advert can be erected before it cannot be removed.

Ad. consent for 5 years and then to reapply if a condition requires it.

Change of owners requires a fresh consent application as all the details have changed.

Tel. con 3/8

Only illuminated when premises is open.

Adverts not limited at any time. Overall structure would be limited ~~after~~ 4 yrs.

Asked for evidence of the length of time the structure and adverts had been in existence, including signs.

WOKINGHAM DISTRICT COUNCIL

To Heather

Date _____ Time _____

WHILE YOU WERE OUT

Name Mike Grimmer

Of 33 High Street

Phone No. 940 2646 Ext. _____

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

MESSAGE Is sending you a letter regarding F/2000/1650. Hoped this would be OK as expiry date was 22/7, but I thought you might not mind too much if he gets it in before the end of this week!

Signed Jan

Tel: (0118) 974 6446

Date: 27/9/00

My ref: A/2000/1879

CONFIDENTIAL

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

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/2000/1879
Bulldog Service Station Ltd, London Road, Twyford, Reading.
Proposed erection of internally illuminated petrol filling station signs (Retrospective).

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

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

Yours faithfully

John Mitchell
Development Control Manager

Tel: (0118) 974 6446

Date: 27/9/00

My ref: A/2000/1879

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 S Conway
20 Arnside Close
Twyford
RG10 9BS

Dear Councillor

Application Number: A/2000/1879
Bulldog Service Station Ltd, London Road, Twyford, Reading.
Proposed erection of internally illuminated petrol filling station signs (Retrospective)

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

If you have any questions please do not hesitate to contact **Heather Morgan** on **(0118) 974 6446**. If you then feel the application needs to be transferred to the next available Development Control Sub-Committee for decision please fill in the form below.
This form must be received no later than 9/10/00

Yours faithfully

John Mitchell
Development Control Manager

LISTING FORM
Case officer: **Heather Morgan** Application Number: **A/2000/1879**
Bulldog Service Station Ltd, London Road, Twyford, Reading.
Proposed erection of internally illuminated petrol filling station signs (Retrospective)

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor S Conway

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

Tel: (0118) 974 6446

Date: 27/9/00

My ref: A/2000/1879

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 D Tomlin
3 Swanscourt
Twyford
Berks
RG10 0AZ

Dear Councillor

Application Number: A/2000/1879
Bulldog Service Station Ltd, London Road, Twyford, Reading.
Proposed erection of internally illuminated petrol filling station signs (Retrospective).

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

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

Yours faithfully

John Mitchell
Development Control Manager

Received by Wokingham District Council

Application No: A/2000/1879

Proposal:
Proposed erection of internally illuminated petrol filling station signs (Retrospective)

Location:
Bulldog Service Station Ltd, London Road, Twyford, 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 notice for delivery of plans.

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Heather Morgan P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 30/07/2000. 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

06 July 2000

Tel. 0118 974 6446 (Direct Line)
E-mail: Heather.Morgan@wokingham.gov.uk
Date. 9 October, 2000
My ref. HPM/A/2000/1879
Your ref.

Mrs. B. Reid,
55 London Road,
Twyford,
Berks.
RG10 9EJ.

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

Dear Mrs. Reid,

PROPOSED ERECTION OF INTERNALLY ILLUMINATED PETROL STATION FILLING SIGNS (RETROSPECTIVE)
BULLDOG SERVICE STATION, LONDON ROAD, TWYFORD

I refer to your letter dated 2 October 2000 regarding the above. For clarification, the advertisement consent application for the service station relates to the Jet signs and the free standing petrol sign, and not the Hyundai signs. Once issued (in the next few days) condition 4 of the consent only allows the signage to be illuminated between 07.00 and 22.00 Mondays to Saturdays and 09.00 to 22.00 on Sundays. These hours are the same as the opening hours for the petrol station itself. It would seem reasonable for the canopy ceiling lights to be turned off at this time as well.

Once the retrospective consent is issued the conditions can be enforced. If the petrol station continues to illuminate its premises throughout the night, I would advise you to contact either Patrick Haran or Jackie Emmett in our Enforcement Section. They will then assess whether it is appropriate to take whatever action is necessary. They can be contacted on (0118) 974 6447 and 974 6449 respectively.

As stated above, this consent does not relate to the Hyundai signs. I have advised enforcement of the change and am hopeful that a retrospective application will shortly be forthcoming. I trust this reply gives you some degree of comfort.

Yours sincerely,

HPM

HEATHER MORGAN
Senior Planning Officer

55 London Rd
Twyford
RG10 9EJ

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04 OCT 2000
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Re: Twyford Bulldog Garage Lights.

Reply reqd

Dear Ms Morgan

Further to our conversation (by phone today) 2/10/00 I wonder whether you would put in writing the fact that from October 9th The Bulldog Garage must turn out all their forecourt + advertising lights by 10.30 pm. I can foresee that there will be no-one on site after the petrol/cashierman leaves about 8pm + the lights will be left on.

If Jan Simpson + I can show them your consent order we might get somewhere. Will they be allowed to leave the two security lights on? The lights which are unnecessary after the garage has closed + which shine so strongly are (- like tonight yet again!) -1) all the ceiling lights above the petrol pumps 2) The illuminated Hyundai sign over the workshop 3) The illuminated Twyford Bulldog Hyundai sign all along the showroom + 4) The two small 'Jet' illuminated signs on the canopy 5) The sign for petrol

This week so far they have left on all the lights. Until then they usually had 2-4 ceiling lights over the pumps with all the other signs lit up but now there must be 10-12 lights on over the pumps! We really want this ruling enforced please, by you. Who do we contact if they do not comply? If Jan Simpson or I ever ask politely, they are not happy + don't take any notice on the whole but after October 9th with consent

order in hand, we might be treated with more understanding!! To-night it's like broad daylight out here - they leave at 8pm + just don't think about the effect it has on residents.

I have been really impressed by Waitrose + Paul Robinson (Manager of new Waitrose stores) - I gather their car park lights will be lowered more. They do listen + take action, Hyundai + Mike Webb don't! Why should we have to buy blackout curtain lining / put cardboard in our windows to get some darkness at night..

Many thanks

Barbara Reid (Mrs)

P.S. We need to ensure the lights are not on before 7.00am too!

MVM PLANNING

chartered town planners

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CS	
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2 SEP 2

FAO Helen Morgan

Wokingham District Council
Environmental Services Department
Planning Services
Po Box 157
Shute End
Wokingham
Berkshire
RG40 1WR

MVM Planning Limited
Ropemaker Court
12 Lower Park Row
Bristol BS1 5BN

Tel: 0117 925 4393
Fax: 0117 925 4239
Email: mail@mvmplanning.co.uk

Your Ref:

Our Ref: 1792/GM/gm

Date: 22 September 2000

Dear Sir

BULLDOG TWYFORD - JET FILLING STATION
APPLICATION FOR ADVERTISEMENT CONSENT

We write further to our recent telephone conversation with Ms Morgan in respect of the above site. As requested, we enclose revised drawings detailing a 4.3m high pole sign. The sign is significantly smaller in height and width than the existing, unauthorised sign.

We understand that the 4.3m high sign is likely to be acceptable and we look forward to receiving the decision notice in due course. If you have any further queries, please do not hesitate to contact us.

Yours faithfully

Gary Morris
Principal Planner
for and on behalf of
MVM PLANNING LTD

Enc

Cc: Mike Webb, Bulldog Twyford

Tel. 0118 974 6446 (Direct Line)
E-mail: Heather.Morgan@wokingham.gov.uk
Date. 30 August, 2000
My ref. HPM/A/2000/1879
Your ref.

Mr. G. Morris,
MVM Planning,
Ropemaker Court,
12 Lower Park Row,
Bristol.
BS2 5BN.

Tel. Con 4/9.
Reduced height
and width
Sign to be sub-
mitted 7-10
days

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

Dear Mr. Morris,

PROPOSED ERECTION OF INTERNALLY ILLUMINATED PETROL FILLING STATION SIGNS (RETROSPECTIVE)
BULLDOG SERVICE STATION, LONDON ROAD, TWYFORD

I refer to the current application at the above site and my letter dated 16 August 2000. To date, I have received no response. Please could you submit amended plans along the lines of this correspondence within the next 7 days.

Do not hesitate to contact me should you have any queries.

Yours sincerely,

HPM

HEATHER MORGAN
Senior Planning Officer

Tel. 0118 974 6446 (Direct Line)
E-mail: Heather.Morgan@wokingham.gov.uk
Date. 16 August, 2000
My ref. HPM/A/2000/1879
Your ref.

Mr. G. Morris,
MVM Planning,
Ropemaker Court,
12 Lower park Row,
Bristol.
BS2 5BN.

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

Dear Mr. Morris,

PROPOSED ERECTION OF INTERNALLY ILLUMINATED PETROL FILLING STATION SIGNS (RETROSPECTIVE)
BULLDOG SERVICE STATION, LONDON ROAD, TWYFORD

I refer to the current application in respect of the above site and our telephone conversation of 16 August 2000. I have had subsequent discussions with our Conservation Officer regarding the above.

The site is located immediately adjacent to the Conservation Area and some Grade II listed Almshouses. After serious consideration it is reluctantly accepted by the LPA that the fact no complaints were received in respect of the Esso sign in the 8 year period it was erected (or more) means it would be unreasonable to object to the sign in its totality. However it needs to be borne in mind at all times that this advertisement has at no stage ever had advertisement consent. In the opinion of the LPA therefore this sign cannot legitimately be used as a base line from which to assess the current proposal.

On this basis, it is considered that the size of sign is larger than required for such a sensitive location. The LPA accept that it reasonable to expect a sign to provide details on petrol prices which must be visible to the public. However, the extraneous information on the shop etc is deemed to be unnecessary and results in an overly large sign. Please provide amended plans to show a reduced level of signage and confirmation that should advertisement consent be granted that the replacement sign would be erected within three months. I would also appreciate written confirmation that the signage will not be illuminated at any time other that when the petrol station is open. I would appreciate receipt of amended pans within the next 7 days.

Yours sincerely,

HPM

HEATHER MORGAN
Senior Planning Officer

Reply reqd

PLANNING DEPT
POL
DC HM
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55 London Rd
Twyford.
RG10 9EJ

13.8.00

Dear Ms Morgan,

Please would it be possible for the Bulldog Garage to turn off its lights at 10:30 pm – as Waitrose (usually!) do. I have been away so have not written sitting the required time ref. your letter ref. A/2000/1879 in connection with Bulldog's lights. We are flooded by their words Hyundai at night – + the overhead security lights. If they installed film in their CCTV cameras (!) (happen

to know they didn't back in March anyway!!)
+ infra red film there would be no need to
have lighting re. vandalism. Wayfarer
garage in the High St. had to modify
all lights when a filling station + comply
with a conservation area - why doesn't
Bulldog? The Jet colour are so intrusive
but the lights at night totally unacceptable
for us residents with floodlit rooms.

I have a second 'lights' plea.
Waitrose lights are still very bright to
while I appreciate the baffles + lower
lights, as their land is higher than
ours, the car park lights shine so strongly

ont my cottage. Please would you see if more baffles could be put in + if the warehouse/dentist light could be lowered even more?

● Paul Robinson, senior Development Manager of New Waitrose Branches has been outstanding in following up complaints. He wrote July 18th to say a check would be made on the noise coming from the warehouse. It is like an engine running all the time. Please would you follow up this as well with him. Why should we have to keep our windows shut in the summer so we can't hear the noise.

Yours sincerely
Barbara Reid
(Mrs)

MVMPLANNING
chartered town planners

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HM
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FILE:

FAO Helen Morgan

Wokingham District Council
Environmental Services Department
Planning Services
Po Box 157
Shute End
Wokingham
Berkshire
RG40 1WR

MVM Planning Limited
Ropemaker Court
12 Lower Park Row
Bristol BS1 5BN

Tel: 0117 925 4393
Fax: 0117 925 4239
Email: mail@mvmplanning.co.uk

Your Ref: Our Ref: 1792/GM/gm Date: 10 August 2000

Dear Sir

BULLDOG TWYFORD - JET FILLING STATION
APPLICATION FOR ADVERTISEMENT CONSENT

Further to our recent telephone conversation with Ms Morgan, we write in connection with the above site and in particular the application retrospective advertisement consent for the Jet pole sign.

In our telephone conversation, Ms Morgan expressed concern at the size of the proposed pole sign. However, we would like to point out that the sign merely replaces the previous pole sign which had stood since the redevelopment in 1992 up to the change in petrol franchise earlier this year.

The attached photographs show the previous Esso sign in place. The price of the petrol dates the photo back to around 1993. It can be seen that the Esso sign was in fact slightly larger (in width if not in height) than the proposed Jet sign. Additionally, the Jet pole sign contains less illumination than the Esso sign as only the lettering and the 'Jet' head are illuminated, not the blue panels. All of the panels on the Esso sign were illuminated.

We understand that Ms Morgan is unable to trace a consent for the Esso sign and we are unable to confirm whether or not advertisement consent was in fact sought for this sign. However, the fact that the sign remained there for a period of eight years with no known objection being raised either by the public or the Council (we are not aware of any enforcement proceedings having been taken), must indicate that no serious detriment to visual amenity was considered to have taken place. It must therefore follow that the Jet pole sign, with smaller dimensions and less illumination, is also acceptable in this respect.

We hope that this additional evidence is useful and that the Council will now consider the proposed Jet pole sign acceptable. We look forward to hearing from Ms Morgan shortly.

Yours faithfully

Gary Morris
Principal Planner
for and on behalf of
MVM PLANNING LTD

Enc
Cc: Mike Webb, Bulldog Twyford





No previous enforcement action or complaints in respect of the 6550 sqm ('92) Only one sign for petrol located on the forecourt.

Application Number: 35725

Received: 20.04.90

TWYFORD
Fundamental
North Team

Applicant: MR M WEBB
Location: THE GROVE SERVICE STATION, LONDON ROAD
Proposal: DEMOLITION OF EXISTING SERVICE STATION, ERECTION OF NEW GARAGE AND OFFICES OVER.

Introduction and Planning History: The site and its surroundings will be explained verbally and with the use of slides in the sub-Committee Meeting, but in brief this is an existing garage site with residential and commercial neighbours in the defined settlement of Twyford and on the fringe of the commercial area. The most recent history relates to the redevelopment of the garage with a new service station which was approved in February 1987 (26415). The previous approval, which remains valid although not yet implemented, allowed for a total of 742m^2 of development consisting of 325m^2 of industrial (B2), 174m^2 of office accommodation, 110m^2 of reception, circulation and toilet area, 84^2 of retail space and 49m^{2}of storage space.

The proposal: is an alternative form of redevelopment which forfeits the industrial (B2) use completely thereby removing the car repairs element from the site. The amount of proposed floorspace slightly reduces that previously found to be acceptable to 729m^2, consisting of 334.25m^2 of office space, 244.5m^2 of car showroom, a 66m^2 car wash, 55m^2 of storage and only 29.25m^2 of retail area. The proposed car parking and circulation areas throughout the site compare with those previously approved and the position of the building on the site compares with the position of the existing buildings. The design of the building has been amended since it was first submitted but the principle of the redevelopment remains the same.

Consultations:
One letter of neighbour comment has been received which asks whether a brick wall boundary treatment would be more appropriate than fencing in preventing nuisance by light and fumes from traffic movements.
The Recreation and Amenities Officer recognises that there is no space available for landscape planting and requires that the trees which surround the site on adjacent land should be protected from damage during demolition and construction work on the garage site.
The Parish council consider that the original submission was "too massive" for the site and that new offices are not appropriate as they are not related to the business. The Parish Council consider however, that if approved, the development should be restricted on hours of operation, any illuminated signs would need approval, and finally that the car wash should be enclosed.
The County Conservation Architect has offered no comment and the District Engineer has requested informatives be included with respect to the drainage.
The Architects Panel response to the initial submission was that the design seems to lack any context and has not risen above being merely utilitarian yet having a large bulk. They considered that monotony and blandness - perhaps with reference to surroundings or even by contrast - to give more "visual delight" in this important site.
The Highway Authority consider that they could not sustain an objection to to the proposal and therefore require only conditions.
The Environmental Health office has commented that insufficient information has been supplied on which to base opinion referring to possible noise nuisance from the car wash installation. For that reason the Environmental

Health Officer is suggesting deferral so that further information may be provided. Points raised in that response can be covered by restrictive conditions should an approval be given.

Appraisal: Based on what has already been approved a a redevelopment of the site it is not considered that an objections can be raised to the scale of the redevelopment or the car parking/circulation areas. The area of the site now proposed to be a car wash was previously approved as an area to position an M.O.T. testing area and lubrication bay. Immediately behind that area a workshop area has approval. There are no restrictive conditions on that approval relating to noise emissions from the building. The first floor of the approved redevelopment consisted of office accommodation, the use of which was not restricted in any way. It would appear therefore that proposed redevelopment is very similar in nature to that previously approved. The main difference is the substitution of M.O.T. and car repair elements by the car sales showroom and car wash facilities. If the car showroom retail element is restricted to car retailing only, then there is not considered to be a conflict with Policy LSH5 of LALP which seeks to restrict the adverse affect that creating competition for local shops can cause to users of the respective outlets. As always the provision of a car wash facility causes concern with regard to noise generation. The Environmental Health Off icer has given detailed advice and has requested further information and details so that he is able to properly assess the noise implications. Information which is required beyond that already received could be obtained as part of a condition which prevented the commencement of development until after such details had been submitted and agreed as being acceptable. The EHO is requesting however that the application be deferred in order to obtain the detail before any resolution is made to approve the redevelopment. The office element of the proposal comes within Policy LE2 of LALP and with regard to that policy it is considered that the proposal would involve the benefits of the provision of small office suites and an environmental improvement in the site area. The office units which are proposed are in high demand and therefore can be considered to add to the variety of types of premises available to satisfy that demand. The proposal would beneficially add to the environment by tidying up the site, and no objection has been raised by the County conservation Architect or the Recreation and Amenities Officer. Although the allocation of B1 uses has been exceeded by some 12000m^2 by March 1990, and so the proposal would strictly speaking be contrary to this criteria, the net change in 'B' usage would be minimal. The proposal falls within the limits of the Interim Employment Policy. It is considered that the approval will make a substantial improvement to the existing untidy side, and with proper control of the usage of the site would not harm the residential amenity or visual amenity of the locality.

The Recommendation: is therefore one of conditional approval - the conditions to include those necessary to satisfy the requirements of the Environmental Health Officer, the restriction of the retailing from the showroom to be cars only, the use of the offices to be on a one company - one room basis to retain the benefit of small office provision and the whole of the site to be enclosed by brick walls in the interest of residential amenity and the general appearance of the boundary now and in the future.

GR/ES
10/08/90

F
GR

PLANNING PERMISSION

WOKINGHAM DISTRICT COUNCIL

LOCAL GOVERNMENT ACT 1972

TOWN AND COUNTRY PLANNING ACT 1971

WOKINGHAM DISTRICT COUNCIL
COUNCIL OFFICES
SHUTE END
WOKINGHAM, BERKS., RG11 1PN

To: MR M WEBB
C/O FRANK TURNER PARTNERSHIP
45 SOUTH STREET
READING
BERKS RG1 4QU

Application No.35725 (F)

Proposal:
DEMOLITION OF EXISTING SERVICE STATION ERECTION OF NEW
GARAGE WITH OFFICES OVER
THE GROVE SERVICE STATION LONDON ROAD TWYFORD

The Wokingham District Council in pursuance of their powers under the above Acts hereby GRANT Planning Permission for the carrying out of the above development in accordance with the application and the accompanying plans submitted by you to the Council subject to compliance with the following conditions the reasons for which are specified thereunder.

01 The development hereby permitted shall be begun before the expiration of five years from the date of this permission.(5)

01 REASON This condition is deemed to be attached by virtue of Section 41(1) of the Town and Country Planning Act, 1971.(3R)

02 A detailed schedule and also samples of all the materials to be used in the elevations and the ground surface treatment of the proposed development shall be submitted to and approved in writing by the District Planning Authority before building work commences, and this condition shall apply notwithstanding any indications as to these matters which have been given in the current application.(19)

02 REASON To ensure the use of appropriate materials and the submission of adequate details in this respect.(11R)

03 Details of the window frame and glazing materials of the proposal shall be submitted to and agreed in writing by the District Planning Authority before building work commences.

03 REASON To ensure the use of appropriate materials.

04 This permission is in respect of the application as amended by the revised drawings Nos.1547/4/D and 1547/7/C and 1547/5/B. .(149)

continued/-

Application 35725 continued

04 REASON For the sake of clarity and to ensure a more satisfactory development of the site.(138R)

05 The first floor of this approved redevelopment shall be occupied as serviced small office accommodation only, where the principle of occupation is to be on a one room/one firm basis.

05 REASON For the sake of clarity and in accordance with the agent's letter dated 11/04/90; and to ensure an appropriate development of the site.

06 Full and precise information shall be provided with regard to the proposed equipment installation for car wash/drying purposes. Such information shall include sound power levels, noise insulation and absorbtion and dryer silencing, and shall provide expected attenuation figures with particular reference to the brick cavity walls, the reinforced concrete slab roof, the industrial noise controlled acoustic doors and the glazed panels in the side wall. Predicted corrected noise levels at the boundaries of the site should also be provided with reference to British Standard BS4142. All such information shall be provided by the applicant and agreed in writing by the District Planning Authority before development commences on site. All items of sound absorbtion, insulation and silencing shall be provided before the car wash/dryer facility is brought into use.

06 REASON Insufficient information has been provided to allow full and proper consideration of the noise levels which would result from the car wash/dryer facility, information which is essential to ensure that nearby residential properties are not adversely affected by increased noise levels.

07 The car wash/dryer facility shall not be operated other than between the hours of 8.00am to 9.00pm Mondays to Fridays, 8.00am to 6.00pm on Saturdays and 10.00am to 4.00pm on Sundays and Bank Holidays.

07 REASON In order to restrict the level of activity to a level which would not be detrimental to surrounding residential amenity.

08 Petrol sales from the service station and all retail sales shall only take place between the hours of 7.00am to 10.00pm on Mondays to Saturdays and 9.00am to 10.00pm on Sundays and Bank Holidays.

08 REASON In order to restrict the level of activity to a level which would not be detrimental to surrounding residential amenity.

09 No consent is given by this notice of consent to the proposed advertisements shown on the drawings for which separate consent under the Town and Country Planning Control of Advertisement Regulations 1989, is necessary.(477)

09 REASON Advertisements requiring express consent should be the subject of a separate application under the Advertisement Regulations 1989.(474R)

10 The proposed alterations to the existing access to the site shall be provided in accordance with drawing number 1547/4/D before the office development is occupied and/or the car wash brought into use.

continued/-

10 REASON In the interests of road safety.(550R)

11 The office and garage car parking and vehicle turning spaces shown on the approved layout shall be hard surfaced and marked out to the satisfaction of the District Planning Authority prior to any part of the development being brought into use.

11 REASON In the interests of road safety.(550R)

12 The forecourt shall not be used for the storage, display, sale or hire of vehicles, goods or items other than petrol and oil without the prior approval of the District Planning Authority on an application submitted for the purpose.(304)

12 REASON In the interests of amenity and to prevent an inappropriate use of the site.(282R)

13 The proposed car showroom shall not at any time be used for any retailing purpose other than car sales.

13 REASON In order to limit the extent of retail floorspace in accordance with the published guidelines of the District Planning Authority.

14 Details of the position, height, design and intensity of all external lighting shall be submitted to and approved in writing by the District Planning Authority prior to the provision of such lighting.(311)

14 REASON In the interests of visual amenity.(13R)

15 Details of the undercanopy lighting, including its intensity, shall be submitted to and approved in writing by the District Planning Authority prior to the provision of such lighting. The undercanopy lighting shall be white and not coloured.(307)

15 REASON In the interests of visual amenity and because the application does not contain sufficient details in this respect.(284R)

16 The undercanopy lighting shall be switched off when the premises are closed for the sale of petrol.(308)

16 REASON In the interests of visual amenity.(13R)

17 The site shall be enclosed in accordance with the approved plans with the exception of the area proposed to be enclosed by a 2 metre high close boarded fence which shall instead be enclosed by an extension of the proposed 2 metre high brick boundary wall.

18 All the existing site levels shall be maintained in the development of the site, particularly along the boundaries, unless changes in levels are first approved in writing by the District Planning Authority and this condition shall apply notwithstanding any indications as to this matter which may have been given in the current application.(141)

19 REASON Changes in site levels may materially affect the proposed

continued/...

development or adjoining property.(132R)

19 The trees and shrubs on adjoining land which encroach on, over or under the application site shall be protected from the development hereby approved by the erection of fencing to coincide with the spread of the branches which hang over the application site to the satisfaction of the District Planning Authority. Such fencing shall be retained and maintained in good repair throughout the development of the application site. (193)

19 REASON To ensure that the trees and shrubs are not damaged during building operations.(192R)

INFORMATIVES:-

To ensure the safety of persons using the car wash/dryer facility and to comply with the requirements of the Health and Safety at Work Act 1974, the car wash/dryer structure shall be vermin proof, and access prohibited during all times at which the washer dryer equipment is in motion and the automatic doors are in the closed position (except in an emergency).(655C)

CHRONICALLY SICK AND DISABLED PERSONS ACT 1970 - Office, Shop, and Railway Premises to which the Offices, Shops and Railway Premises Act 1963 applies; premises which are deemed to be such premises for the purposes of that Act; or factories as defined by Section 175 of the Factories Act 1971.

In accordance with Section 29A of the Town and Country Planning Act 1971 your attention is drawn to Sections 7 and 8A of the Chronically Sick and Disabled Persons Act 1970 and to the Code of Practice for Access for the Disabled to Buildings being the British Standards Institution Code of Practice referred to as BS.5810: 1979.(643)

The Developer or Agent is requested to contact the Council's Engineer regarding the following informative(s). (669)

Full details of all foul and surface water drainage proposals shall be submitted to the Council's Engineer and approved by the District Council before commencement of the development.(671)

Soak-aways shall be designed and constructed in accordance with Building Research Establishment Digest 151.(679)

Application to be made to the County Fir. Officer in respect of petroleum storage.(689)

continued/

Application 25725 - continued

The existing inspection chamber leads to a public foul sewer and may be used subject to satisfactory testing and inspection.(691)

No public surface water sewer available.(703)

The use of soakaways is subject to satisfactory testing in accordance with Building Research Establishment Digest No. 151.(708)

A petrol and oil interceptor is to be installed on the surface water drainage system upstream of the point of discharge. Details of the interceptor are to be to the approval of the Engineer and to the National Rivers Authority, Thames Region, Pollution Control No.2 District, Fobney Mead, Rose Kiln Lane, Reading RG2 0SF.(715)

Date 6 SEP 1990

L.F. Wilson
District Planning Officer

N.B. A statement of the applicant's rights is attached

This permission or approval is for the purposes of the Town and Country Planning Act 1971 only. Approval may also be required under the Building Regulations.

Note: Would you please ensure that the Red Public Notice relating to this planning application which the Council sent to you to put on display is now removed, if this has not already been done. This will avoid any confusion by local residents as to whether further applications have been made, and will assist in keeping the countryside and townscapes tidy.

INFORMATIVE: If this planning permission relates to the erection or extension of a building, then the following section applies:-

BERKSHIRE ACT 1986- SECTION 32: ACCESS FOR FIRE BRIGADE

(1) Except as provided in subsection (2) below, where plans for the erection or extension of a building are deposited with a district council in accordance with building regulations, the district council shall reject the plans unless, after consultation with the fire authority, they are satisfied that the plans show:-

(a) that there will be adequate means of access for the fire brigade to the building or, as the case may be, to the building as extended; and,

(b) that the building or, as the case may be, the extension of the building will not render inadequate existing means of access for the fire brigade to a neighbouring building.

continued/-

Reference made to illuminated free price sign. Shown on 1990 consent.

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

TOWN AND COUNTRY PLANNING (GENERAL DEVELOPMENT PROCEDURE) ORDER 1995

NOTIFICATION OF REFUSAL TO DISPLAY ADVERTISEMENTS

Bulldog Twyford
C/O Tara Signs Ltd
St Peters Place Western Road
Lancing
West Sussex
BN15 8UJ

Application No : 96/64749/A

Parish : TWYFORD PARISH

Proposal : PROPOSED ERECTION OF ONE ILLUMINATED POLE MOUNTED SIGN.

Location : Bulldog Service Station London Road Twyford

The Wokingham District Council in pursuance of their powers under the above Acts and Regulations hereby **REFUSE** consent for the display of the above advertisement(s) 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.

REASONS(S) :
01
The proposed signs would by virtue of their siting, size and illumination adversely affect the character and amenities of this part of central Twyford and nearby residential properties. Furthermore the introduction of further signs would result in an unacceptable clutter of signage. As such the proposal is contrary to Policy LBE10 of the Loddon Area Local Plan.

Date 30 January 1997

Head of Development Control

Note Would you please ensure that the Red Public Notice relating to this planning application which the Council sent to you to put on display is now removed, if this has not already been done. This will avoid any confusion by local residents as to whether further applications have been made, and will assist in keeping the country side and townscapes tidy.

(0118) 9778750

23 December 1996

SE/SC/96/64749/A

Mrs B Reid
55 London Road
TWYFORD
Berkshire
RG10 9EJ

Dear Mrs Reid

BULLDOG GARAGE, LONDON ROAD, TWYFORD

I refer to your letter dated 22 November passed to me by Councillor Conway on 2nd December regarding the above site.

I am sorry that you are experiencing problems with the above site. The garage has been in existence, originally as a petrol filling station, since 1958 with a workshop and showroom added in 1959. There is a current application under consideration for an illuminated pole sign (Hyundai) at the above site (application 96/64749/A). Previous history suggests a succession of advertisement consents for signs at the site since 1958 some of which have been illuminated. As part of the current application full details of previous consents will be considered including the number of existing signs, extent and hours of illumination. With regard to illumination of the proposed I am concerned at its impact on the conservation area and adjoining properties. It is my current view that if consent is granted the illumination should be switched off within 30 minutes of the approved petrol/retail sales hours (ie no illumination between 10.30pm Mondays to 6.30am Monday to Saturdays and 10.30pm to 8.30am Sundays and bank holidays)(application 35725). There is no indication presently that 24 hour opening is proposed. A formal planning application will be required.

Finally with regard to parking of staff vehicles on the road, there are no planning restrictions regarding this activity.

I trust that the above is of use to you.

Yours sincerely

MRS S ETHERIDGE
Senior Planner

cc Councillor Conway
cc Environmental Health

39-

Application Number96/64749/A

Appraisal :

Existing Garage
Already has two illuminated hyundai ~~buildings~~ signs on buildings
Large canopy
Illuminated Information sign (fuel prices etc)

Proposal for two signs (though only sign B shown on application forms)
one on each corner ~~points~~ London Road
sign A 3.5 x 1.35 with logos only illuminated (internal)
B. 4m post sign with sign 1.35 ~~x~~ 0.9 on top.
internally illuminated

close to conservation area but not within

would affect character of area and amenities of residential properties

As application unclear due to unnecessary submission of further details refuse both signs

Recomendation : REFUSE

WOKINGHAM DISTRICT COUNCIL

LOCAL GOVERNMENT ACT, 1972

TOWN AND COUNTRY PLANNING ACT, 1971

Town and Country Planning (Control of Advertisements) Regulations, 1969

CONSENT TO DISPLAY OF ADVERTISEMENT

To: Grove Service Station,
c/o Willings Sign Division Ltd.,
Bilton Road,
GREENFORD.
Middx. UB6 7DX

Application No: ....05140.

In pursuance of its powers under the above-mentioned Acts and Regulations, the Wokingham District Council, Council Offices, Shute End, Wokingham, Berkshire (hereinafter called "the Council") as District Planning Authority hereby consent+:-

To the erection of a double-sided poster unit attached to Esso pole at Grove Service Station, London Road, Twyford. Berks.

in accordance with the plan(s) and application submitted to the Council on 23rd July, 19 76, subject to the following conditions :-

1. Before any advertisement is displayed on land pursuant to this consent the permission of the owner of that land or other person entitled to grant permission in relation thereto shall be obtained.

2. All advertisements displayed, and any land used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the District Planning Authority.

3. Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the District Planning Authority.

4. Where any advertisement is required under the above-mentioned Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the District Planning Authority.

5. **The proposed illumination shall be of low intensity to the satisfaction of the District Planning Authority.**

6. **The advertisement hereby permitted shall not be illuminated when the premises are closed for business.**

7. **No advertisement other than the existing Esso oval shall be displayed on the pole supporting the sign hereby approved without the prior approval of the District Planning Authority.**

cont.

The reasons for the Council's decision to consent to the display of the advertisement(s) subject to compliance with the conditions hereinbefore specified are :-

Condition No. 1 +)
2)
3) Conditions imposed by the above-mentioned
4) Regulations.

5. In the interests of visual amenity.

6. To prevent the advertisement detracting from the visual amenity of this area.

DATED the 3rd day of November 1976 .

Signed .....

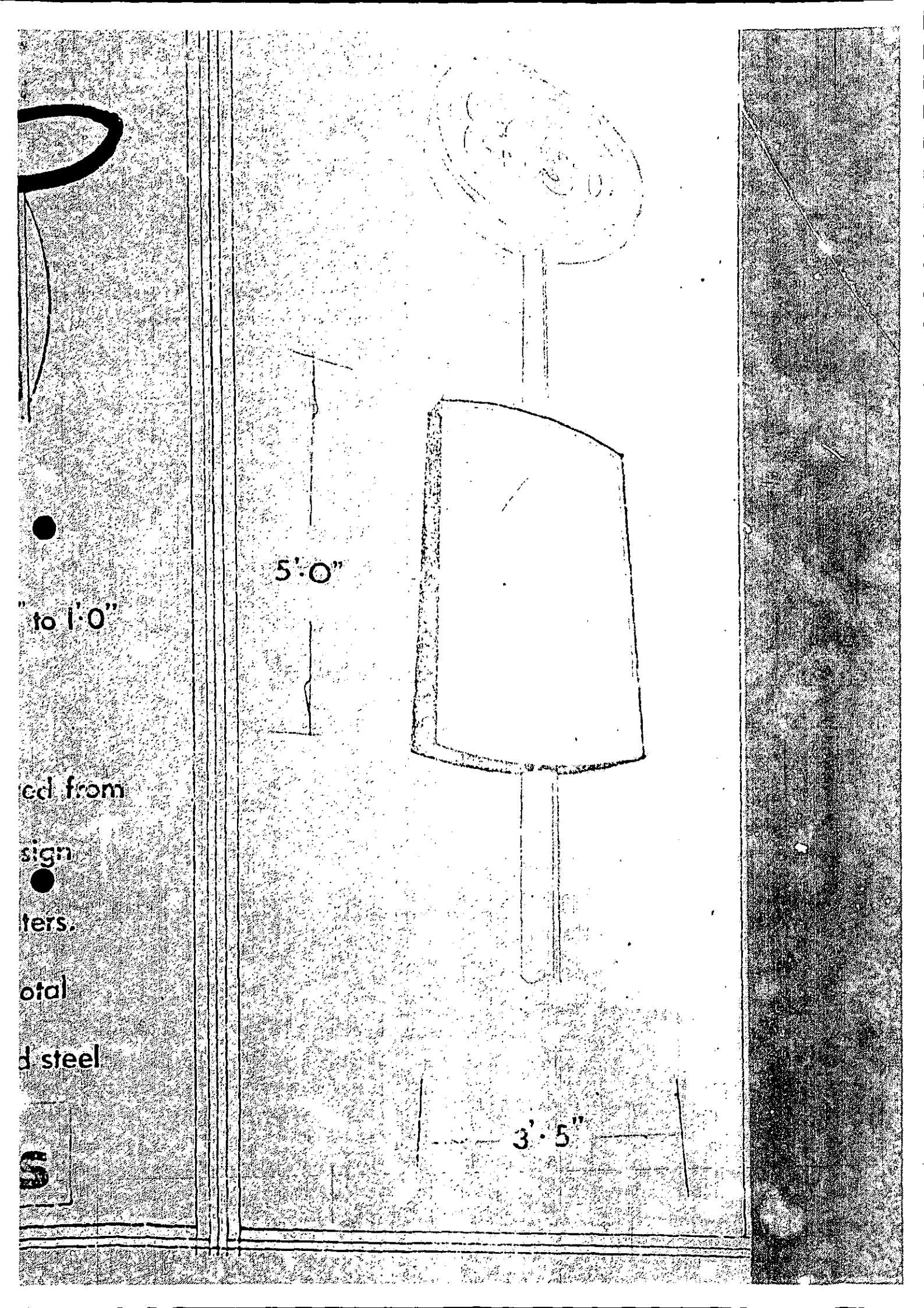
DISTRICT SECRETARY

Council Offices,
Shute End,
Wokingham,
Berkshire.
RG11 1BN.

+ Delete No. of the condition not applicable to the consent.

ESSO SIGN 'A'

LONDON RD.


5'-0"
3'-5"

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 1971

The Town and Country Planning (Control of Advertisements) Regulations 1969

Three completed copies of this form and the drawing specified overleaf (see note 3) should be sent to the Surveyor to the County District Council in whose area it is desired to display the advertisement.

1. APPLICANT (Block capitals please)

Full Name GROVE SERVICE STATION

Address LONDON ROAD
TWYFORD

Tel. No. BERKSHIRE

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

Full Name WILLINGS SIGN DIVISION LTD

Address BILTON ROAD
GREENFORD MIDDLESEX UB6 7DX

Tel. No. 01 998 3311

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

London Road,
Twyford

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

petrol service station

5. (a) Has the applicant an interest in the land?
Yes/~~No~~

(b) If not, 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. State the nature of the advertisement (e.g. hoarding, shop sign, projecting sign, etc.).

one double sided poster unit clamped to existing Esso pole.

7. (a) Will the advertisement be illuminated?
Yes/~~No~~

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

internally

(c) Will the illumination be static or intermittent?

static

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

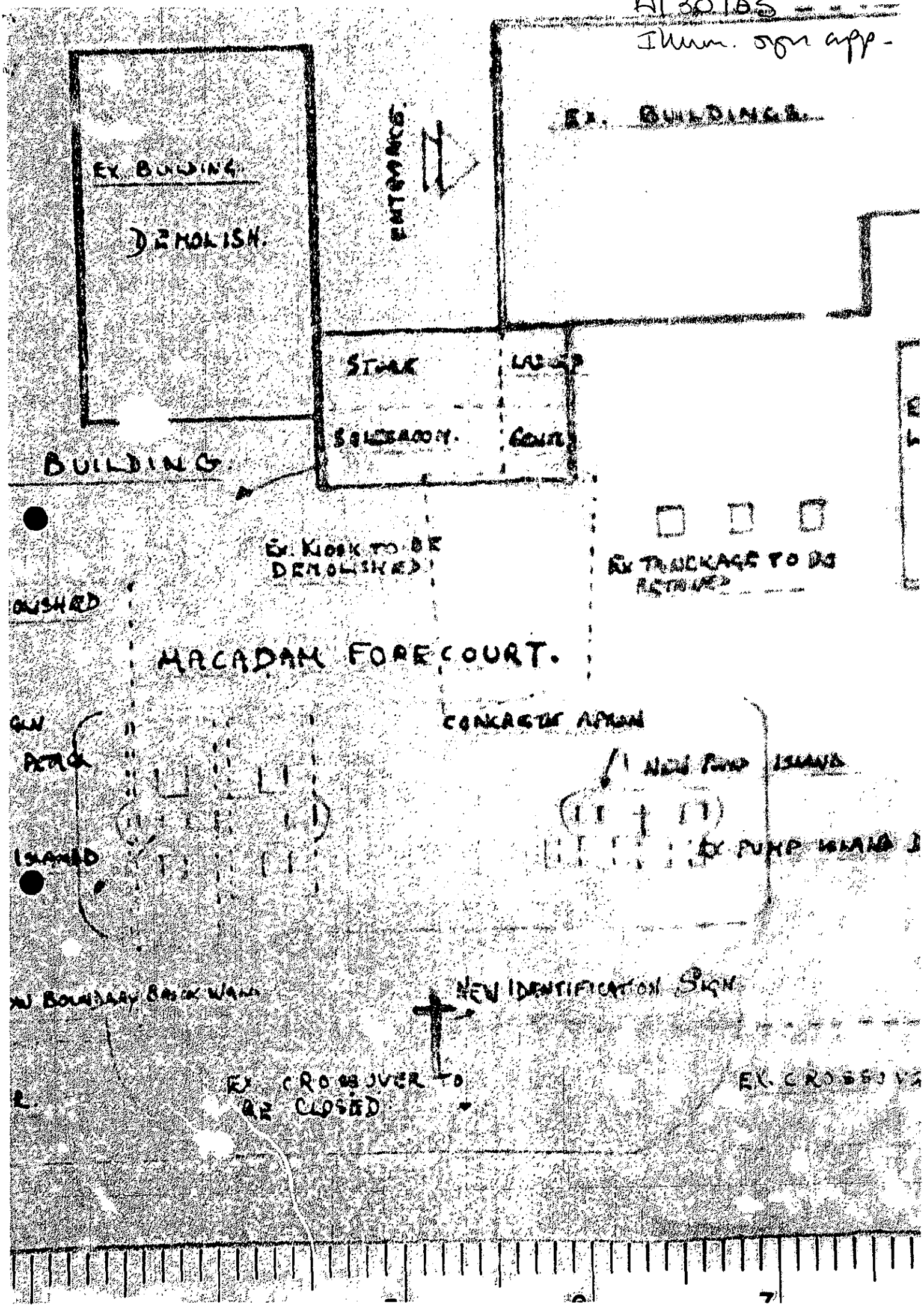
maximum

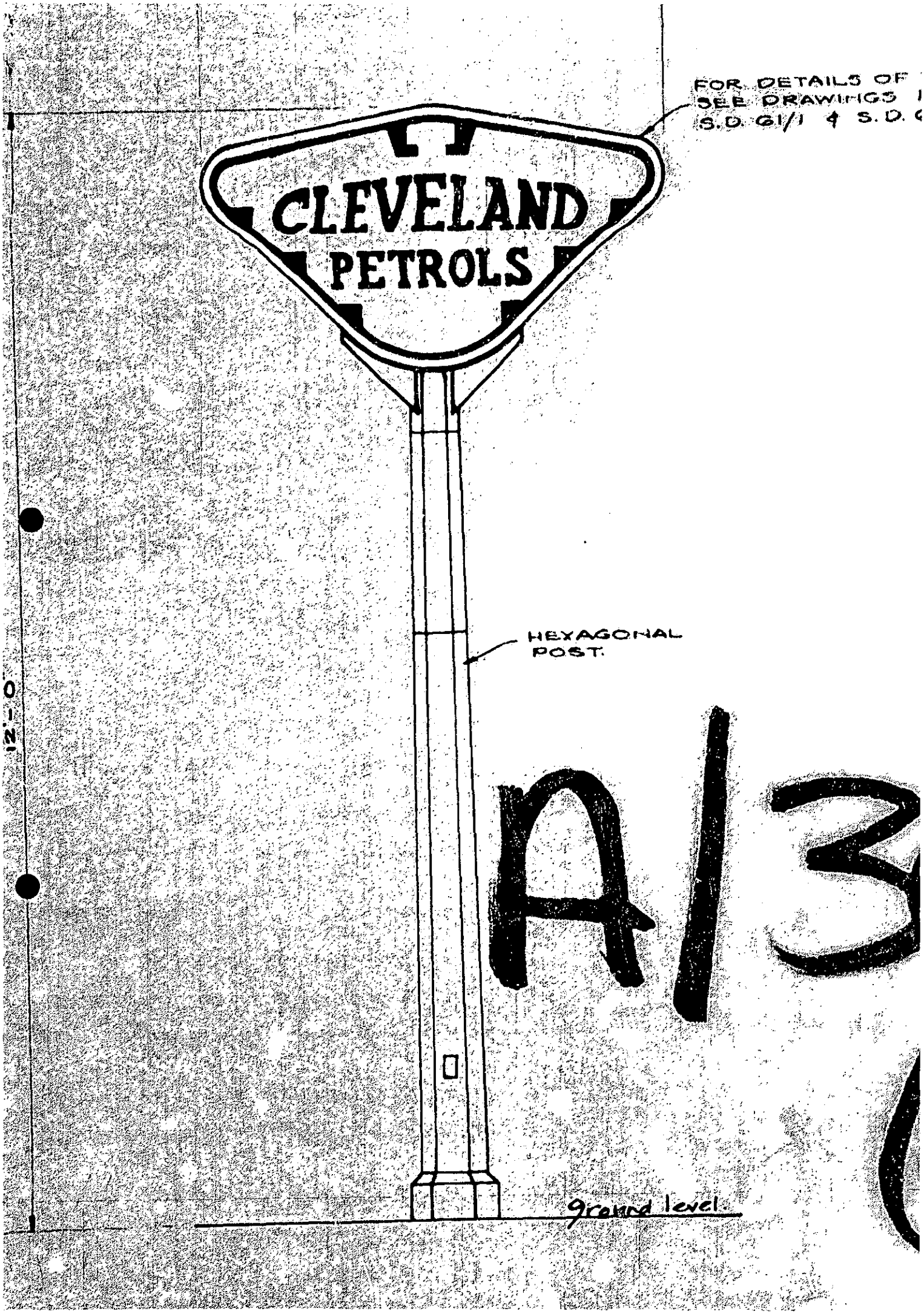
9. Any additional information which the applicant may wish to supply

Signed M. Whitehead (MB) Date 22nd July 1976

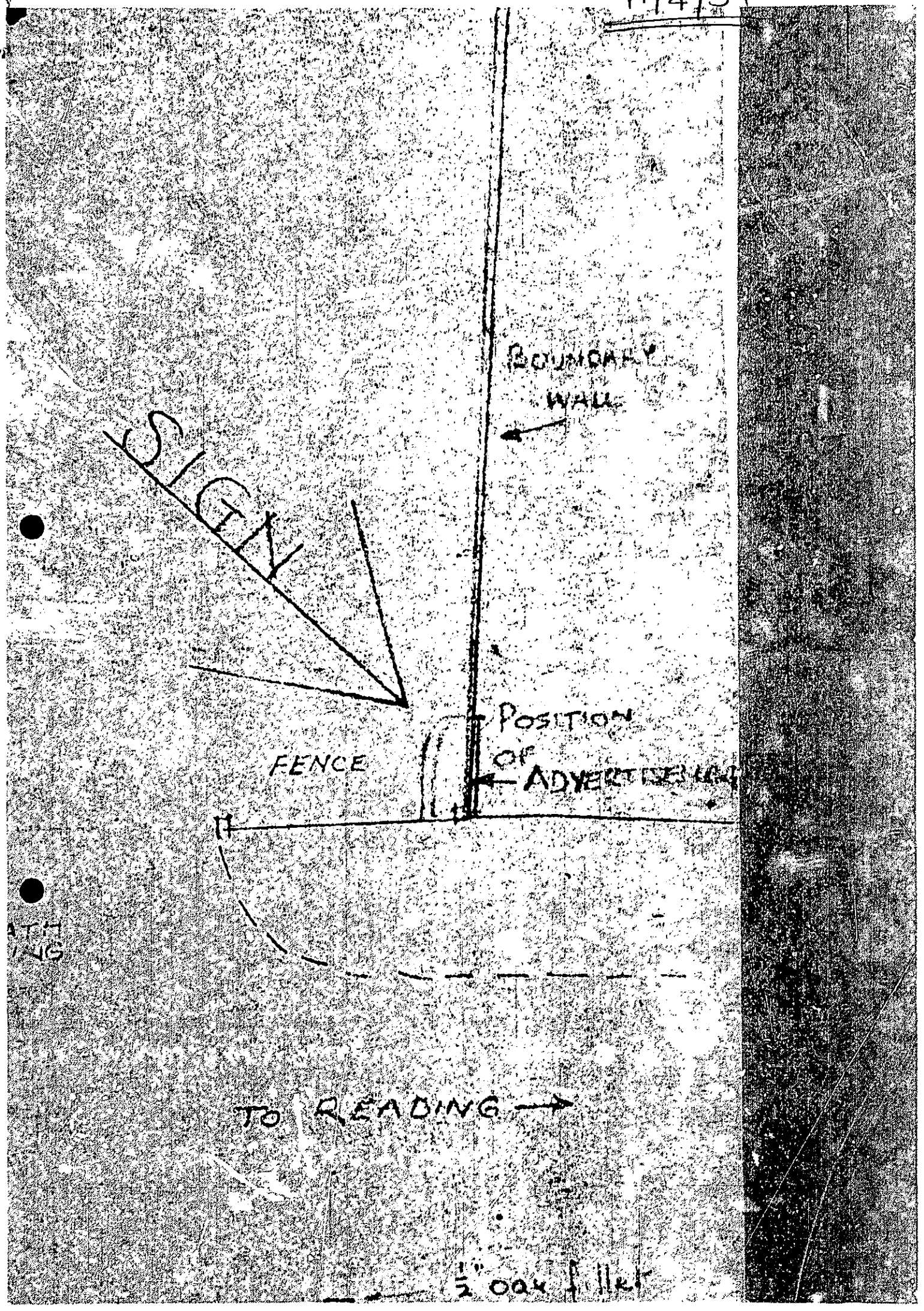
6821/2/020872

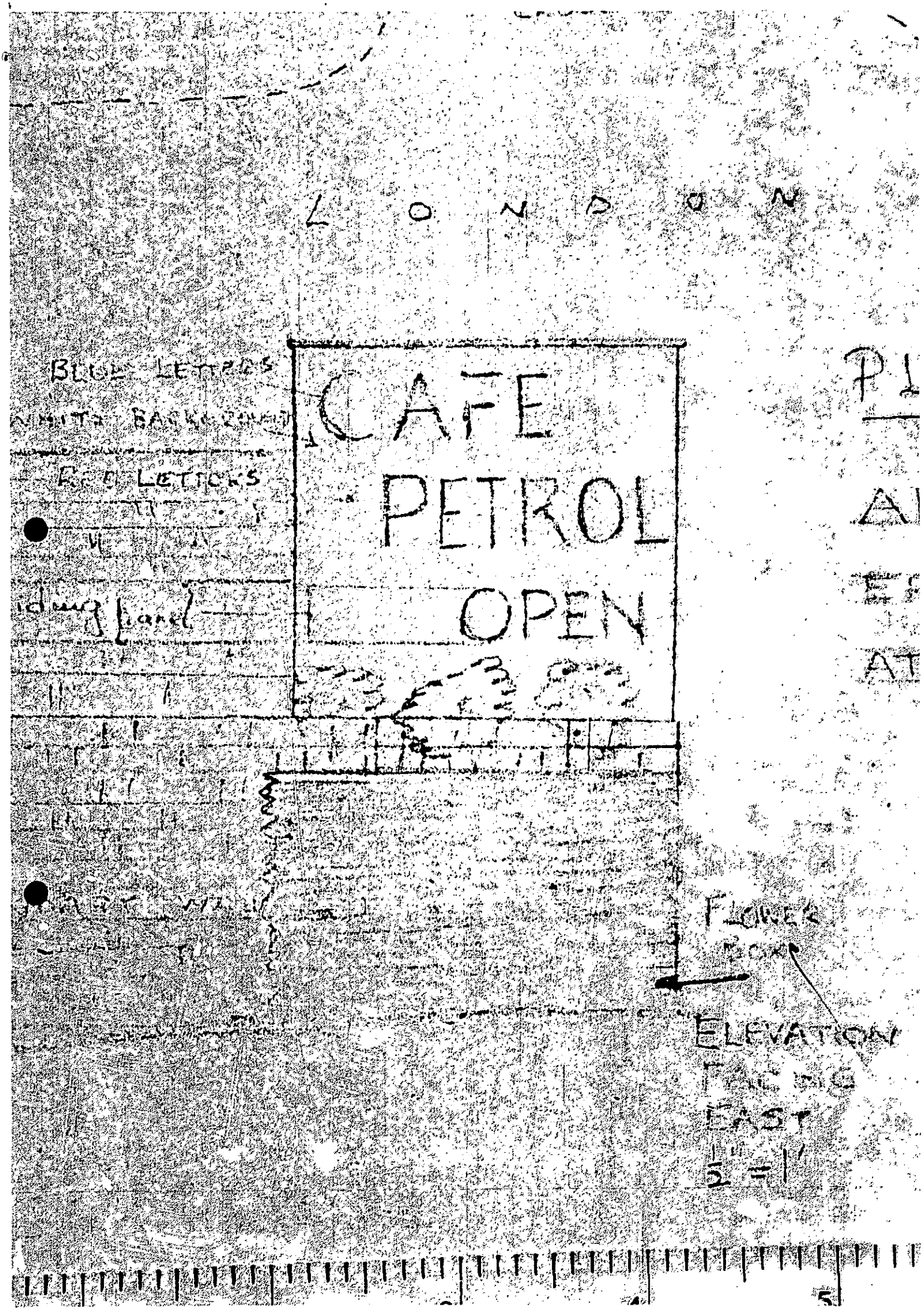
A/30/55
Illum. sign app.




FOR DETAILS OF
SEE DRAWINGS
S.D. 61/1 & S.D.
CLEVELAND
PETROLS
HEXAGONAL
POST.
ground level.

A/4/59


BOUNDARY
WALL
SIGN
POSITION
OF
ADVERTISEMENT
FENCE
TO READING


LONDON
BLUE LETTERS
WHITE BACKGROUND
BLUE LETTERS
CAFE
PETROL
OPEN
FLOWER
POT
ELEVATION
FACING
EAST
1/2 = 1'

Application No. A/4/59

Town and Country Planning Act, 1947.
Town and Country Planning (Control of Advertisements) Regulations, 1948.

Refusal of Consent to Display of Advertisements.

To Mr. G.C. Palmer,
"Cottage Pie,"
London Road,
TWYFORD, Berks.

In pursuance of its powers under the above-mentioned Act and Regulations the WOKINGHAM RURAL DISTRICT COUNCIL acting as agent on behalf of the Berkshire County Council as Local Planning Authority hereby refuses to consent to:—

The erection of an advertisement sign at "The Cottage Pie" London Road, Ruscombe.

in accordance with the plan(s) and application submitted to the Council on the 11th day of February, 19 59.

The reasons for the Council's decision to refuse consent for the advertisement(s) to be displayed are:—

The proposed display will detract from the pleasant aspect of the village and over emphasize the commercial premises on which it is proposed to be fixed.

DATED the 24th day of March, 1959.

Signed ..... Clerk of the Council.

WOKINGHAM RURAL DISTRICT COUNCIL,
COUNCIL OFFICES,
SHUTE END,
WOKINGHAM, BERKS.
(Address to which all communications should be sent.)

* Name of Local Planning Authority.

† Clerk or other authorised officer of the Council.

IT IS IMPORTANT THAT YOU SHOULD READ THE NOTES ON THE REVERSE OF THIS FORM.

A/15/69



GREEN SH

GROVE SERVICE
LONDON ROAD.
TWYFORD. BERK

DATE 17th SEPTEMBER

SCALE 1/8" = 1'-0"

GREEN SHIELD HOUSE

PLANNING OFFICER -

01 952 2

A



TRI

QUAD

ALL METALWOR
INTERNALLY IL
4 x 3'0" 30 WA
TUBES AND AN

* THE BERKSHIRE COUNTY COUNCIL

Application No. A/15/69

Town and Country Planning Act, 1962
Town and Country Planning (Control of Advertisements) Regulations, 1960

Refusal of Consent to Display of Advertisements.

To The Green Shield Trading Stamp Co.Ltd.,
Green Shield House,
Station Road,
EDGWARE, Middx.

In pursuance of its powers under the above-mentioned Act and Regulations the WOKINGHAM RURAL DISTRICT COUNCIL (hereinafter called "the Council")
[acting for and on behalf of the BERKSHIRE COUNTY COUNCIL]
as Local Planning Authority hereby refuses to consent to

An illuminated pole sign at Grove service Station,

London Road, Twyford, Reading Berkshire.

in accordance with the plan(s) and application submitted to the Council on the 26th day of September, 1969.

~~(1)[AND the Council HEREBY REQUIRE you to discontinue the display of the advertisement(s) to which this notice relates not later than(2) days after the service of this notice].~~

The reasons for the Council's decision to refuse consent for the advertisement(s) to be displayed are:—

The proposed sign, by reason of its size, height, siting and illumination, would be unduly obtrusive in the street scene, and together with the existing illuminated pole sign, would tend to create a clutter appearance and have a detrimental effect on the visual amenities of the locality.

DATED the 7th day of November, 1969.

†Signed ..... Clerk to the Council.

THE WOKINGHAM RURAL DISTRICT COUNCIL,
COUNCIL OFFICES,
SHUTE END,
WOKINGHAM,
Berkshire.

(Address to which all communications should be sent.)

* Name of Local Planning Authority.
† Clerk or other authorised officer of the Council.
NOTES.(1) These words may be included only where the refusal is issued pursuant to Regulation 8 and 17 (4) (as amended).

HIGHWAYS CONSULTATION SHEET

SMA

From: Heather Morgan **Date:** 06 July 2000

Application Number: A/2000/1879

Proposal: Proposed erection of internally illuminated petrol filling station signs (Retrospective)

Parish: TWYFORD PARISH

Site Address:
Bulldog Service Station Ltd, London Road, Twyford, Reading.

Applicant:
Conoco Ltd C/O MVM Planning Ltd.

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

✓ below as applicable;

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

Signed: _____ **Print name:** P.N. AYTON

27.7.00

PLANNING SERVICES | HPT
POL | TLS
DC | ENF
APP |
CS |
14 JUL 2000
COPIES TO: | ACK:
FILE:

WOKINGHAM DISTRICT COUNCIL

MEMORANDUM

From: Joanne Ellis, Environmental Health

My Ref: JPE/LSW/20001515

To: Heather Morgan, Planning

Your Ref: A/2000/1879

Date: 12 July, 2000

PROPOSED ERECTION OF INTERNALLY ILLUMINATED PETROL FILLING STATION SIGNS (RETROSPECTIVE)

LOCATION: BULLDOG SERVICE STATION LONDON ROAD TWYFORD

These proposals have been evaluated and I have no environmental health objections to the application.

JOANNE ELLIS
SENIOR ENVIRONMENTAL HEALTH OFFICER
ENVIRONMENTAL PROTECTION AND HOUSING

for all plans see part 1

To:
Harold Sanders
Urban Design And Conservation Officer

From: Heather Morgan

07 JUL 2000

Date: 06 July 2000

Application Number: A/2000/1879

Proposal: Proposed erection of internally illuminated petrol filling station signs (Retrospective).

Site Address:
Bulldog Service Station Ltd, London Road, Twyford, Reading.

Applicant:
Conoco Ltd C/O MVM Planning Ltd.

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

- THE BULLDOG SERVICE STATION IS ON THE EDGE OF THE TWYFORD CONSERVATION AREA.
- THE VISUAL IMACT AND SCALE OF SIGNS, WHEN CONSIDERED IN RELATION TO THE ADJOINING ALMS HOUSES AND PROPERTIES ALONG THE LONDON ROAD IS TO BE REALISED
- NATIONAL ORGANISATIONS RESPONSIBLE FOR THIS TYPE OF PETROL STATION HAVE 'STANDARD' MORE SENSITIVE SOLUTIONS IN LOCATIONS SUCH AS THIS
- A REDUCED SCALE OF SIGNAGE SHOULD BE SOUGHT

Harold Sanders
CONSERVATION + DESIGN.
07.07.00.

MVM PLANNING
chartered town planners

Mrs C Hurst
Wokingham District Council
Environmental Services Department
Planning Services
Po Box 157
Shute End
Wokingham
Berkshire
RG40 1WR

03 JUL 2000

MVM Planning Limited
Ropemaker Court
12 Lower Park Row
Bristol BS1 5BN

Tel: 0117 925 4393
Fax: 0117 925 4239
Email: mail@mvmplanning.co.uk

Your Ref:

Our Ref: 1792/GM/gm

Date: 30 June 2000

Dear Mrs Hurst

BULLDOG TWYFORD - JET FILLING STATION
APPLICATION FOR ADVERTISEMENT CONSENT

Further to your letter of 27 June 2000 returning our application for advertisement consent, please find enclosed the required information.

We trust you will now be able to locate the existing advertisements as shown in the photographs enclosed.

If you require any further information, please do not hesitate to contact us.

Yours sincerely

Gary Morris
Principal Planner
for and on behalf of
MVM PLANNING LTD

Enc

30.JUN.2000* 1879

MVM PLANNING
chartered town planners

FAO Mark Bridge

Wokingham District Council
Environmental Services Department
Planning Services
Po Box 157
Shute End
Wokingham
Berkshire
RG40 1WR

MVM Planning Limited
Ropemaker Court
12 Lower Park Row
Bristol BS1 5BN

Tel: 0117 925 4393
Fax: 0117 925 4239
Email: mail@mvmplanning.co.uk

Your Ref: Our Ref: 1792/GM/gm Date: 15 June 2000

Dear Mr Bridge

BULLDOG TWYFORD - JET FILLING STATION
APPLICATION FOR ADVERTISEMENT CONSENT

We write on behalf of our client, Conoco Ltd, to submit an application for advertisement consent for the "Jet" signs that have been erected at the above site. The submission follows your letter of 6 April 2000 addressed to the site owners and our subsequent telephone conversation on 23 May.

We enclose the following documents in connection with the application:

- 5 copies of the advert application forms
- 5 copies of drawings:
  Site Plan
  1.2 : Pole Sign
  MVM/2/113 : Canopy Fascia and Pod
- 5 copies of site photographs
- cheque for £50

You will be aware that the advertisements replace longstanding Esso signs of a similar nature at the site. We trust the submitted information is sufficient for you to register the application and we look forward to receiving your acknowledgement of this in due course. In the meantime, should you require any further information, please do not hesitate to contact us.

Yours sincerely

Gary Morris
Senior Planner
for and on behalf of
MVM PLANNING LTD

30. JUN. 2000* 1879

Enc: Mike Webb, Bulldog Twyford
Keith Train, Conoco Ltd

WOKINGHAM D.C. DEVELOPMENT CONTROL

Valid

Start date: 16 JUN 2000	03 JUL 2000
Officer: HM	Application No. A/2000/1879.

Map No. 29 Site ... 017..

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

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

Level: ☐ Sub Committee ☑ Delegated ☐ Sec. State

☐ Incorrect Fee ☐ Invalid ☐ PD

Description:
(A) PROPOSED ERECTION OF INTERNALLY ILLUMINATED PETROL FILLING STATION SIGNS (RETROSPECTIVE)

Location: BULLDOG SERVICE STATION, LONDON ROAD

Parish: TWYFORD Ward: Twyford

6.7.2000
✓ 6/7

Applicant: CONOCO LTD

Fee Received 50-00 (3) Required ..... Additional ..... Refund .....

Enforcement Section to be notified ☑ MB 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	Show position signs on plan	27/6	✓ 3/7
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 : 6.7.2006 6/7

Parish Council Informed - YES / NO 6/7

INTERNAL CONSULTATIONS

Building Control .....

Landscape .....

Trees 6/7

Conservation Officer Adjacent to Conservation Area .....

Environmental Health 6/7

Housing .....

Leisure & Cultural services .....

Public Rights of Way .....

Property .....

District Secretary (only if called in by SOS) .....

Policy & Plans .....

Strategic Planning (JSPU) .....

Minerals (BABTIE) .....

Archaeological Site (BABTIE) : .....

Education .....

Social Services .....

Highways 6/7 .....

EXTERNAL CONSULTATIONS

Adjacent D P A : .....

Adjacent Parish : .....

Southern Electricity Board : .....

British Gas .....

PSA Oil Pipeline .....

Transco : .....

Environment Agency : .....

Rail Track .....

Police Arch. Liaison Officer .....

HERITAGE BODIES

The Georgian Group .....

Ancient Monuments Society .....

Council for British Arch. .....

RCHME .....

Telecommunications (NRPB) : .....

Sport England : .....

OTHERS:

.....

No pre-apps

.....

2 x S/N – London Rd & The Grove

NEIGHBOURS:

42, 41-61 (odds) London Road, Twyford.

6/7 11. Lansdowne Terrace

4, 5, 6 Almshouses, London Road

Bulldog Service Station, London Road

(3) ADDRESS BULLDOG GROVE SERVICE STATION PARISH TWYFORD E

PLOT No. LONDON ROAD ORD. SHEET No. SU 8176 2

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
WA9629	MR. M. WEBB	REPL CARWASH / OFFICES	29.11.90	APP
4146	BULLDOG SERVICE STATION	CARWASH TO SERVICE BAY	24-9-93	CA
96/64749/A		STORE TO OFFICE		
96/64749/A	BULLDOG SERVICE STATION	ILL. POLE SIGN	30.01.97	RE

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

091074

① ~~GROVE~~ BULLDOG SERVICE STATION E

ADDRESS LONDON ROAD PARISH TWYFORD

PLOT No. Ex Cottage Pie Motors ORD. SHEET No. SU. 7878 29

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
553/55	TRUSTEES OF RURAL PAROCHIAL CHARITIES	O/APP. RES. OR COMM. DEV.	5.8.55	N/A C/
965/57	MR. G. BRANDON	O/APP. PETROL FILLING ST.	16.12.57	N/A RE
O/52/58	MR. R. HOPES	"	5.4.58	N/A C/
R/90/58	MR. G. PALMER	FORECOURT & PETROL FILLING ST.	9.9.58	APP. C/
R/143/58	"	KIOSK & LUBRICATING BAY	14.10.58	APP. AP
A/8/58	"	ADVERTISEMENT SIGN	6.11.58	N/A AP
A/4/59	"	ILL. "	24.3.59	N/A RE
R/48/59	"	4 LOCK-UP GARAGES	12.5.59	APP. AP
R/169/59	"	SHOWROOM & W/SHOP	13.10.59	APP. C/
R/211/59	"	W/SHOP	23.11.59	APP. RE
R/4/60	"	EXT. TO SHOWROOM & W/SHOP	9.2.60	APP. C/

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

091074

② BULLDOG ~~GROVE~~ SERVICE STATION E

ADDRESS LONDON ROAD PARISH TWYFORD

PLOT No. Ex Cottage Pie Motors ORD. SHEET No. SU. 7876 29

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
R/5/60	MR. G. PALMER	W/SHOP & STORE	12.2.60	APP. RE
R/20/61	"	LOCK-UP GARAGES, W/SHOP TO SHOWROOM & W.C.	23.2.61	APP C/
R/293/64	ESSO	ALTS & MODERNISATION	18.2.65	C/
A/30/65	CLEVELAND	ILL. SIGN	27.9.65	N/A C/
R/227/66	COTTAGE PIE MOTORS	SHOWROOM & F/COURT EXT.	27.10.66	APP. C/
PA/589/66	ESSO	SALES KIOSK, TOILETS & STORE	27.9.66	APP. N/
R/294/69	CLEVELAND	EXT. OF LUBR. BAY; REPLACE PUMPS	4.9.69	APP. C/
A/15/69	GREEN SHIELD STAMP CO. LTD.	ILL. POLE SIGN	7.11.69	N/A RE
05146	GROVE SERVICE STATION	ILL. DBL. SIDED POSTER UNIT	28.10.76	N/A C/A
05900	PRINCE BROS	GARAGE FOR MAKING MODELS	17.2.77	N/A RE
26415	"	NEW SERVICE STATION	17.12.86	C/A

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE 35725 - MR. M. WEBB " & OFFICES 22.8.90 C/A

091074 BRA 7306 " " & OFFICES 7.6.89 APP

30.JUN.2000* 1879

1782/a

30.JUN.2000* 1879

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: CONOCO LTD

Address: WARWICK TECHNOLOGY PARK

GALLOWS HILL, WARWICK Post Code CV34 6DA

Tel. No. _____

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

Full Name MVM PLANNING LTD

Address: ROPEMAKER COURT, 12 LOWER PARK ROW

BRISTOL Post Code BS1 5BN

Tel. No. 0117 9254393 ATTN:GARY MORRIS

3. Full postal address or location of the land on which the advertisement is to be displayed.
BULLDOG SERVICE STATION, LONDON ROAD
READING, RG10 9EU

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

PETROL FILLING 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.)
PETROL FILLING STATION

(b) Is the advertisement already being displayed?

YES /NO*

7. (a) Will the advertisement be illuminated?

(SOME) YES /NO *

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

(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

Signed MVM PLANNING LTD (applicant/agent) Date 15/6/00

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

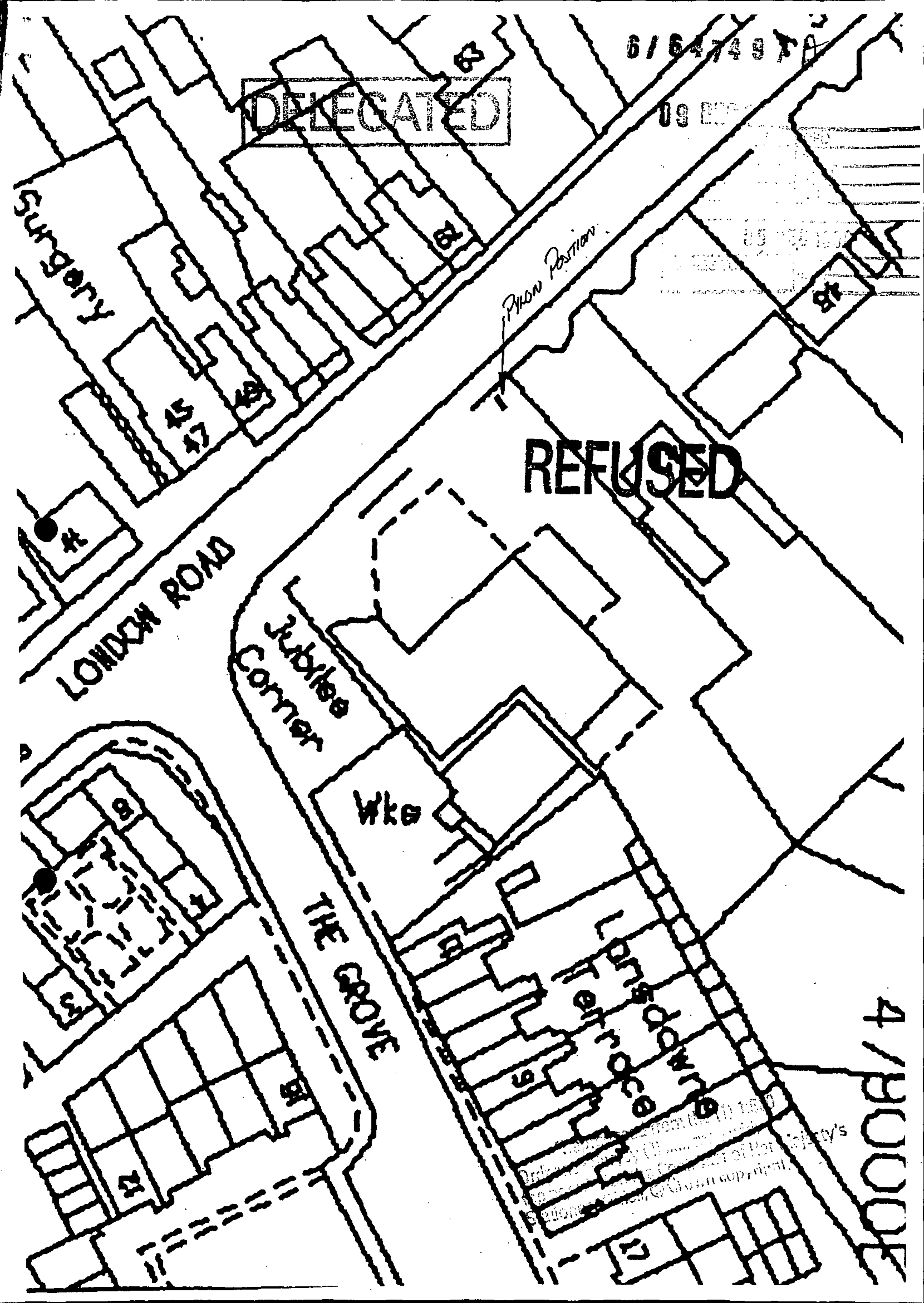
6. Regulation 11 of the Town and Country Planning (Fees for Applications and Deemed Applications) Regulations 1997 requires a fee to be paid to the Council with the advertisement application. The fee is related to each site on which it is proposed to display one or more advertisements. The appropriate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

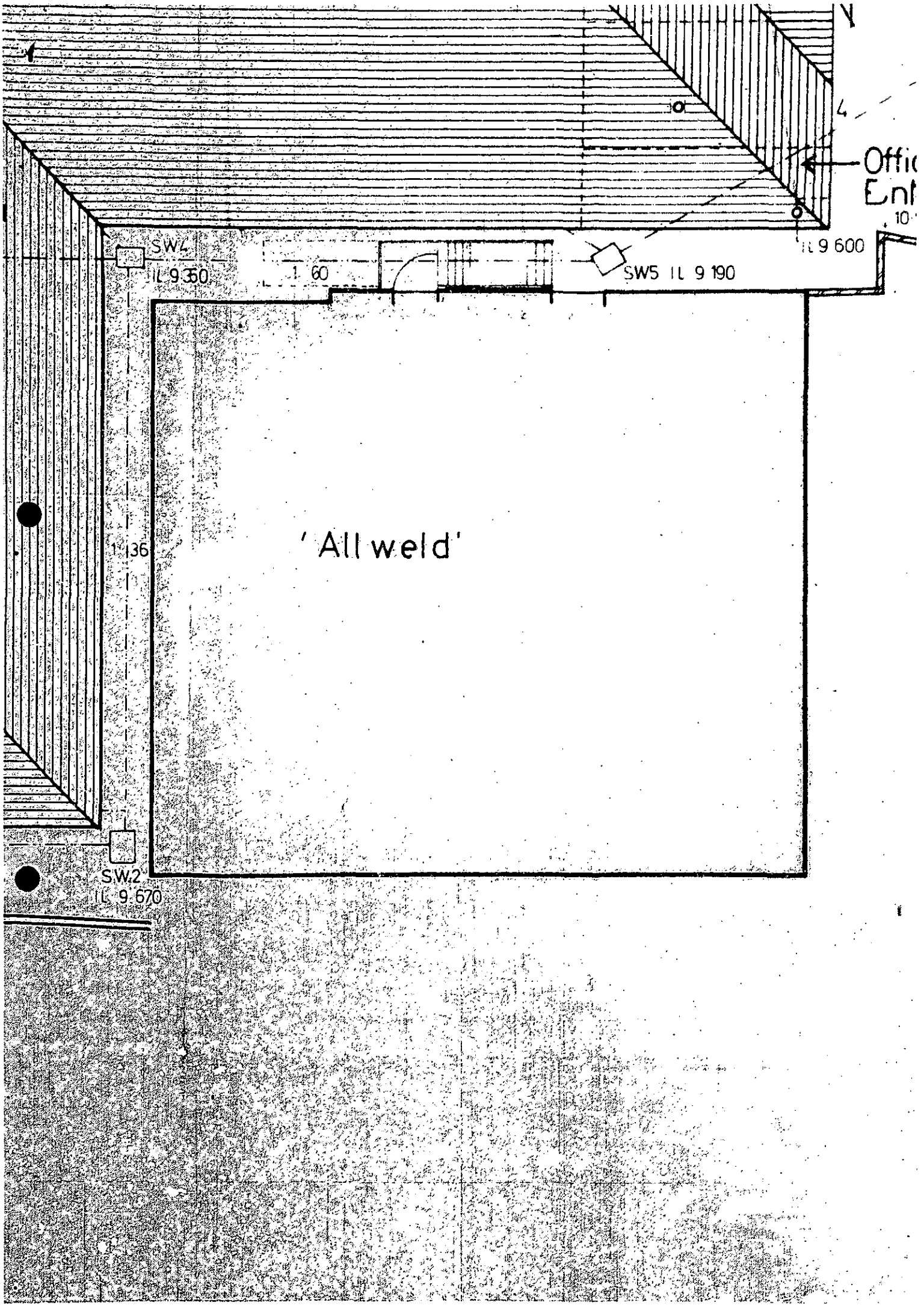
   1. Advertisements displayed on business premises, on the forecourt of business premises or on other land within the curtilage of business premises, wholly with reference to all or any of the following matters:- **£50.00**

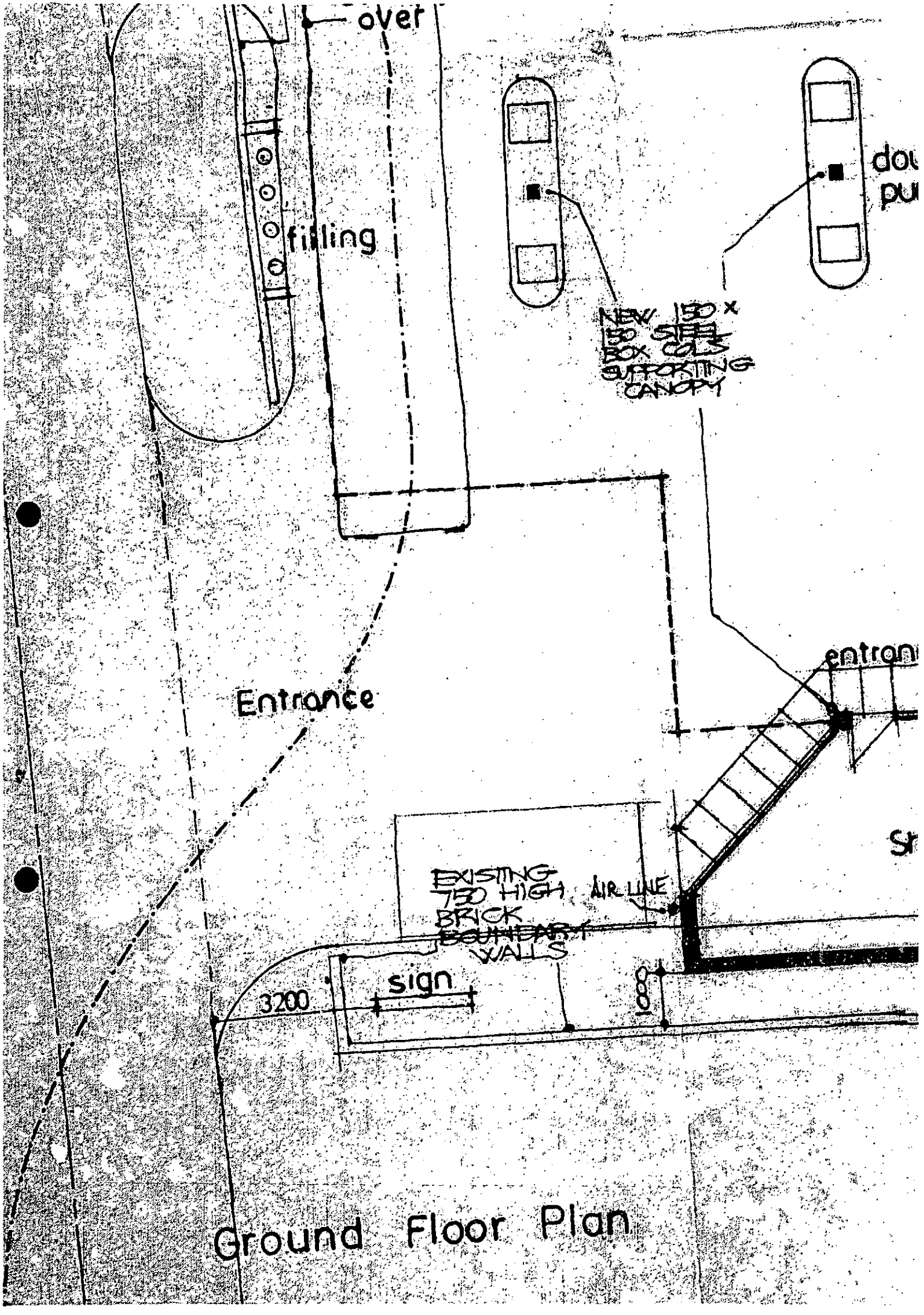
      (a) the nature of the business or other activity carried on on the premises:
      (b) the goods sold or the services provided on the premises; or
      (c) the name and qualifications of the person carrying on such business or activity or supplying such goods or services.

   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**


6/64749
DELEGATED
REFUSED
Surgery
LONDON ROAD
Pylon Position
Jubilee Corner
Wks
THE GROVE
Lansdowne Terrace
45
47
49
4/


Offic
Ent
10
IL 9 600
SW4
IL 9 350
1 60
SW5 IL 9 190
'Allweld'
1 36
SW2
IL 9 670



Ground Floor Plan

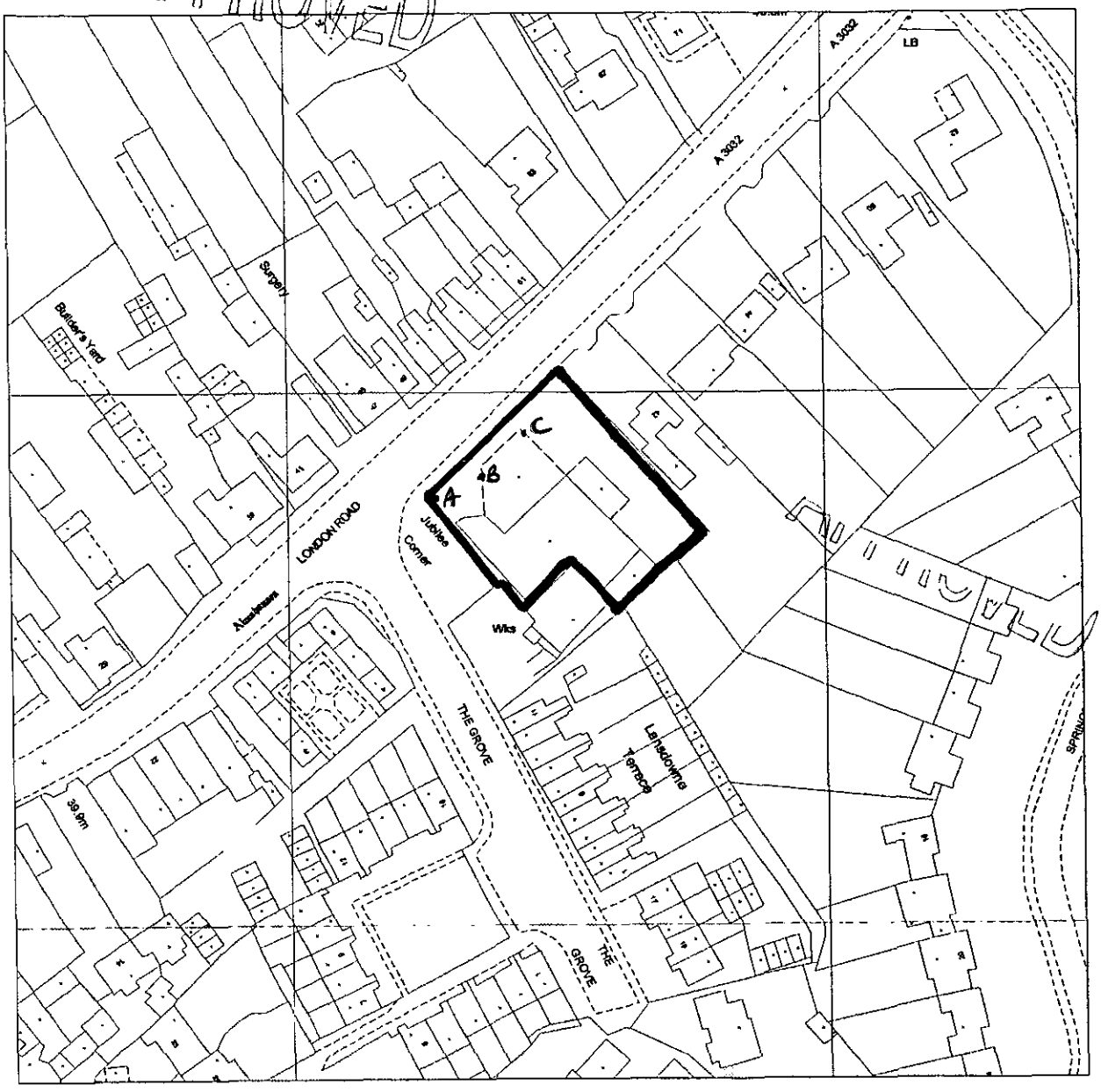
Ordnance Survey

30.JUN.2000* 1879

Siteplan

APPROVED

1:1250 Scale



Produced 06 Dec 1999 from Ordnance Survey digital data and incorporating surveyed revision available at this date. © Crown copyright 1999.

20 0 20 40 60 80

Metres

Part or all of this Siteplan is enlarged from mapping produced at one or more of the following scales 1:1250, 1:2500, 1:10000.

Due to the resolution of this image, the depiction of a solid line within dashed lines does not necessarily constitute an obstruction at ground level.

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BULLDOG SERVICE STATION LTD
LONDON ROAD
TWYFORD
READING
RG10 9EU

Centre coordinates : 478948mE 176071mN

National Grid sheet reference at centre of this Siteplan: SU7876SE.

Supplied by : SO Bookshop, Birmingham
Serial Number : 1064

Ordnance Survey

This document has been security printed for Ordnance Survey to prevent unauthorized copying

Tel. (0118) 974 6446

Date: 06 July 2000

Your Ref:

My Ref: Heather Morgan
A/2000/1879

The Owner/Occupier
43
London Road
Twyford
Berkshire

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

Dear Sir/Madam

Application Number: A/2000/1879

Site Address: Bulldog Service Station Ltd, London Road, Twyford Reading.

Proposal: Proposed erection of internally illuminated petrol filling station signs (Retrospective).

The Council has received an application to carry out the above development.

If you wish to see the plans and other details submitted you can do so at this office from 8.30am to 5.00pm Monday to Thursday and 8.30am to 4.00 Friday or at Woodley Library, Headley Road, Woodley from 9.30am to 7.00pm Monday, Thursday and Friday, 9.30am to 5.00pm Tuesdays and 9.30am to 1.00pm Saturdays. The library is closed all day on Wednesdays. **If you intend to view this application at Woodley Library please allow 4 days from the date of this letter for delivery of plans.**

If you have any comments you would like to make before the application is determined, please reply in writing within 21 days from the date of this letter quoting Application Number **A/2000/1879** . Your comments will be considered by the planning officer before a decision is made and will be summerised in the committee report if the application is decided by committee. Where an application is to go to committee you will be told of the date and given the opportunity to speak at the meeting. Everybody who makes a comment will be told what decision is made.

Please note that all comments made will be open to public inspection.

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

Yours faithfully,

John Mitchell

John Mitchell
Development Control Manager

P.O. Box 151
Shute End
Wokingham
Berkshire
RG40 1WH

WOKINGHAM
06.07.00
BERKSHIRE

GREAT BRITAIN
019
POSTAGE PAID
PBP02718



Royal Mail
We were unable to deliver this item because
addressee has gone away
no answer
address incomplete
address inaccessible
addressee unknown
refused
not called for
no such address in
date
badge number
initials
P3900/97/30243

SUPERSEDED



A

SUPERSEDED

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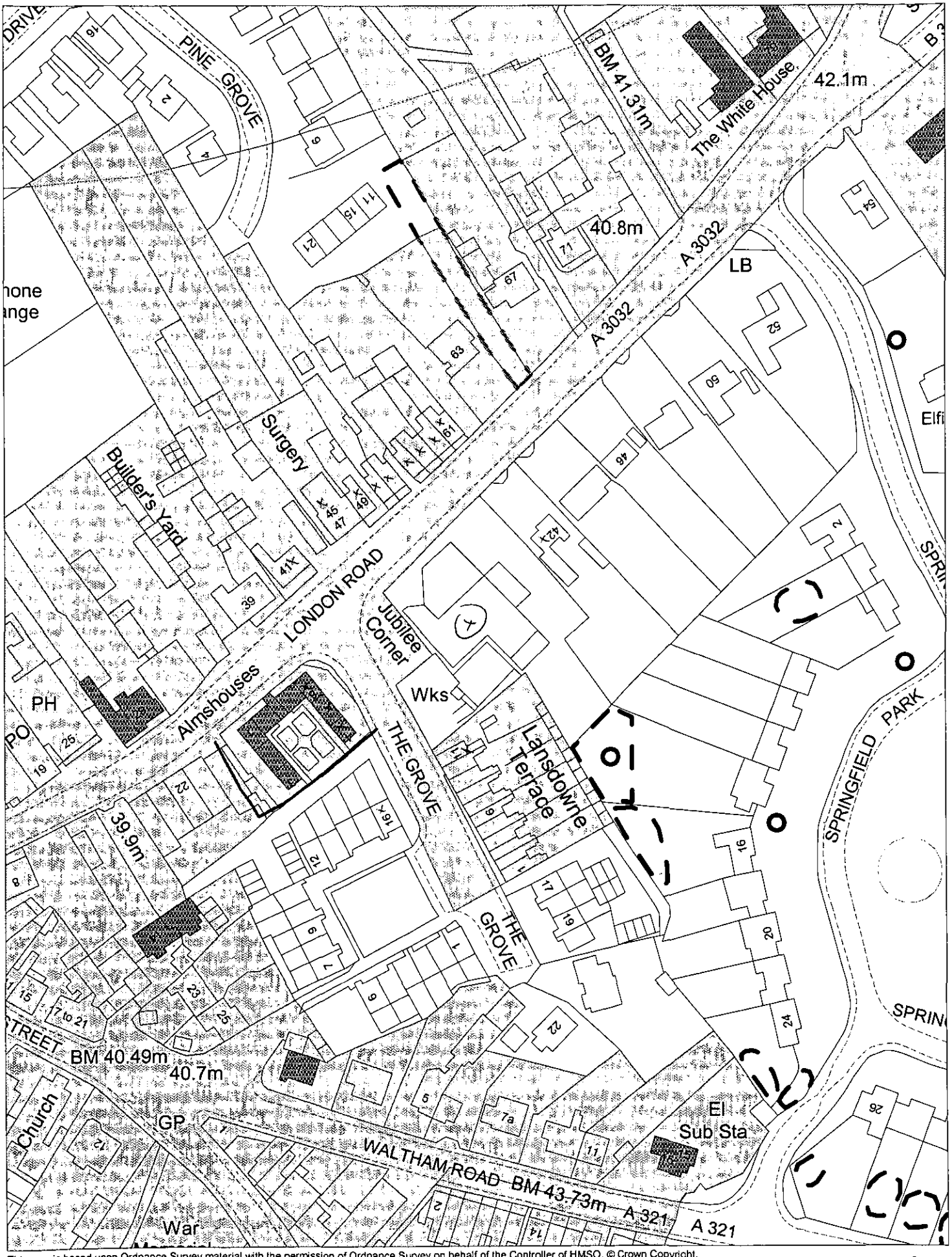

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Development Control Section, Environmental Services, Wokingham District Council.

20 June 2000

Scale: 1 : 1250

30. JUN. 2000* 1879