APPLICATION NO:
WOK/2000/1743

LOCATION:
Thresher Wine Merchants 439 Reading Road, Winnersh Wokingham.

APPLICANT:
Primelight C/O Primelight Advertising Limited

PROPOSAL:
Proposed erection of internally illuminated sign

EARLIEST DATE FOR DECISION: **17/07/2000**

APPLICATION WILL HAVE EXPIRED ON: 04/08/2000

CASE OFFICER: **Emy Circuit**

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Refusal of Permission

Primelight
C/O Primelight Advertising Limited
3 Waterhouse Square
138-142 Holburn
London
ECIN 2NY

Application Number: A/2000/1743

Parish: **WINNERSH**

Location: **Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.**

Proposal: **Proposed erection of internally illuminated sign**

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

Reason

1. The proposed sign, by virtue of its prominence and particulary its illumination, woud be visually intrusive and, therefore detrimental to the appearance of the street scene. The proposal is, therefore contrary to Loddon Area Local Plan Policies LBE1, LBE2 and LBE10 and Policies WBE1 and WBE16 of the Wokingham District Local Plan (Depoist Draft).

John Mitchell
Development Control Manager
Date: 14/08/2000

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

Appeal Decision

Site visit made on 20 November 2000

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

by Noel Hutchinson

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

Date
07 DEC 2000

Appeal Ref: APP/X0360/H/00/1505
439 Reading Road, Winnersh, Wokingham

- The appeal is made under Regulation 15 of the Town and Country Planning (Control of Advertisements) Regulations 1992 against a refusal to grant express consent.
- The appeal is made by Primelight Advertising Limited against the decision of Wokingham District Council.
- The application (ref: A/2000/1743) is dated 28 July 2000.
- The advertisement proposed is a freestanding single-sided 6-sheet display unit with internal illumination.

Summary of Decision: The appeal is dismissed.

Main Issues

1. I consider the main issues to be:

   - Whether the unit would be in scale and keeping with the area.

Planning Policy

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

Reasons

3. The appeal premises are in mixed use, with an off-licence at ground floor level and residential accommodation above. It is part of a pair of buildings in similar mixed use set back behind a shared forecourt, forming a break in garden frontages. The premises are sited within a predominantly residential area, although there are other commercial premises further along the road to the south-east and two 6-sheet panels on the bus shelter opposite. However, the immediate area is generally dominated by relatively large mature houses, which are set back from the road, within gardens of substantial size.

4. The proposed unit would be displayed on the north-western boundary of the shared forecourt area. With its cabinet like construction and overall height of 2.5m, the unit would be substantial. It would be sited close to the back edge of the pavement, well forward of the shop, making it visible for some distance from an easterly direction. Seen among residences it would appear as a particularly prominent commercial feature, whose impact would be accentuated during darkness by its internal illumination. In my opinion when

viewed against the curtilage of this small local shop, within this predominantly residential area, the unit would appear out of place and out of scale with its surroundings. For these reasons I consider that it would spoil the appearance of the premises and that of the surrounding area.

Conclusions

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

Formal Decision

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

Information

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

Noel Hutchinson

NOEL HUTCHINSON
Advertisement Control Officer

Planning Application



A TYPICAL FREESTANDING PANEL

Address of Proposed Site:

439 Reading Road

DELEGATED

09.JUN.2000* 1743

Application Form 3
ADVERTISEMENT APPLICATION

FOR OFFICE USE ONLY

APPLICATION NO.
FEE PAID
DATE REGISTERED

1 a. Name and Address of Applicant	**1 b. Name and Address of Agent (if any)**
Primelight Advertising Limited 3 Waterhouse Square 138-142 Holborn LONDON EC1N 2NY **Tel. No** 020 7882 1220	N/A ***Name of contact*** **Tel. No**

2. Address of the Application Site

439 Reading Road, Wokingham, Berkshire. RG11 5HU

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

☐ **AN APPLICATION FOR A HOARDING**

☐ **AN APPLICATION FOR A PROJECTING SIGN**

☐ **AN APPLICATION FOR A FASCIA SIGN**

IF OTHER TYPE, PLEASE SPECIFY

1 x Single Sided Free Standing Advertising Display Unit

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

Commercial

4. Illumination

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

b. IF YES, PLEASE STATE TYPE OF ILLUMINATION Internally, at night only

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

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

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

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

5. Site Ownership

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

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

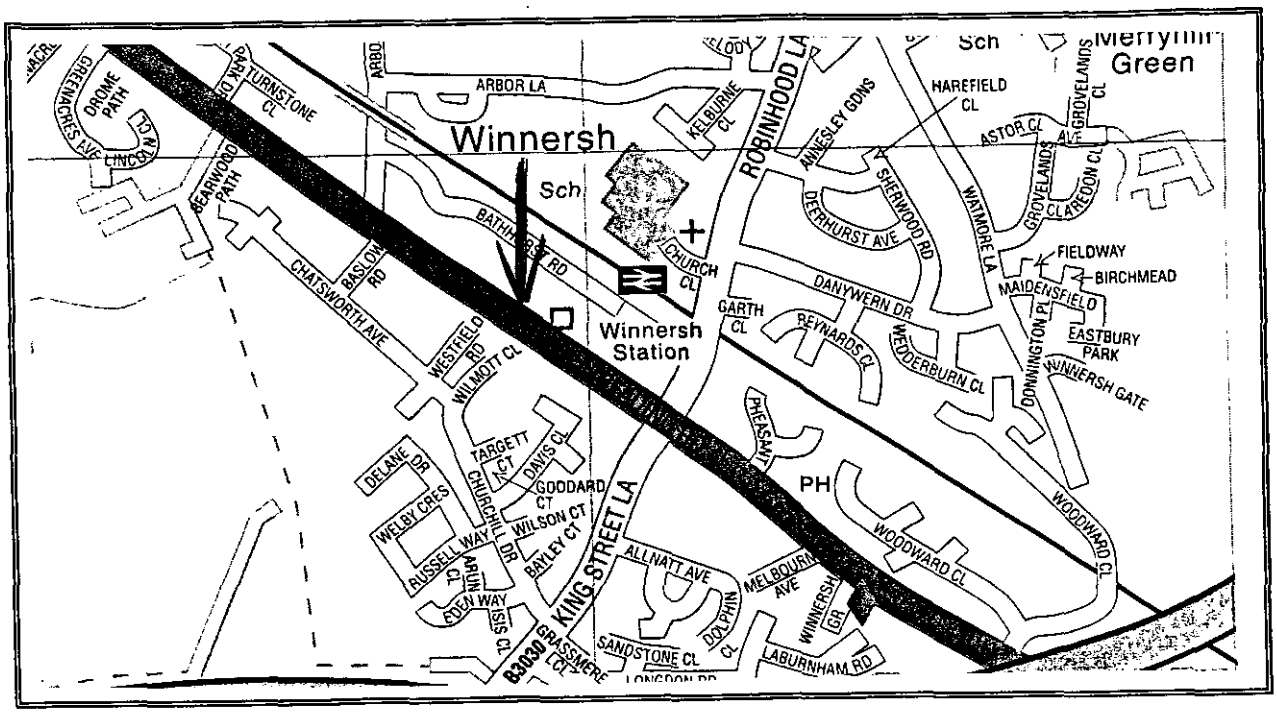
6. TO BE COMPLETED BY ALL APPLICANTS

I submit a site plan and the following plans 3 x Plans

Signed Davina Ballard **Date** 9th June 2000

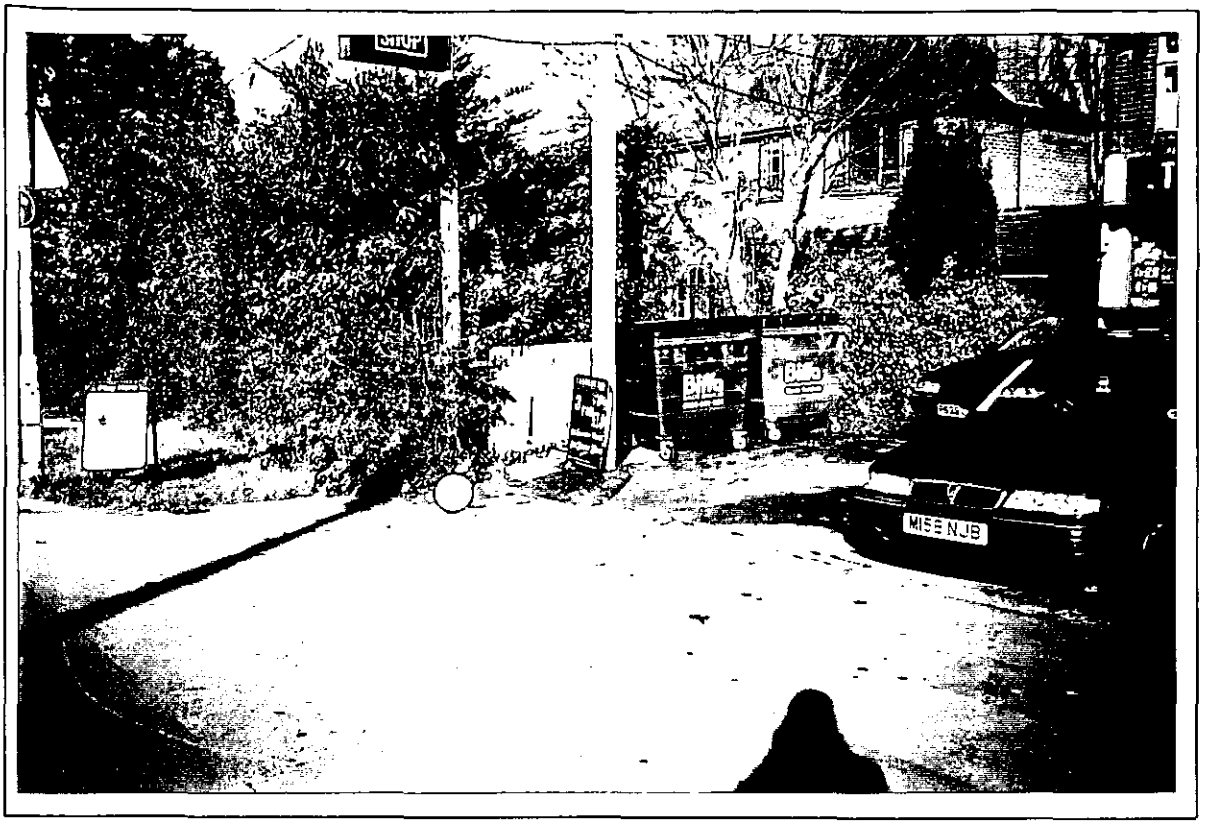
(APPLICANT OR ~~APPLICANT'S AGENT~~)

Location



	Address	Scale :
	439 Reading Road Wokingham Berkshire RG11 5HU	
	YA13e601-0006	

YA130601_0006.



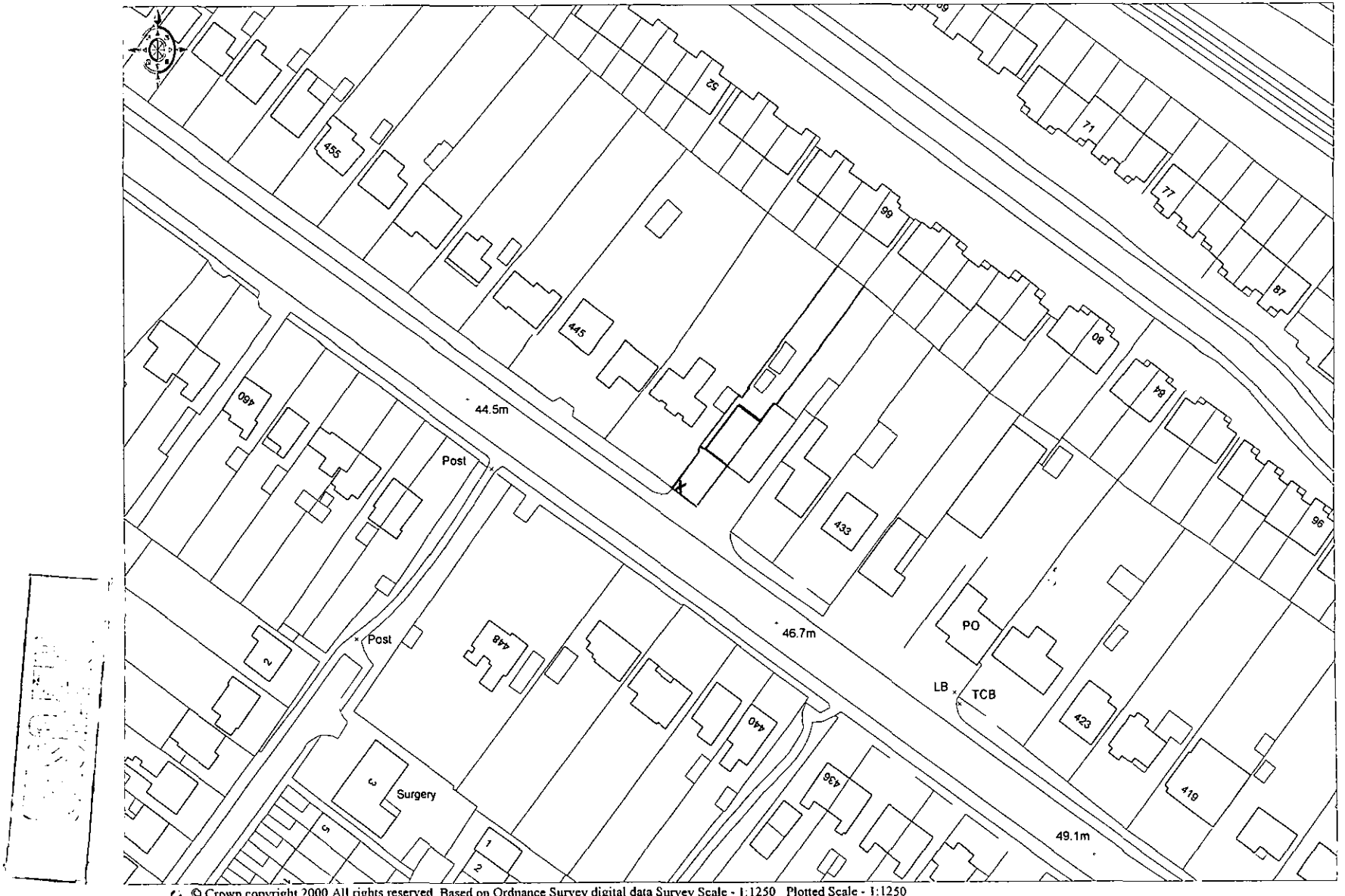
Branch No: 1551 Branch Name: Winnersh Brand: Dest Wine Shops

Address: 439 Reading Road, Wokingham, Berks, RG11 5HU



Proposal: Erect 1 No. Single sided free standing 6 sheet unit below own pole sign.

439 Reading Road
Wokingham



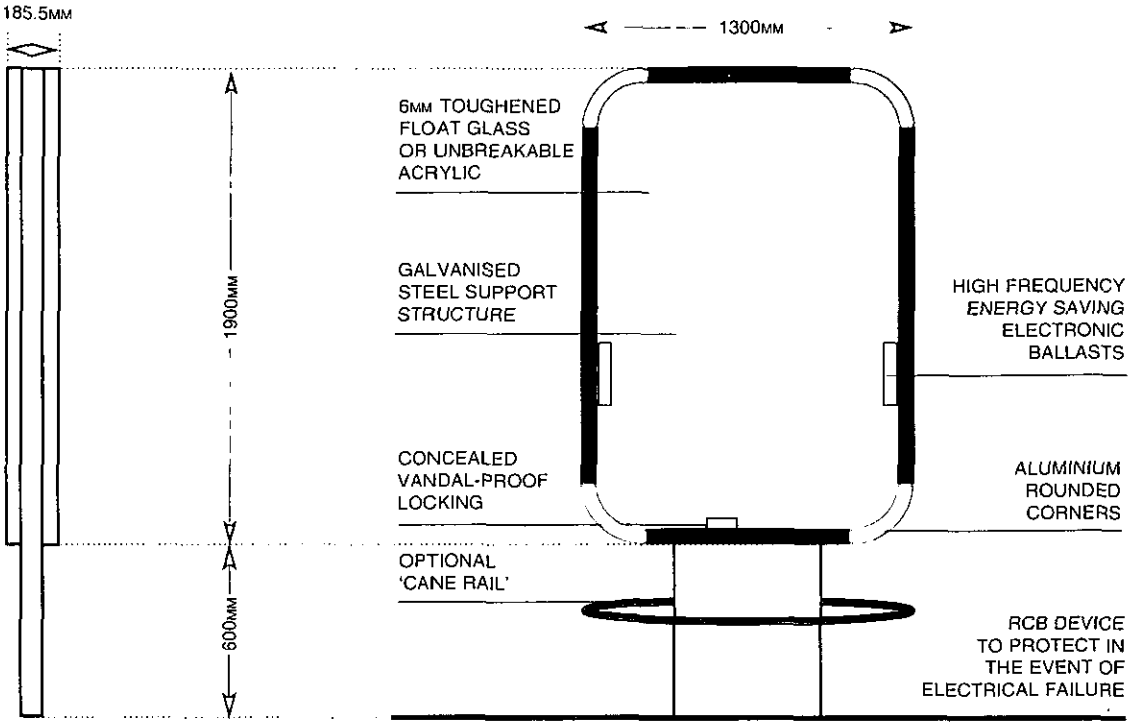
© Crown copyright 2000 All rights reserved. Based on Ordnance Survey digital data Survey Scale - 1:1250 Plotted Scale - 1:1250
(Scales other than at Survey Scale should not be used for accurate measurement). Business occupancy data ©2000 Thomson Directories Ltd.

1789.map
17/05/00

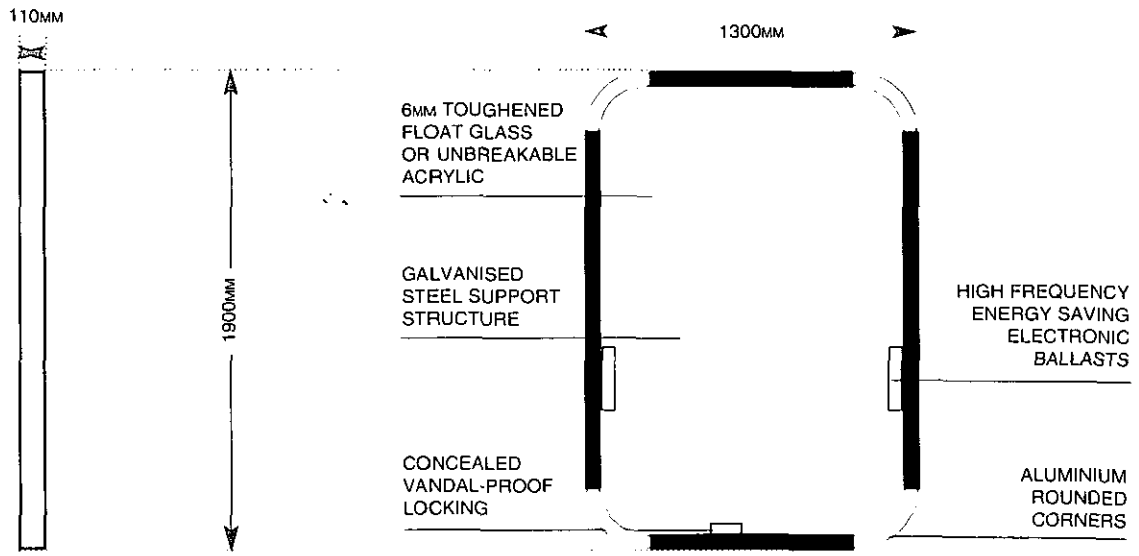
Ordnance Survey
Value Added Reseller

Unit Specifications

Free-Standing Unit



Wall Mounted Unit



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

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

Remittance Advice

WOKINGHAM DISTRICT COUNCIL
PLANNING DEPARTMENT
PO BOX 157
SHUTE END
WOKINGHAM

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

Acc. PL WOKI Date 17/05/00

PLEASE ALWAYS QUOTE THE ABOVE ACCOUNT NUMBER PLUS SITE NUMBER(S) ON ANY CORRESPONDENCE 157075

Attached is the payment for an advertisement application for the following.
YA1306010006 (NB) 439 READING ROAD

09.JUN.2000* 1743

Reference RO

Primesight

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

Dear Sir/Madam

9th June 2000

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
RE: ADVERTISING DISPLAY UNIT AT 439 READING ROAD, WOKINGHAM, BERKSHIRE RG11 5HU
OUR REFERENCE: YA130601-0006

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

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

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

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

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

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

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

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

Yours faithfully,

pp **Davina Ballard MRTPI**

09 JUN 2000 1743

3 Waterhouse Square
138 – 142 Holborn
London EC1N 2NY
T 020 7882 1200
F 020 7882 1252
W www.primesight.co.uk
E mail@primesight.co.uk
Part of SMG
Registered in England No. 1847726 Registered Office 138 - 142 Holborn London EC1N 2NY

Planning Application



A TYPICAL FREESTANDING PANEL

Address of Proposed Site:

439 Reading Road

Application Form 3
ADVERTISEMENT APPLICATION

FOR OFFICE USE ONLY

APPLICATION NO.
FEE PAID
DATE REGISTERED

1 a. Name and Address of Applicant	**1 b. Name and Address of Agent (if any)**
Primelight Advertising Limited 3 Waterhouse Square 138-142 Holborn LONDON EC1N 2NY **Tel. No** 020 7882 1220	N/A **Name of contact** **Tel. No**

2. Address of the Application Site

439 Reading Road, Wokingham, Berkshire. RG11 5HU

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

☐ **AN APPLICATION FOR A HOARDING**

☐ **AN APPLICATION FOR A PROJECTING SIGN**

☐ **AN APPLICATION FOR A FASCIA SIGN**

IF OTHER TYPE, PLEASE SPECIFY

1 x Single Sided Free Standing Advertising Display Unit

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

Commercial

4. Illumination

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

b. **IF YES, PLEASE STATE TYPE OF ILLUMINATION** Internally, at night only

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

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

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

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

5. Site Ownership

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

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

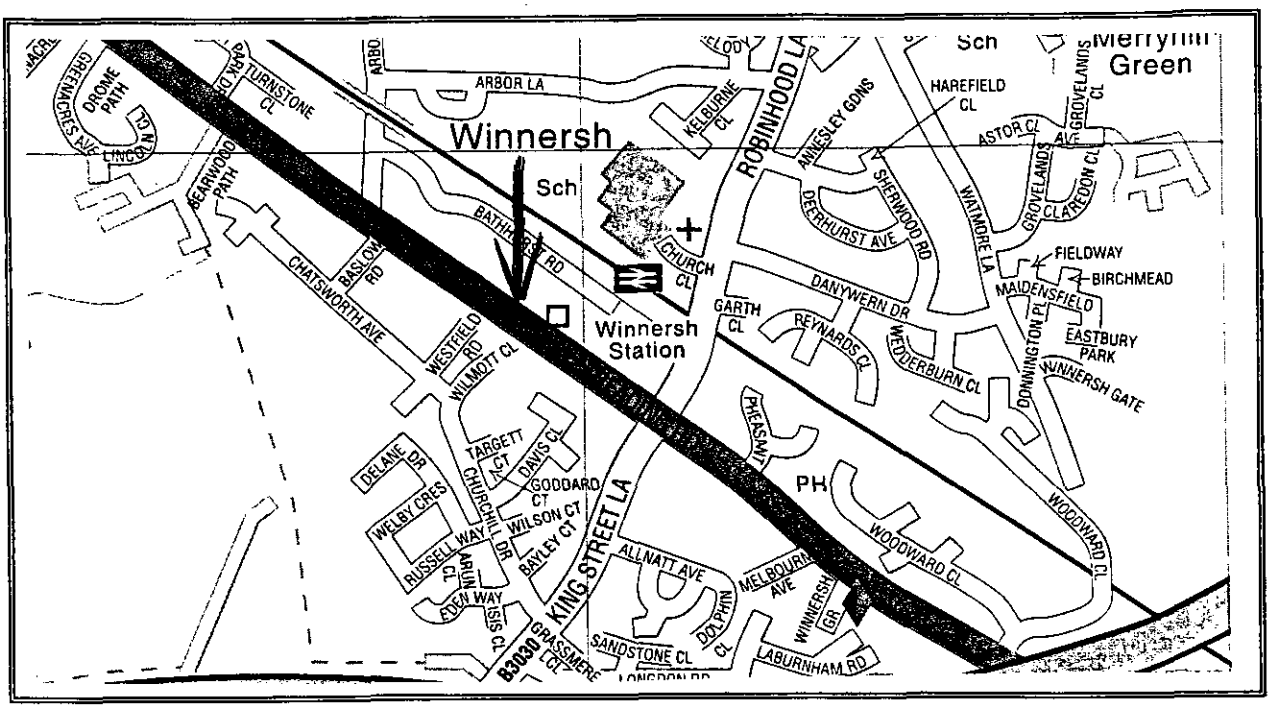
6. TO BE COMPLETED BY ALL APPLICANTS

I submit a site plan and the following plans 3 x Plans

Signed Davina Ballard **Date** 9th June 2000

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

Location



	Address	Scale :
	439 Reading Road Wokingham Berkshire RG11 5HU	
	YA130601-0006	

Elevation



	Address	Scale 1:100
	439 READING ROAD WOKINGHAM, BERKS. RG11 5HU	
	YA 130 601 - 0006	

439 Reading Road
Wokingham



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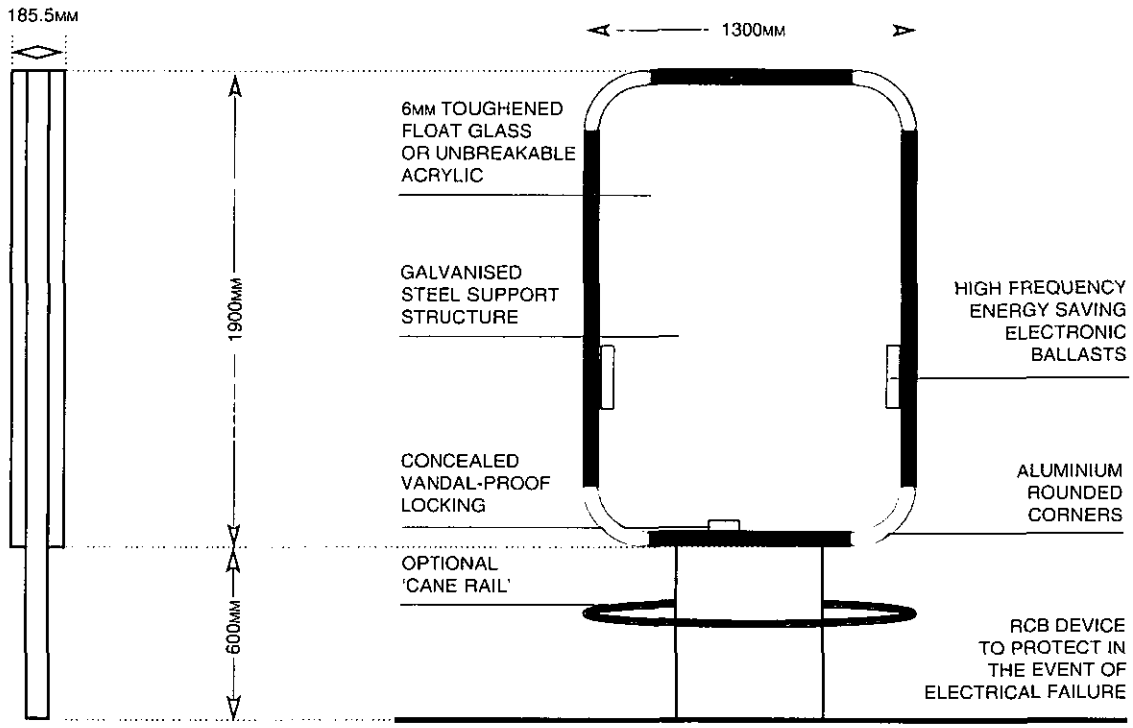
(Scales other than at Survey Scale should not be used for accurate measurement). Business occupancy data ©2000 Thomson Directories Ltd.

1789.map
17/05/00

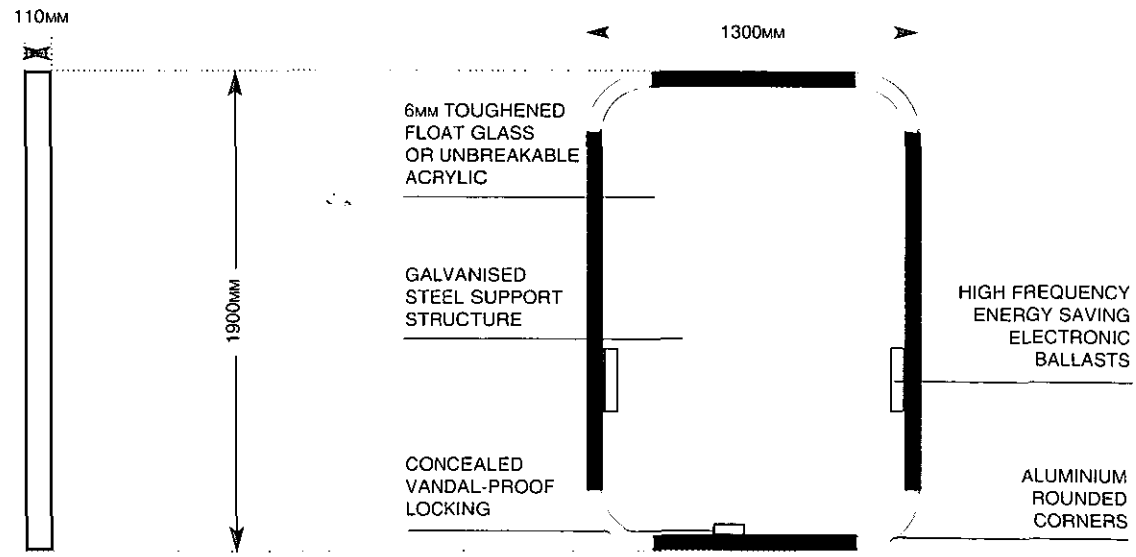
Ordnance Survey
Value Added Reseller

Unit Specifications

Free-Standing Unit



Wall Mounted Unit



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

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

Application Number A/2000/1743
Conditions/Reasons for Refusal

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
01			The proposed sign, by virtue of its prominence and particularly its illumination, would be visually intrusive and, therefore detrimental to the appearance of the street scene. The proposal is, therefore contrary to UDP policies LBE1 and, LBE2 and LBE10 and policies WBE1 and WBE10 of the WDLPDD.

RECORD OF SITE VISIT

SITE ADDRESS: Thresher Wine Merchants 439 Reading Road Winnersh Wokingham.

APPLICATION NUMBER: F/2000/1743

OFFICER: Emy Circuit

DATE OF SITE VISIT:...27 June 2000

1 SITE/STATUTORY NOTICE DISPLAYED ? No.

2. DESCRIPTION OF SURROUNDINGS

Mix of retail + residential - off licence + betting office with residential either side + above

3. DESCRIPTION OF SITE/BUILDING

Two-storey semi - hardstanding at front.

4. RELATIONSHIP TO ADJOINING PROPERTIES

No441 residential, rear garden enclosed by hedges and fences.

5. SITE CONSTRAINTS

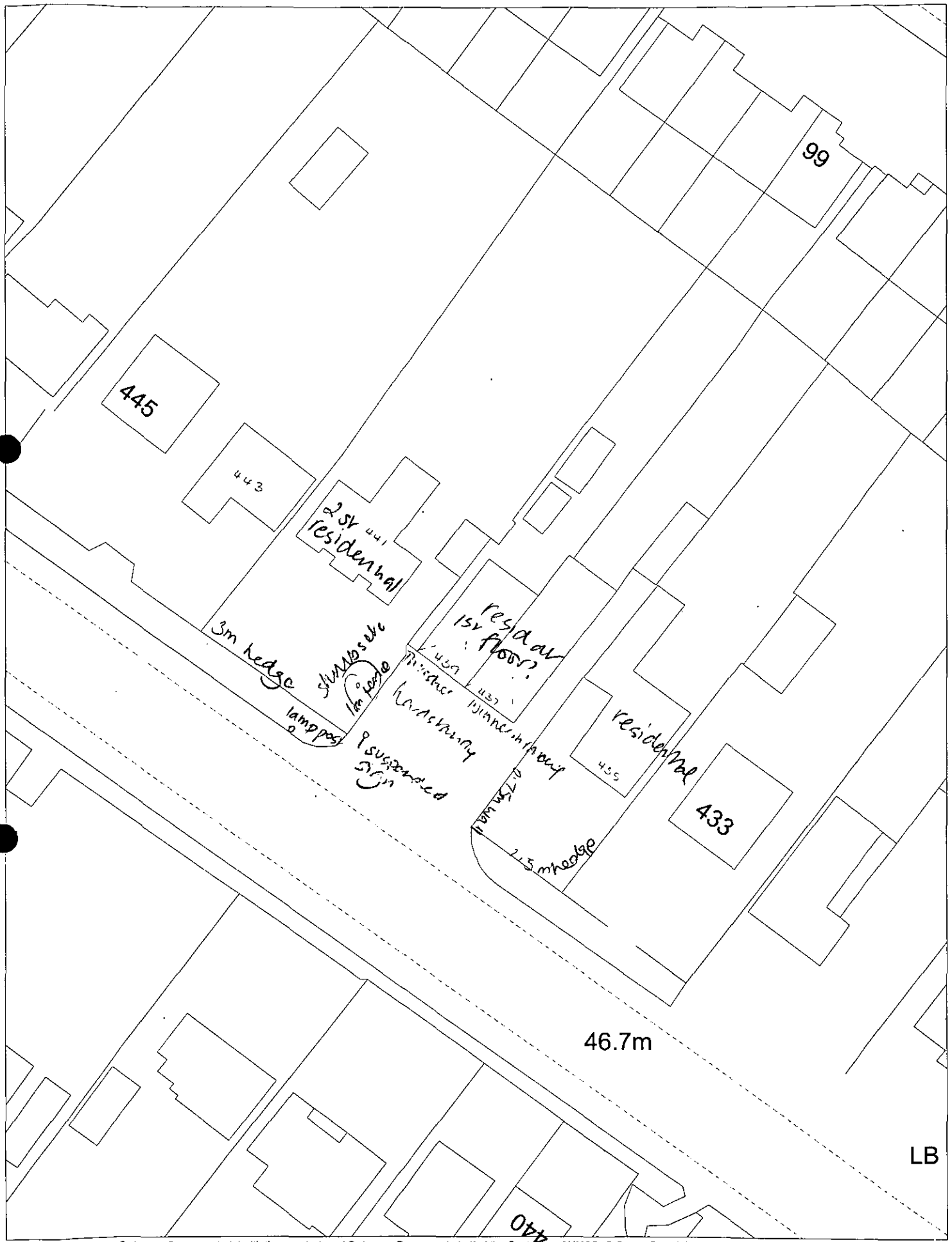
TREES /

ACCESS/PARKING at front.

LEVELS /

BOUNDARY TREATMENT open at front + boundary with No 437

OTHERS /



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Development Control Section, Environmental Services, Wokingham District Council.

27 June 2000

Scale: 1 : 500

N
W E
S

WORK SHEET FOR : Emy Circuit

Application Number : F/2000/1743

Applicant : Primelight C/O Primelight Advertising Limited.

Location : Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.

Proposal : Proposed erection of internally illuminated sign

Site Notice Displayed ? :	YES	NO	DATE
		✓	

Date of Neighbour Notifications : .....

Date of Site Visit : .....27 June 2000.....

Date Registered : 09/06/2000

Earliest Date for Decision : 17/07/2000

Latest Consultation Date/Site Notice Expiry Date : 17/07/2000

This application will have expired on: 04/08/2000. 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 :

Highways - condition

Winnersh PC - 1. inappropriate next to residential property
2. target for vandalism

Planning Issues :

Identified Settlement

local shopping centre

neighbours / street scene

WBBC outdoor advertising

Application Number: A/2000/1743
Thresher, 439 Reading Road, Winnersh

Appraisal: The proposal is for a free standing, single sided, illuminated display board, close to the front boundary of the site and the boundary with 441 Reading Road. The structure would be 2.5 metres high, 1.3 metres wide and 0.1855 metres deep while the illuminated display area would be about 1.2 x 1.8 metres.

The frontage of the site is open and although the boundary hedge to 441 Reading Road would be screen the sign from the north-west, it would be prominent from the south-east. 437 and 439 Reading Road are designated as part of the local shopping centre but this is fragmented and the area has a mixed character, which is predominantly residential. In this setting the screen would be prominent and out of character.

Illuminated signs have been resisted in the locality – the fascia sign at 435 Reading Road was allowed at appeal subject to back screening to allow illuminated lettering only.

Recommendation: refusal

Tel: (0118) 974 6479

Date: 1 August 2000

My ref: F/2000/1743

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 Bray
45 Bluebell Meadow
Winnersh
Wokingham
RG41 5UW

Dear Councillor

Application Number: F/2000/1743
Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.
Proposed erection of internally illuminated sign

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 **Emy Circuit** on **(0118) 974 6479**. 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 11 August 2000

Yours faithfully

John Mitchell
Development Control Manager

LISTING FORM
Case officer: **Emy Circuit** Application Number: **F/2000/1743**
Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.
Proposed erection of internally illuminated sign

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor Bray

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 6479

Date: 1 August 2000

My ref: F/2000/1743

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 R Turner
Rosedale
Beech Hill Road
Spencers Wood
Reading
RG7 1HL

Dear Councillor

Application Number: F/2000/1743
Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.
Proposed erection of internally illuminated sign

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

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This form must be received no later than 11 August 2000

Yours faithfully

John Mitchell
Development Control Manager

LISTING FORM
Case officer: **Emy Circuit** Application Number: **F/2000/1743**
Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.
Proposed erection of internally illuminated sign

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor R Turner

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 6479

Date: 1 August 2000

My ref: F/2000/1743

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 E Siggery
Willow
375 Reading Road
Winnersh
RG41 5LT

Dear Councillor

Application Number: F/2000/1743
Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.
Proposed erection of internally illuminated sign

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Yours faithfully

John Mitchell
Development Control Manager

LISTING FORM
Case officer: **Emy Circuit** Application Number: **F/2000/1743**
Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.
Proposed erection of internally illuminated sign

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor E Siggery

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

Received by Wokingham District Council

Application No: F/2000/1743

Proposal:
Proposed erection of internally illuminated sign

Location:
Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.

The application is available for inspection at Wokingham District Council's offices during the following times:

PLANNING DEPARTMENT, SHUTE END, WOKINGHAM TEL (0118) 974 6428
8.30 - 5.00 Monday - Thursday & 8.30 - 4.00 Friday

WOODLEY LIBRARY HEADLEY ROAD WOODLEY (9.30am - 7.00pm Mon, Thurs & Fri. 9.30am - 5.00pm Tues, 9.30am - 1.00pm Saturday. closed all day Wednesday). If you intend to view this application at Woodley Library (see details above) please allow 4 days from the date of this notice for delivery of plans.

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Emy Circuit P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 17/07/2000. 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

23 June 2000

WOKINGHAM D.C. DEVELOPMENT CONTROL

53,60

Start date: 09 JUN 2000	Map No. 59 Site 0.03
Officer: EXC Application No. F/2000/1743	Easting: ..... Flood Pln .....
	Northing: ..... Mineral .....

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

Description:
(A) PROPOSED ERECTION OF INTERNALLY ILLUMINATED SIGN

Location: 439 READING ROAD

Parish: WINNERSH Ward: Winnersh

Applicant: PRIME SIGHT

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

Enforcement Section to be notified (9) ☐ 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	Not WDC forms	Send with Site Notice	✓
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 : ..... Parish Council Informed - YES / NO

INTERNAL CONSULTATIONS

Building Control .....
Landscape .....
Trees .....
Conservation Officer .....
Environmental Health .....
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 ✓

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

NEIGHBOURS:

S/N + 439 Reading Road, Wokingham ✓
64.66.68 Bathurst Road
437, 441, 444, 446, 448 Reading Road

Date: 03 July 2000

To: Highways

We have received Additional Information for the following planning application:

Application Number: F/2000/1743

Location: Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.

Proposal: Proposed erection of internally illuminated sign

Applicant: Primelight C/O Primelight Advertising Limited.

Case Officer: Emy Circuit

The new plans show the following: WDC Application form.

For information only.

Should you have any queries regarding this application please contact the case officer Emy Circuit on (0118) 974 6479.

COMMENTS

As previous application 1743.

ADAM COGGINS - 24/07/00

45 Bluebell Meadow,
Winnersh,
Wokingham,
Berks.
RG41 5UW

Tel: 0118 989 4139

13th July, 2000

Copied to: Winnersh Parish Council

Dear Lynette,

Re: Various Winnersh Planning Applications

Sorry to lump all these comments in together, but I am off on holiday next week, so I am taking this opportunity to try to make sure I flag up everything before I go. Some of the comments may be on applications other officers are dealing with, in which case please pass them on.

O/2000/1211 9 houses at Oaklands Nursery, Green Lane

I have been in and looked at this application. The proposal is for a development of significant size in an awkward location. I am writing to you now to let you know that should this delegated application be recommended for approval I would like it to be listed for consideration by the Development Control committee.

F/2000/1798 One detached dwelling and garage at the rear of 552 and 554 Reading Road

This area of the Reading Road has already seen a number of backfill and infill properties, so yet another one may be the one too many with regard to traffic and access to the Reading Road. I do not have time before I go away on holiday to follow this application up immediately, but I will be looking at it when I get back in August.

F/2000/1743 Internally Illuminated Sign at Threshers ES

I personally do not have any problem with this application. The most likely people to be affected are those who live opposite rather than next door at 441. I am not sure I will have time to contact them before I go on holiday – I will look at the file when I come back to see what objections have come in, if any. I believe the shop next door was refused permission for such a sign a few months ago, and it may be that you feel the same reasons apply this time. Could you let me know if that is likely to be the case? I am around until Friday 21st July.

F/2000/1770 Garage at 7 Grovelands Avenue (amendment to 97/64851/F)

Although I have no direct interest in this application, I would like it recorded that I do not think it appropriate for me to comment on it now that I am a District Councillor, given that 7 Grovelands Avenue is the home of David Ball, whom I know personally and who is also a former Conservative councillor for this ward.

Yours sincerely,

P. Bray.

Prue Bray
Councillor for Winnersh

0118 989 4139

woc App. form requested.

FROM: Emy Circuit

DATE: 23 June 2000

DELEGATED

31758

APP
CS 27 JUN 2000

FILE:

WINNERSH PARISH CONSULTATION SHEET

Application Number: F/2000/1743

Proposal: Proposed erection of internally illuminated sign. ?

Site Address: Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham

Applicant: Primelight C/O Primelight Advertising Limited.

Your observations are required in respect of this application **by 17/07/2000** .

The Committee **OBJECTED** to this application on the following grounds:

1 It was inappropriate next to a residential property

2 It would be a target for vandalism

SIGNED: _____ DATE: 12.07.00

Clerk To Winnersh Parish/Town Council.

Date: 03 July 2000

To: Case Officer

We have received Additional Information for the following planning application:

Application Number: F/2000/1743

Location: Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.

Proposal: Proposed erection of internally illuminated sign

Applicant: Primelight C/O Primelight Advertising Limited.

Case Officer: Emy Circuit

The new plans show the following: WDC Application form.

For information only.

Should you have any queries regarding this application please contact the case officer Emy Circuit on (0118) 974 6479.

(RING ONE)

REVISED PLANS | ADDITIONAL INFO ~~PLANS~~ | MINOR AMENDMENTS | ADDITIONAL / REVISED PLANS TO COMPLY WITH CONDITIONS

App No. F/2000/1743 (Planaps) / (Ludhouse) Date Rec. 29 June

Location: Thresher Wine Merchants 439 Reading Road

Parish Wonersh

Applicant: Primelight

Description of attached plans

NDC application form

Drawing No's:

CONSULTEES

Copies of plans will automatically be sent to Woodley Library, Part 1 Reg., Parish Council, Ward Councillors and the Case Officer unless specified.

Please tick which of the following you wish consulted.

OTHERS:

		Drawing No's	
1.	NK (Landscape & Trees)		☐
2.	NK (Env. Design)		☐
3.	XA (Highways)		✓
4.	NF (Building Control)		☐
5.	BC/DC Liaison		☐

A full set of plans will be sent to all consultees unless particular drawing No's are specified in the spaces above.

NEIGHBOURS:

Date for Responses INFO

FURTHER ACTION

Re-advertise App. Y / (N) (Delete as required)

Redate Application Y / (N) From

New Site Notice Y / (N)

New Description

CASE OFFICER EXC

Consultations Sent by Admin. on 04.07.05.

Yellow - Part One Copy
Green - Officer's Copy

2000 | 1743
EXC
FOR FILE

Primesight

When calling please ask for Siân Evans
020 7882 1223

PLANNING SERVICES	HPT
POL	TLS
DC	[illegible]
APP	
CS	
29 JUN 2000	
COPIES TO:	ACK:
	FILE:

F.A.O Mrs C Hurst
Wokingham District Council
Planning Department
PO BOX 157
Civic Offices
Shute End
Wokingham
Berkshire RG40 1WR

28 June, 2000

Dear Sir/Madam

TOWN & COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
RE: ADVERTISEMENT DISPLAY UNIT AT 439 READING ROAD, RG12 5HU
OUR REF: YA130601 0006
YOUR REF:

Further to your letter which we received on the 28 June 00, please find enclosed a copy of the application form for the above address.

If you have any questions regarding the above, please contact me on **020 7882 1223.**

I hope the application can now be processed to determination.

1743

Yours Sincerely

Siân Evans
Primesight Advertising Limited

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

1782/a

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

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

Town and Country Planning Act 1990 (Schedule 2 to the 1989 Regulations)

The Town and Country Planning (Consent to Display Advertisements) Amendment Regulations 1993. All documents to be submitted in quadruplicate.

Completed copies of this form and the drawing specified overleaf (see Note 3) should be sent to:- **Wokingham District Council, Planning Department, PO Box No. 157, Civic Offices, Shute End, Wokingham, Berkshire, RG40 1WR.**

1. APPLICANT (Block capitals please)

Full Name: PRIMELIGHT ADVERTISING LTD

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

Tel. No. 020 7882 1200

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

Full Name

Address: N/A

Post Code

Tel. No.

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

439 READING ROAD
WOKINGHAM, BERKS, RG12 5HU

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

COMMERCIAL

5. (a) Has the applicant an interest in the land?

~~YES~~ / NO *

(b) If **NO**, has the permission of the owner, or of any other person entitled to give permission for the display of the advertisement, been obtained?

(See Note 4) YES / ~~NO~~*

6. (a) State the nature of the advertisement (e.g. hoarding, shop sign, projecting sign, etc.)

1 X SINGLE SIDED FREE STANDING DISPLAY UNIT

(b) Is the advertisement already being displayed?

~~YES~~ / NO *

7. (a) Will the advertisement be illuminated?

YES / ~~NO~~*

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

INTERNALLY-ONLY ON AT NIGHT

(c) Will the illumination be static or intermittent?

STATIC

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

MAXIMUM

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

*** Delete as appropriate**

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

Signed Davina Ballard (applicant/~~agent~~) Date 28 JUNE 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**

HIGHWAYS CONSULTATION SHEET

DELEGATED

From: Emy Circuit **Date:** 23 June 2000

Application Number: F/2000/1743

Proposal: Proposed erection of internally illuminated sign

Parish: WINNERSH PARISH

Site Address:
Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.

Applicant:
Primelight C/O Primelight Advertising Limited.

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

✓ below as applicable;

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

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

Reason – In the interests of Road Safety

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

03/07/00

ADDRESS 439 READING ROAD PARISH WINNERSH

PLOT No. Old Property ORD. SHEET No. SU. 59 7770 E

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision	
A/17/62	M/S Courage, Barclay & Simonds Ltd.	Adv. sign	7-11-62	N/A	C/A
R/267/66	Courage (Central) Ltd.	Dist Storage building	29-9-66	App	App
1808/73	" "	New shop front.	14.12.73	-	C/A
1809/73	" "	Illuminated shop front fascia	14.12.73	-	C/A
BR 11072	SAECONE & SLADED RETAIL	NEW SHOP FRONT INT. ALTS., DET. SIDES AT REAR	20.6.79	App	N/A
11065	" " "	" " "	2.5.79.	N/A	C/A
BR 21323	"	INT. ALTS.	16.9.83	App	N/A
20119	"	" (FLAT & EXT. STAIRCASE)	20.10.83	N/A	C/A
27477	ROBERTS & COOPER	ILL. SIGN	14.7.87		C/A

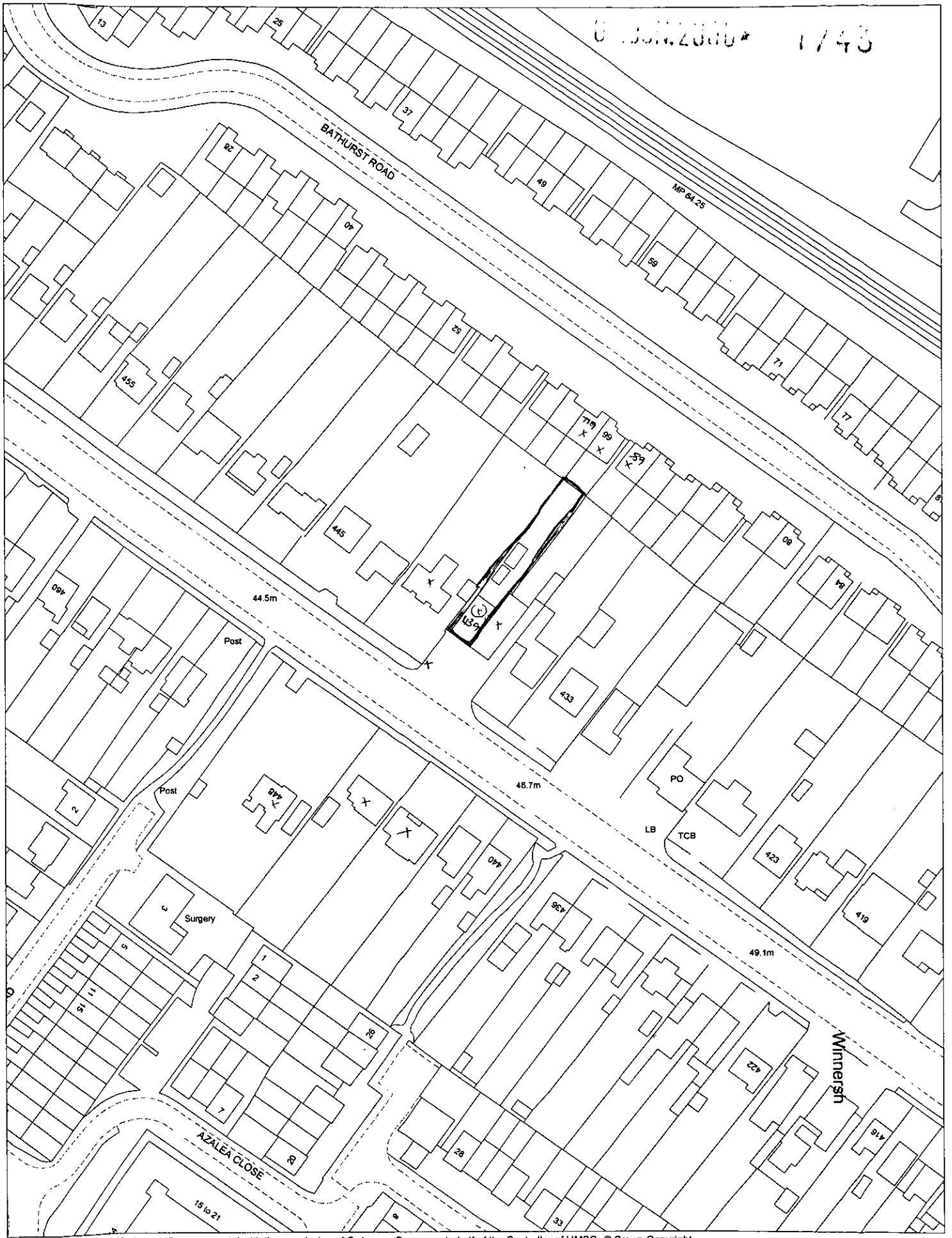
DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

09.JUN.2000* 1743 [illegible] N/43



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Development Control Section, Environmental Services, Wokingham District Council.

14 June 2000

Scale: 1 : 1250

EX SYSTEMS LTD

APPLICATION NO.1743

Name of appellant:
Primelight Advertising Ltd

App

Site address:
439 Reading Rd

Loft
at 4
Wok

Proposal:Erection of internally illuminated sign

Case Officer:EXC

Distri
Alloc
Date

Vetti

5 We
Exter

EOT

Decis
Date

Date Commenced

Date Completed

J:ZLABELEE.DOC /VER2 03/04/95

WRITTEN REPRESENTATION APPEAL

CASE OFFICER: EXC

APPLICATION NUMBER: 1743

APPELLANT: Primelight Advertising Ltd

SITE: 439 Reading Rd, Winnersh

APPEAL REF: APP/X0360/H/00/1505

START DATE: 24/08/00

DATE OF SITE VISIT 20/11/00

Progress Record	Date Actioned	Initials	Time Hours : Mins.
Appeal Logged:	24/08/00	DG	
Entered on Access:	30/08/00	DG	
Notification Letters Due:			
Notification Letters Sent:	30/8/00	DG	
Questionnaire Due:	N/A		
Questionnaire Sent:	N/A.		
File received by Officer:	30/8/00		
Statement Due:	**14/09/00**		
Checked by Team Leader:			
Statement Sent: [redacted] **(Don't forget to inform Den)**	19/9/00	DG	
~~**Comments on Statement Due**~~			
~~**Comments on Statement Sent**~~ ~~**X2**~~			
Decision letter circulated:	4/12/00	DG	
Decision entered on Access.			

Appeal Decision

Site visit made on 20 November 2000

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

by Noel Hutchinson

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

Date
01 DEC 2000

Appeal Ref: APP/X0360/H/00/1505
439 Reading Road, Winnersh, Wokingham

- The appeal is made under Regulation 15 of the Town and Country Planning (Control of Advertisements) Regulations 1992 against a refusal to grant express consent.
- The appeal is made by Primelight Advertising Limited against the decision of Wokingham District Council.
- The application (ref: A/2000/1743) is dated 28 July 2000.
- The advertisement proposed is a freestanding single-sided 6-sheet display unit with internal illumination.

Summary of Decision: The appeal is dismissed.

Main Issues

1. I consider the main issues to be:

   - Whether the unit would be in scale and keeping with the area.

Planning Policy

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

Reasons

3. The appeal premises are in mixed use, with an off-licence at ground floor level and residential accommodation above. It is part of a pair of buildings in similar mixed use set back behind a shared forecourt, forming a break in garden frontages. The premises are sited within a predominantly residential area, although there are other commercial premises further along the road to the south-east and two 6-sheet panels on the bus shelter opposite. However, the immediate area is generally dominated by relatively large mature houses, which are set back from the road, within gardens of substantial size.

4. The proposed unit would be displayed on the north-western boundary of the shared forecourt area. With its cabinet like construction and overall height of 2.5m, the unit would be substantial. It would be sited close to the back edge of the pavement, well forward of the shop, making it visible for some distance from an easterly direction. Seen among residences it would appear as a particularly prominent commercial feature, whose impact would be accentuated during darkness by its internal illumination. In my opinion when

viewed against the curtilage of this small local shop, within this predominantly residential area, the unit would appear out of place and out of scale with its surroundings. For these reasons I consider that it would spoil the appearance of the premises and that of the surrounding area.

Conclusions

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

Formal Decision

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

Information

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

Noel Hutchinson

NOEL HUTCHINSON
Advertisement Control Officer

The Planning Inspectorate

RIGHT TO CHALLENGE THE DECISION

The attached appeal decision is final unless it is successfully challenged in the Courts. If a challenge is successful, the appeal decision will be quashed and the case returned to the Secretary of State for redetermination. It does not follow necessarily that the original decision on the appeal will be reversed when it is redetermined.

You may wish to consider taking legal advice before embarking on a challenge. The following notes are provided for guidance only.

Under the provision of section 288 of the Town and Country Planning Act 1990, a person who is aggrieved by a decision may seek to have it quashed by making an application to the High Court on the grounds:

1. that the decision is not within the powers of the Act; or

2. that any of the 'relevant requirements' have not been complied with; ('relevant requirements' means any requirements of the 1990 Acts or of the Tribunals and Inquiries Act 1992, or of any order, regulation or rule made under those Acts. These include the Town and Country Planning (Control of Advertisements) Regulations 1992 and the Town and Country Planning (Inquiries Procedure) rules 1974.)

The two grounds noted above mean in effect that a decision cannot be challenged merely because someone does not agree with the Advert Control Officer's judgement. Those challenging a decision have to be able to show that a serious mistake was made by the Advert Control Officer when reaching his or her decision; or, for instances, that hearing or site visit was not handled correctly, or that the appeal procedures were not carried out properly. If a mistake has been made the Court has discretion not to quash the decision if it considers the interests of the person making the challenge have not been prejudiced.

It is important to note that such an application to the High Court must be lodged with the Crown Office within 6 weeks from the date of the decision letter. This time limit cannot be extended.

An appellant whose appeal has been allowed should note that 'a person aggrieved' may include third parties as well as the local planning authority.

If you require further advice about making a High Court challenge you should consult a solicitor, or contact the Crown Office at the Royal Courts of Justice, Queens Bench Division, Strand, London WC2 2LL. Telephone: 0171 936 6000.

INSPECTION OF DOCUMENTS

It is the Inspectorate's policy to retain case files for a period of one year from the date on the decision letter. Any person notified of the decision can inspect the listed documents, photographs and plans within 6 weeks of the date of the decision letter. Other requests to see the appeal documents will not normally be refused. All requests should be made to Room 14/04, Tollgate House, Houlton Street, Bristol BS2 9DJ, quoting the appeal reference and stating the day on which you wish to visit. Please give at least 3 days' notice and include a daytime telephone number, if possible.

COMPLAINTS AND OTHER COMMENTS TO THE INSPECTORATE

Any complaints about the decision letter, or about the way in which the case was conducted, or any procedural aspect of the appeal should only be made in writing to the complaints officer in Room 1404, Tollgate House, Houlton Street, Bristol BS2 9DJ. Telephone: 0117 987 8927, quoting the appeal reference. You should normally receive a reply within 15 days of our receipt of your letter. You should note however, we cannot reconsider an appeal on which a decision letter has been issued. This can be done following a successful High Court challenge as explained overleaf.

PARLIAMENTARY COMMISSIONER FOR ADMINISTRATION (THE OMBUDSMAN)

If you consider that you have been unfairly treated through maladministration on the part of the Inspectorate you can ask the Ombudsman to investigate. The Ombudsman cannot be approached direct; reference can be made to him only by an MP. While this does not have to be your local MP (whose name and address will be in the local library) in most cases he or she will be the easiest person to approach. Although the Ombudsman can recommend various forms of redress he cannot alter the appeal decision in any way.

COUNCIL ON TRIBUNALS

If you feel there was something wrong with the basic procedure used for the appeal, a complaint can be made to the 'Council on Tribunals', 22 Kingsway, London WC2B 6LE. The Council will take the matter up if they think it comes within their scope. They are not concerned with the merits and cannot change the outcome of the appeal decision.

The Planning Inspectorate

Room 1222
Tollgate House
Houlton Street
Bristol BS2 9DJ

Direct Line 0117 987 8609
Switchboard 0117 987 8000
Fax No 0117 987 8181
GTN 1374
E-Mail adverts.pins@gtnet.gov.uk
www.planning-inspectorate.gov.uk

PLANNING SERVICES | HPT
POL | TLS
DC | ENF
APP | 04 DEC 2000
CS | FILE
COPIES TO:

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

Your Ref: A/2000/1743

Our Ref: APP/X0360/H/00/1505

Date: 01 DEC 2000

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL: 439 Reading Road, Winnersh, Wokingham

I enclose a copy of our Officer's decision on the above appeal[s].

The attached leaflet explains the right of appeal to the High Court against the decision, and how the documents can be inspected.

If you have any queries relating to the decision please send them to:

The Complaints Officer
The Planning Inspectorate
Room 14/04
Tollgate House
Houlton Street
Bristol
BS2 9DJ

Phone No. 0117 987 8927 Fax No. 0117 987 6219

Yours faithfully

Mr D Oakes

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS REGULATIONS 1992

APPEAL BY: Primelight Advertising Ltd
SITE: 439 Reading Rd, Winnersh
APPLICATION NO.: 1743
PROPOSAL: Erection of internally illuminated sign

LIST OF PERSONS CIRCULATED WITH NOTICE OF APPEAL

District Councillor(s) for Winnersh

Ms P Bray

Mrs E Siggery

Mr R Turner

Clerk(s) of Parish / Town Council of Winnersh

Mrs J Harlin, Winnersh Community Centre, New Rd, Sindlesham. RG41 5DU

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

TOWN AND COUNTRY PLANNING ACT 1990

SECTION 78 APPEAL

APPELLANT : **Primelight**

APPEAL SITE : **Thresher Wine Merchants, 439 Reading Road, Winnersh**

REASON FOR APPEAL : **Refusal of planning permission for an internally illuminated sign**

LOCAL PLANNING AUTHORITY REFERENCE : A/2000/1743

DEPARTMENT OF THE ENVIRONMENT, TRANSPORT AND THE REGIONS REFERENCE : APP/X0360/H/00/1505

1.00 SITE DESCRIPTION

1.01 The appeal site is a 0.03 hectare piece of land, located on the A329, within the Identified settlement of Winnersh. 439 Reading Road and the adjoining property form part of the local shopping centre but this is fragmented and the surrounding properties are predominantly residential.

A site location plan at scale 1:1250 is contained in Appendix 1.

2.00 RELEVANT PLANNING HISTORY

2.01 Construction of 439 Reading Road predates planning records. Since 1962 there have been a number of planning applications have been approved including several relating to signage.

2.02 On 14 August 2000 an application for an internally illuminated sign was refused for the reason that

"The proposed sign, by virtue of its prominence and particularly its illumination, would be visually intrusive and, therefore detrimental to the appearance of the street scene. The proposal is, therefore, contrary to Loddon Area Local Plan Policies LBE1, LBE2 and LBE10 and Policies WBE1 and WBE16 of the Wokingham District Local Plan (Deposit Draft)."

3.00 POLICY BACKGROUND

3.01 The development plan for the area comprises of the Berkshire Structure Plan and the Loddon Area Local Plan. There is also an emerging district wide local plan.

3.02 The Loddon Area Local Plan was adopted on 5 May 1995 and, on 26 November 1996, the Planing and Transportation Committee resolved that it should continue to carry weight as the most up to date adopted plan, except in relation to housing provision. The following Loddon Area Local Plan policies are relevant to this appeal.

LBE1 Design of New Development
LBE2 Inappropriate Design
LBE10 New Advertisements

A copy of these policies is contained in Appendix 2.

3.03 The emerging local plan is the Wokingham District Local Plan Deposit Draft. Berkshire County Council issued a statement of general conformity with the structure plan in May 1997 and the plan was placed on deposit in 21 October 1997. The first phase of the Public Local Inquiry into the emerging plan took place between October 1998 and October 1999 and the second phase commenced in February 2000 and is ongoing. The following policies are relevant to this appeal:

WBE1 Development in its Local Context.
WBE16 Outdoor Advertising.

At Deposit three reposes were received in relation to policy WBE1, two objections and one in support. No amendments to the policy have been proposed. One response was received supporting policy WBE16.

A copy of these policies is contained in Appendix 3.

3.04 The aim of policies LBE1 and LBE2 and of the adopted local plan and policy WBE1 of the emerging local plan is to promote a high standard of design which respects its local context. Development should make a positive contribution to its setting and its visual impact is one of the factors which should be taken into consideration. Policies LBE10 of the adopted local plan and WBE16 of the emerging local plan relate specifically to advertisements, which should not detract from the surrounding area.

4.00 THE COUNCIL'S CASE

4.01 435 Reading Road is a semi-detached property, located on the northern side of Reading Road. There is an off licence on the ground-floor while the adjoining premises, 437 Reading Road are occupied by a bookmakers. There is residential accommodation on the first-floor of both properties. The front boundary of the two properties is open and the frontage is hard surfaced, to provide customer parking. However the immediate surroundings are predominantly residential with dwelling houses to either side of Nos 437 and 439 and on the opposite side of the road. These dwellings have a more domestic appearance and the majority have enclosed front gardens. The gardens of 441 and 435 Reading Road are enclosed by fences, walls and also hedges, up to three metres in height.

4.02 The proposal is for a free standing, internally illuminated display board, close the front boundary of the site and the boundary with 441 Reading Road. The structure would be 2.5 metres high, 1.3 metres wide and 0.1855 metres deep, while the illuminated display area would have an area of about 1.2 x 1.8 metres. The sign would be single-sided with the display facing to the south-east.

4.03 The frontage of the site is open and, although the boundary hedge to 441 Reading Road would screen the rear of the sign, from the north-west, the proximity of the sign to the front boundary of the property, the overall internal illumination and the size of the illuminated area would cause it to be prominent from the south-east. It would be intrusive in the street scene and detrimental to visual amenity. The sign is particularly unacceptable on visual amenity grounds given that the locality is predominantly residential in nature.

4.04 Internally illuminated signs have been resisted locally and the Inspector's attention is drawn to the appeal for the fascia sign at 435 Reading Road. The proposal, for a fascia sign with overall internal illumination, was allowed at appeal, subject to back screening of the sign to allow illumination of the lettering only. A copy of the Inspectors decision letter is contained in appendix 4.

5.00 COMMENTS ON THE APPELLANT'S GROUNDS OF APPEAL

5.01 In response to the appellants grounds of appeal, the Council's view, as set out in paragraph 4.04 above, is that an internally illuminated sign in this location, albeit single-sided would be prominent in the street scene.

5.02 The reason for refusal and the policies cited relate to visual amenity, which is a material consideration in relation to proposals for advertisements.

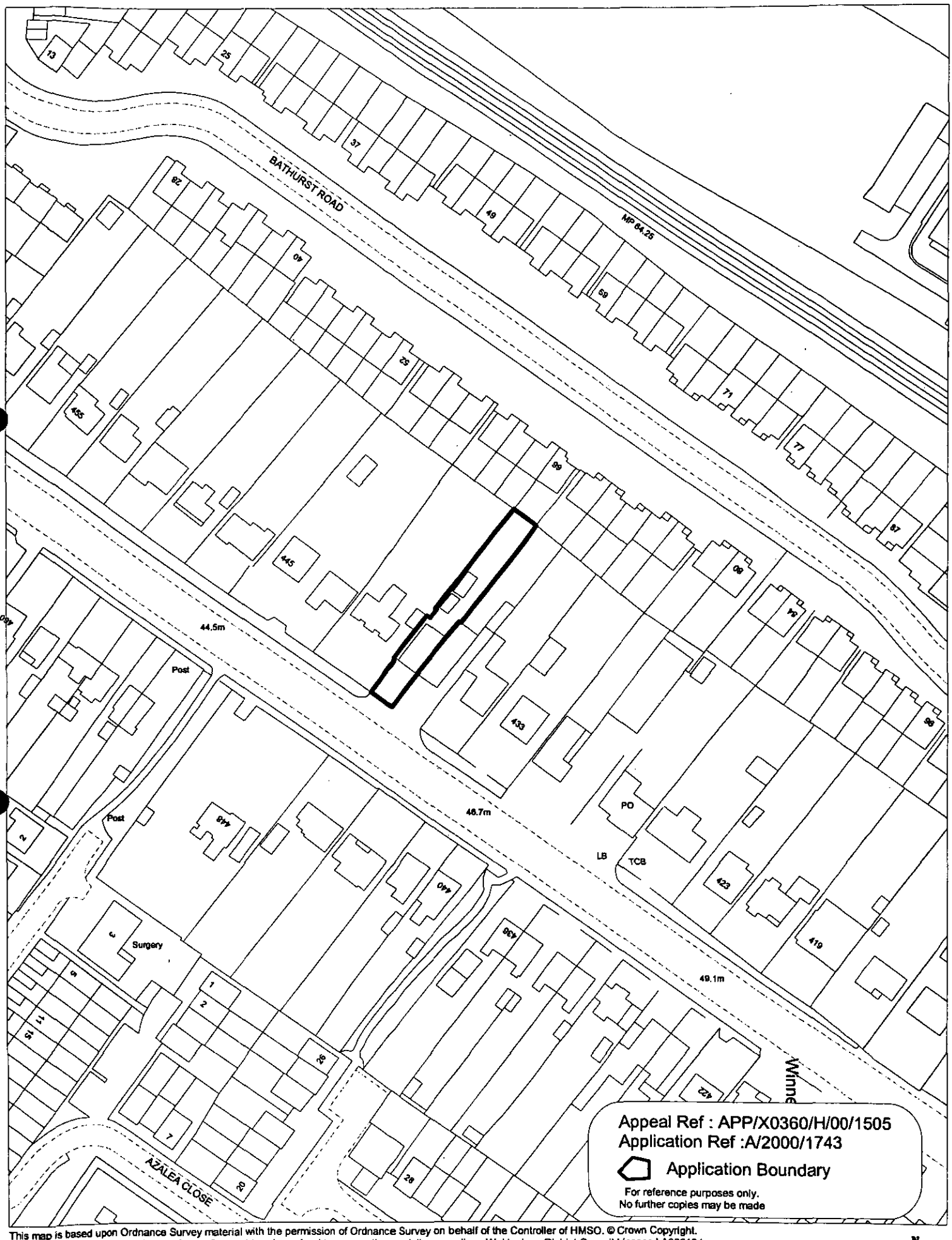
6.00 CONCLUSION

6.01 The location of an internally illuminated sign of this size, in a prominent position, close to the front boundary of the property would form an intrusive feature in the street scene. This would be detrimental to visual amenity of what is a predominantly residential area. As such it would be contrary to the policies cited and for this reason, the Inspector is respectfully requested to dismiss the appeal.

LIST OF APPENDICES

1. Location plan at 1:1250.
2. Extracts from the Loddon Area Local Plan.
3. Extracts from the Wokingham District Local Plan Deposit Draft.
4. Copy of the Inspectors decision letter for the appeal at 437 Reading Road.
5. Conditions for appeal if allowed.
6. Photograph of the appeal site

APPENDIX 1 -
Location plan at 1:1250.



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Development Control Section, Environmental Services, Wokingham District Council.

Scale: 1 : 1250

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W E
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APPENDIX 2 -
Extracts from the Loddon Area Local Plan.

LODDON AREA LOCAL PLAN

Adopted 5 May 1995



Published by: Wokingham District Council
Planning Department
Shute End
Wokingham
Berkshire
RG40 1WR
Telephone: (01734) 778798
Fax: (01734) 778735

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

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

❖ LBE2 INAPPROPRIATE DESIGN

PROPOSALS FOR DEVELOPMENT THAT IS INAPPROPRIATE IN TERMS OF ITS RELATIONSHIP WITH ADJOINING SITES AND BUILDINGS, OR WHICH WOULD ADVERSELY AFFECT THE CHARACTER OF AN AREA, BY VIRTUE OF ITS SITING, SCALE, FORM, MASSING, MATERIALS, COLOUR OR TEXTURE, WILL NOT NORMALLY BE PERMITTED.

ENVIRONMENTAL IMPROVEMENT

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

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

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

❖ LBE3 REFURBISHMENT AND REDEVELOPMENT

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

❖ LBE4 ENVIRONMENTAL ENHANCEMENT SCHEMES

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

SUNLIGHT, DAYLIGHT AND NOISE

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

❖ LBE5 SUNLIGHT AND DAYLIGHT

IN CONSIDERING PROPOSALS FOR NEW DEVELOPMENT, REDEVELOPMENT AND REFURBISHMENT THE DISTRICT COUNCIL WILL

APPENDIX 3 -
Extracts from the Wokingham District Local Plan Deposit Draft.



Wokingham District Local Plan
Deposit Draft

With Proposed Amendments Highlighted

February 2000

- **Proposed Amendments April 1999**
- **Additional Proposed Amendments September 1999**
- **Proposed Transport Amendments February 2000**

APPENDIX 4 -
Copy of the Inspectors decision letter for the appeal at 437 Reading Road.

99/68972/A

Lynn.

The Planning Inspectorate

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

Direct Line 0117-987-8577
Switchboard 0117-987 8000
Fax No 0117-987-8756
GTN 1374

Mr J Ransley
437 Reading Road
WINNERSH
Wokingham RG41 5HU

Your Ref:

Our Ref: APP/X0360/H/99/0831

Date: 23 AUG 1999

Dear Sir

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL: Winnersh Racing, 437 Reading Road, Winnersh, Wokingham, Berkshire
APPLICATION NO. 99/68972/A

1. I have been appointed to determine your appeal against Wokingham District Council's refusal to permit the display, at the above mentioned premises, of an internally illuminated fascia sign, 5.7m wide by 0.7m deep. My decision has been made on the basis of the written representations and an inspection of the premises.

2. I accept the Council's general descriptions of the appeal premises and their surroundings, given in their statement enclosed with their letter of 7 June 1999.

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

4. The appeal premises are in mixed use. Together with the adjoining shop unit and various other scattered shops along this road they provide a local service in what is otherwise a residential area. The busy road is lit by street lighting. Properties on the other side of the road being generally screened by garden hedges. This is a pleasant area with houses set in good sized gardens with much greenery, adding to the visual quality of this residential area. While these commercial premises are set well back from the road, so that they are partially screened from the surrounding area, I consider that they should respect the general character and appearance of the area.

5. It is a relatively substantial box sign with a large face having an acid yellow background and blue lettering. In my opinion this gives it a bold appearance, which would be further accentuated by internal illumination. Accordingly, I believe the sign would become even more prominent during darkness. With the general illumination of the area from the wash of light from the street lighting, I consider that modest sign illumination would be acceptable, particularly when restricted to business hours. I note that adjoining off-licence has an externally illuminated fascia sign. I also note that the

APPENDIX 5 -
Conditions for Appeal if Allowed.

CONDITIONS

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

2. 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 the Town and Country Planning (Control of Advertisements) Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

   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).

3. The sign shall not be illuminated other than while the premises are open for business.

REASONS

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

2. To comply with the Town and Country Planning (control of Advertisements) Regulations 1992 (as amended)

3. In the interests of visual amenity.

APPENDIX 6 -
Photographs of the appeal site.

Photo: View from south-east of the site on Reading Road



Photo 3: View from south-east of the site on Reading Rd

Tel. (0118) 974 6448 (Direct Line)
Date. August 30, 2000
My ref. A/2000/1743
Your ref.

CLLR R TURNER

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

Dear Sir

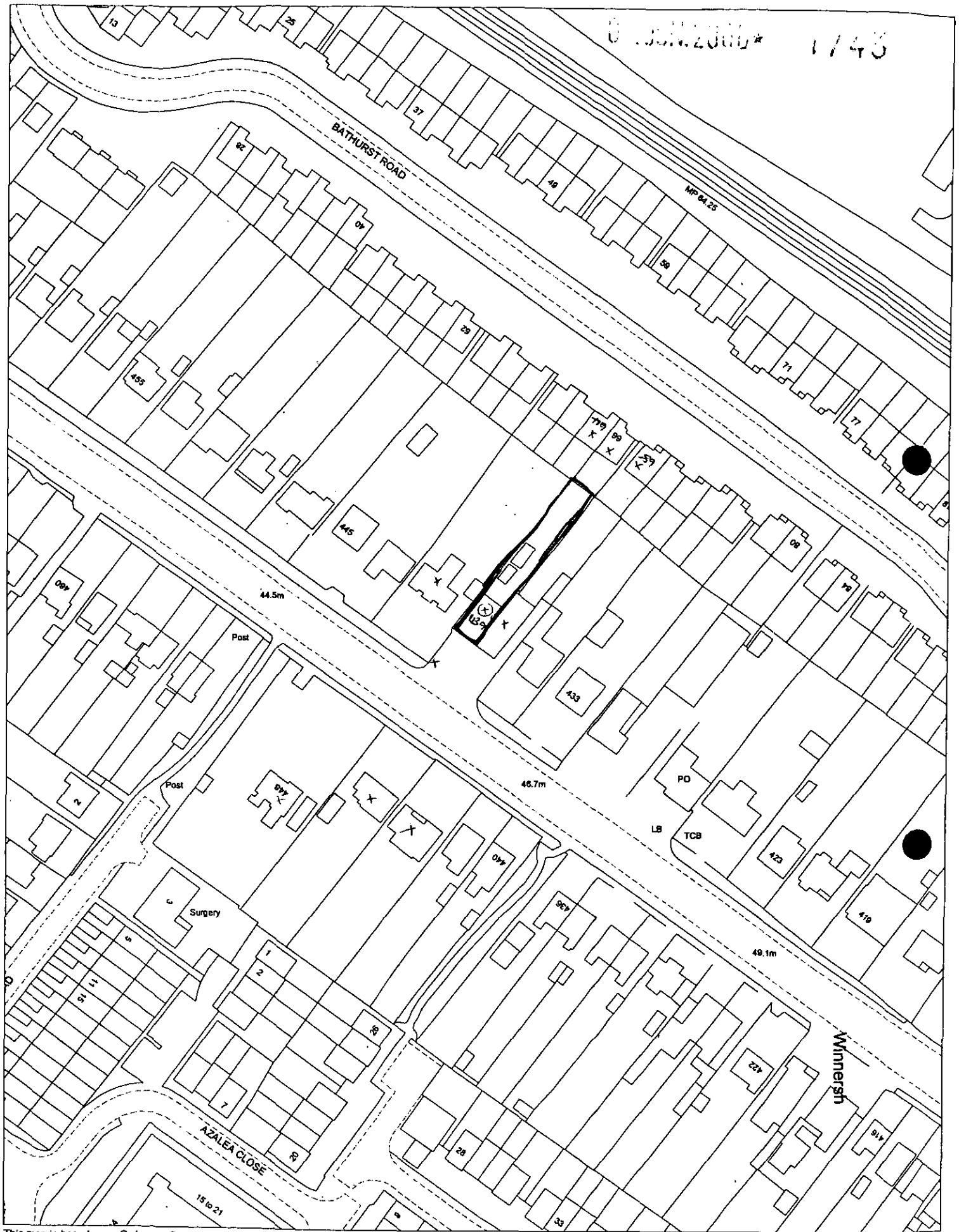
TOWN AND COUNTRY PLANNING (Control of Advertisements) REGULATIONS 1992
APPEAL BY: Primelight Advertising Ltd
SITE: 439 Reading Rd, Winnersh

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

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

Yours faithfully

Denise Gumbrell
Appeals Assistant



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Development Control Section, Environmental Services, Wokingham District Council.

14 June 2000

Scale: 1 : 1250

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

APPEAL BY: Primelight Advertising Ltd
SITE: 439 Reading Rd, Winnersh
APPLICATION NO.: 1743
PROPOSAL: Erection of internally illuminated sign

LIST OF PERSONS CIRCULATED WITH NOTICE OF APPEAL

District Councillor(s) for Winnersh

Ms P Bray

Mrs E Siggery

Mr R Turner

Clerk(s) of Parish / Town Council of Winnersh

Mrs J Harlin, Winnersh Community Centre, New Rd, Sindlesham. RG41 5DU

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

Tel. (0118) 974 6448 (Direct Line)
Date. August 30, 2000
My ref. A/2000/1743
Your ref.

CLLR R TURNER

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

Dear Sir

TOWN AND COUNTRY PLANNING (Control of Advertisements) REGULATIONS 1992
APPEAL BY: Primelight Advertising Ltd
SITE: 439 Reading Rd, Winnersh

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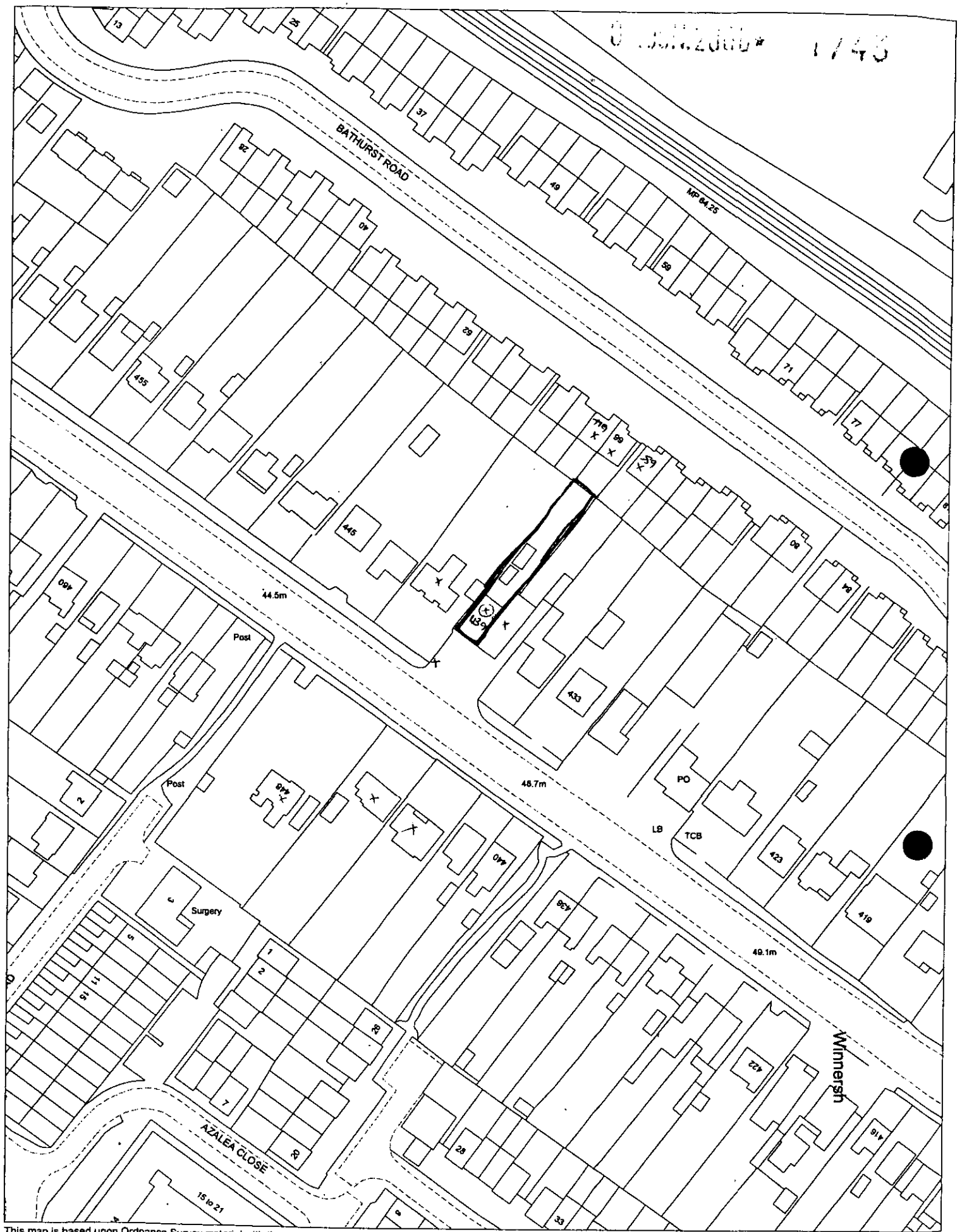
Yours faithfully

Denise Gumbrell
Appeals Assistant



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Development Control Section, Environmental Services, Wokingham District Council.
14 June 2000

Scale: 1 : 1250

N
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Tel: (0118) 974 6479 (Direct Line)
Fax: (0118) 974 6484
Email: Emy.Circuit@wokingham.gov.uk
Date: 10 October 2000
My ref: EXC/A/2000/1743
Your ref: APP/X0360/H/00/1505

The Planning Inspectorate
Room 1026
Tolllgate House
Houlton Street
BRISTOL
BS2 9DJ

FAO Mr D Oakes

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

APPELLANT: PRIMELIGHT ADVERTISING LTD
SITE: 439 READING ROAD WINNERSH

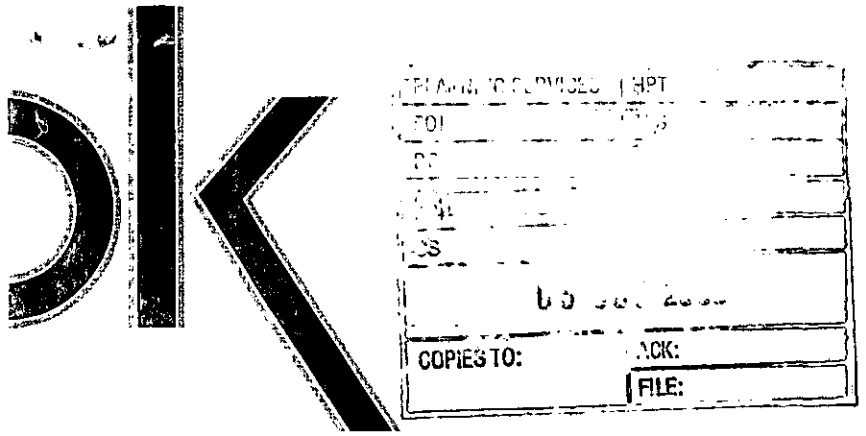
With regard to the above appeal, I write in response to the appellants observations on the Council's statement, dated 2 October 2000, and refer to the second paragraph of section 4, 'Response to the Councils Case'. I would like to clarify that the Council is not suggesting that the internal illumination of the advertisement would radiate light but that it would exacerbate the prominence of the advertisement.

Yours sincerely

M L Thorp,
Principal Development Control Officer

cc: Oldfield King Planning

Den



Oldfield King Planning

Town Planning and Development Consultants

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

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

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

Date: 2nd October 2000

F497-1982
Our Ref: MO 96/0502-2572
Your Ref: APP/X0360/H/00/1505

F.A.O. MR D OAKES

Dear Sirs

RE: ADVERTISEMENT APPEAL
439 READING ROAD, WINNERSH, WOKINGHAM

We submit the following brief observations in response to Wokingham District Council's statement in respect of the above appeal.

1. Site Description

The officer's site description is generally accepted. Although, we accept the surrounding area is predominantly residential, the appeal site represents a large commercial feature in the locality. In addition, there are a number of other commercial developments in the vicinity, such as the Post Office immediately to the south east of the appeal site. The appeal display would, therefore, not appear as an isolated commercial feature in the streetscene.

2. Relevant Planning History

Noted.

3. Policy Background

The Advertisement Regulations 1992, as amended 1994, make it clear that each advertisement display must be considered on its individual merits in the interests of amenity and public safety only. The officer's reference to development plan policies cannot in itself be a sufficient reason for refusing advertisement consent. Although planning policies are capable of being material planning considerations, they are rarely the decisive factor in a decision.

4. Response to the Council's Case

The proposed unit is to be located in the forecourt of 435 Reading Road. The property adjoins a similar commercial building, which is in use as a bookmakers. These two properties have an open and deep forecourt that is seen in close association with the commercial nature of the premises. The unit would be

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

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

Offices at:
Bristol
Maidstone
Romsey
Pershore

Government Approved - Constructionline Registered No. 8559

www.oldfield-king.demon.co.uk

located on the edge of the forecourt beneath a dominant illuminated sign. A mid-height fence and heavy foliage would mask the rear of the unit.

We do not consider the addition of the appeal display onto the forecourt would substantially increase the level of illumination at the premises. Indeed, the display is internally illuminated and as such does not radiate light in the same way as an externally illuminated display or street light. The illumination of the display is used only to highlight the advertisement contained in the display box itself and will have a limited, if not insignificant impact on the illumination of the shop forecourt as a whole. However, our client is willing to accept a condition to switch off the display's illumination between the hours of 10pm and 7am, if it were considered necessary in the interest of amenity.

In this location we do not consider the appeal display to be detrimental to the amenity of the area. Indeed, by it's very nature a main road is a busy and diverse environment, often accommodating a variety of land uses. A display such as that proposed in this appeal would appear as a natural commercial development in this setting. Indeed, given the relatively small scale of the display and the openness of the surrounding area we do not consider the display's design, location, scale or illumination appear out of place or intrusive in this setting.

The other commercial uses fronting Reading Road display a variety of advertisements and as such we do not consider the display would appear as an unusual or isolated commercial feature in the street scene. Furthermore we do not consider that the premises constitute a commercial setting in a predominately residential locality. There are a number of commercial properties fronting Reading Road and we therefore consider the locality to be in mixed-use.

PPG19 states that any application *'which involves the display of a poster is to be considered on its own merits with regards the general characteristics of the locality in which it is to be displayed'*. We do not therefore consider the previous decision attached by the officers' to be a material consideration in this application, and by the same logic the outcome of this appeal should not be binding on the officers' in the future.

5. Comments on the Appellants Grounds of Appeal

Noted. We consider our case has been satisfactorily addressed above.

6. Conclusion

For the above reasons we do not consider the display to be detrimental to visual amenity. We therefore respectfully request that this appeal be allowed.

We have no further comments.

Yours faithfully

J Ouis

pp

MARK AUCHINCLOSS
For and On Behalf Of
OLDFIELD KING PLANNING

cc: Ms D Ballard - Retail Media Ltd.

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

Tel. (0118) 974 6448 (Direct Line)
Date. September 19, 2000
My ref: A/2000/1743
Your ref:96/0502

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

Oldfield King Planning
Unit2, Eclipse Office Park
Staple Hill
Bristol
BS16 5EL

Dear Sirs

APPEAL BY: **Primelight**
SITE: **439 Reading Rd, Winnersh**

With reference to this appeal, I enclose a copy of the Council's statement.

I have also sent copies to The Planning Inspectorate.

Yours faithfully

Denise Gumbrell (Mrs)
Appeals Assistant

Enc

Tel. (0118) 974 6448 (Direct Line)
Date: September 19, 2000
My ref: A/2000/1743
Your ref: APP/X0360/H/00/1055

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

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

Dear Mr Oakes

APPEAL BY: Primelight
SITE: 439 Reading Rd, Winnersh

With reference to this appeal, I enclose a copy of the Council's statement.
I have also sent a copy to the appellant's agent.

Yours sincerely

Denise Gumbrell (Mrs)
Appeals Assistant

Enc

The Planning Inspectorate

Room ~~1026~~ 1222
Tollgate House
Houlton Street
Bristol BS2 9DJ

Direct Line 0117 987 8609
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GTN 1374

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

Your Ref: A/2000/1743

Our Ref: APP/X0360/H/00/1505

Date: 22 August 2000

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL: 439 Reading Road, Winnersh, Wokingham

You should have received a copy of an advertisement appeal [on form DOE 14075B], from Primelight Advertising for this site/premises. If you have not received an appeal, please inform us immediately on the enclosed reply slip.

The appeal will be dealt with by the procedure described in paragraph 42 of DOE Circular 5/92; and an officer of the Inspectorate will be appointed by the Secretary of State to decide the appeal. The Council's statement, photographs and scaled plan, and any other relevant document, should be sent to the appellant(s) and the Secretary of State within 3 weeks of you receiving the appeal. This is in accordance with the Town and Country Planning (Control of Advertisements) Direction 1992. When preparing your statement, the advice in paragraph 43 and Appendix D to DOE Circular 5/92 is especially relevant.

Yours faithfully

Mr D Oakes

The Planning Inspectorate
Room 1026
Tollgate House, Houlton Street
Bristol BS2 9DJ

Reference No.
A/2000/1743
APP/X0360/H/00/1505

Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
APPEAL: 439 Reading Road, Winnersh, Wokingham

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

Yours faithfully

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ~~ACT 1990~~ (Control of Advertisements) Regs. 1992

APPEAL BY: Primelight Advertising Ltd
SITE: 439 Reading Rd, Winnersh
APPLICATION NO.: 1743
PROPOSAL: Erection of internally illuminated sign

LIST OF PERSONS CIRCULATED WITH NOTICE OF APPEAL

District Councillor(s) for Winnersh

Ms P Bray

Mrs E Siggery

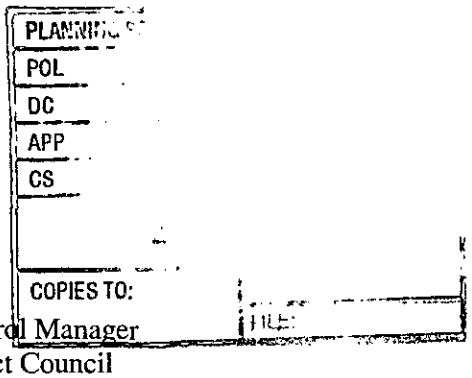
Mr R Turner

Clerk(s) of Parish / Town Council of Winnersh

Mrs J Harlin, Winnersh Community Centre, New Rd, Sindlesham. RG41 5DU

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





Oldfield King Planning

Town Planning and Development Consultants

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Bristol BS16 5EL

Tel: (0117) 9561916
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Email:
all@oldfield-king.demon.co.uk

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

Date: 18 August 2000

Our Ref: LB/KR 96/0502-2409

Your Ref:

Dear Sir

RE: ADVERTISEMENT APPEAL -
439 READING ROAD, WINNERSH, WOKINGHAM

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

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

Yours faithfully

pp.

MARK AUCHINCLOSS
For and on Behalf of
OLDFIELD KING PLANNING

Enc: Appeal correspondence

cc: The Planning Inspectorate
Ms D Ballard – Retail Media

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

Oldfield King Planning Ltd
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Hampshire SO51 0HE
Registered in England No.2165802

Offices at:
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www.oldfield-king.demon.co.uk

Oldfield King Planning

Town Planning and Development Consultants

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

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

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

Date: 18 August 2000

Our Ref: LB/KR 96/0502-2409

Your Ref:

Dear Sir

RE: ADVERTISEMENT APPEAL -
439 READING ROAD, WINNERSH, WOKINGHAM

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

We also enclose a copy of the following correspondence:

1 A copy of the local planning authority's refusal notice dated 14th August 2000;

2 A copy of the advertisement application correspondence dated 28th June 2000 together with site location plans, an artist's impression and precise dimensions and specifications of the proposed appeal display.

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

Yours faithfully

MARK AUCHINCLOSS
For and on Behalf of
OLDFIELD KING PLANNING

Enc: Appeal correspondence

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

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

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

Offices at:
Bristol
Maidstone
Romsey
Pershore

Government Approved - Constructionline Registered No. 8559

www.oldfield-king.demon.co.uk

Tel. (0118) 974 6448 (Direct Line)
Date. August 30, 2000
My ref. A/2000/1743
Your ref.

CLLR R TURNER

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

Dear Sir

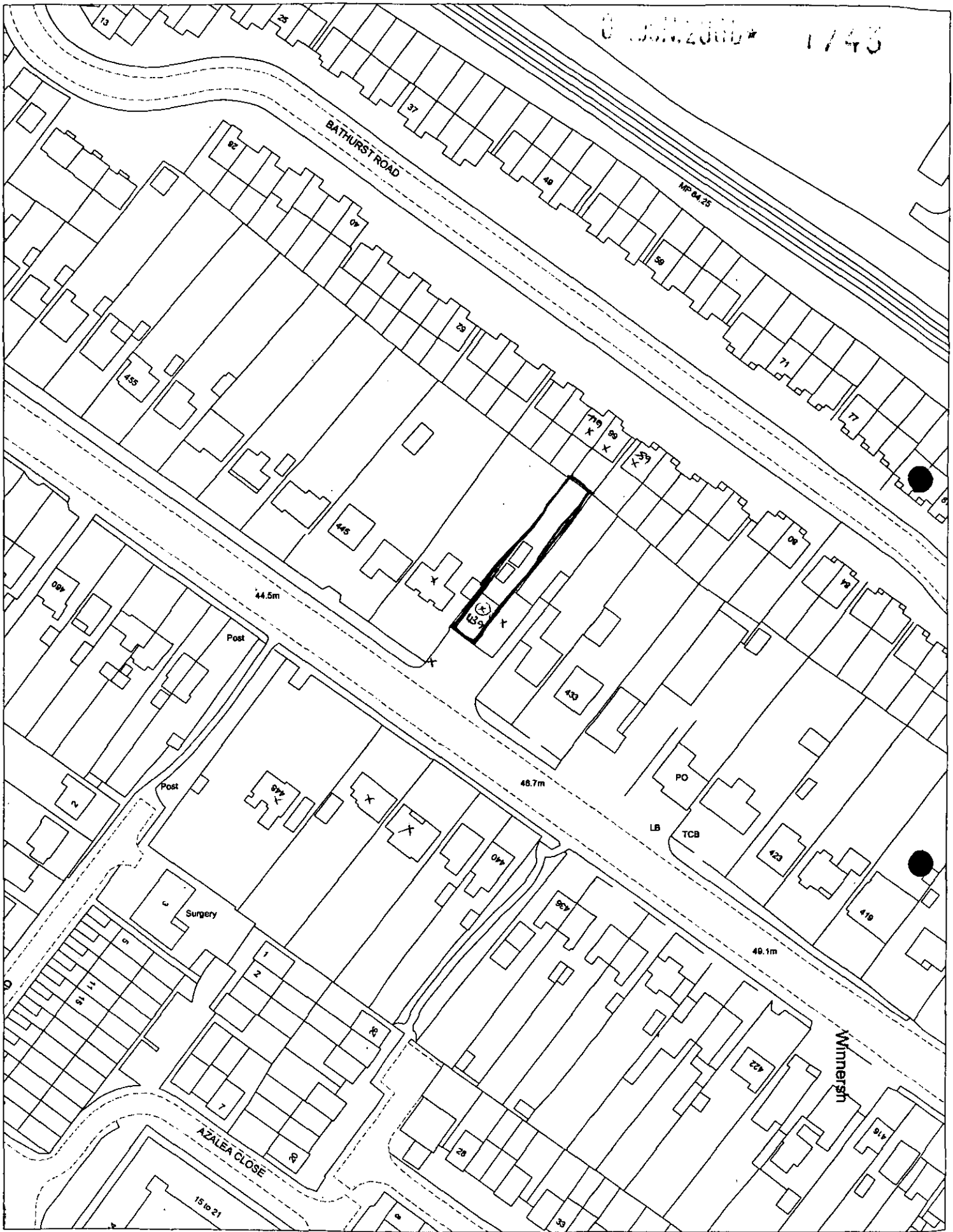
TOWN AND COUNTRY PLANNING (Control of Advertisements) REGULATIONS 1992
APPEAL BY: Primelight Advertising Ltd
SITE: 439 Reading Rd, Winnersh

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

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

Yours faithfully

Denise Gumbrell
Appeals Assistant



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Development Control Section, Environmental Services, Wokingham District Council.

14 June 2000

Scale: 1 : 1250

N
W E
S

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Refusal of Permission

Primelight
C/O Primelight Advertising Limited
3 Waterhouse Square
138-142 Holburn
London
ECIN 2NY

Application Number: A/2000/1743

Parish: **WINNERSH**

Location: **Thresher Wine Merchants 439, Reading Road, Winnersh, Wokingham.**

Proposal: **Proposed erection of internally illuminated sign**

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

Reason

1. The proposed sign, by virtue of its prominence and particulary its illumination, woud be visually intrusive and, therefore detrimental to the appearance of the street scene. The proposal is, therefore contrary to Loddon Area Local Plan Policies LBE1, LBE2 and LBE10 and Policies WBE1 and WBE16 of the Wokingham District Local Plan (Depoist Draft).

John Mitchell
Development Control Manager
Date: 14/08/2000

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

THE PLANNING INSPECTORATE

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

ADVERTISEMENT APPEAL TO THE SECRETARY OF STATE FOR THE ENVIRONMENT, TRANSPORT AND THE REGIONS

THE PLANNING INSPECTORATE, [PINS(AA)5], ROOM 12/22, TOLLGATE HOUSE, HOULTON STREET, BRISTOL, BS2 9DJ

- PLEASE READ THE ATTACHED NOTES FOR GUIDANCE BEFORE COMPLETING YOUR APPEAL
- PUT X IN THE APPROPRIATE BOX THROUGHOUT

A – Appellant's Details – (please use capital letters)

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

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

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

Post Code: — Post Code: **BS16 5EL**

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

B – Appeal and Grounds

2. I appeal against:

☒ **Wokingham Borough** Council's decision on (date) _____ (ref) _____ to refuse consent for the display of advertisement(s);

☐ condition(s) imposed by the Council on the grant of consent advertisement(s);

☐ the Council's failure to give notice within the specified period of their decision on an application, or that it has been referred to the Secretary of State for the Environment;

☐ the Council's service of a discontinuance notice on (date) _____ (ref) _____

To accompany copy of the appeal sent to the Planning Inspectorate

3. I enclose a copy of:

☒ the advertisement application made to the Council;

☒ all relevant plans and particulars submitted to the Council;

☒ the notice of the Council's decision;

☒ any relevant correspondence with the Council;

☐ the discontinuance served by the Council.

4. Description, measurements and colours, including details of illumination if applicable, of the advertisement(s) involved in this appeal.

One free standing single sided illuminated display unit

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

439 Reading Road, Winnersh, Wokingham

5b. Has the land/site owners consent been obtained?	NO	☐	YES	☒
5c. Is the site on highway land?	NO	☒	YES	☐
6. Is the advertisement in position?	NO	☒	YES	☐

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

NO ☒ YES ☐

If yes, what is it?

☐ An appeal under Town and Country Planning (Control of Advertisements) Regulations 1992

☐ A planning appeal under Section 78 of the Town and Country Planning Act 1990

☐ An enforcement appeal under Section 174 of the 1990 Act

☐ An appeal involving any listed building on the site

8. Please state the precise grounds or reasons for your appeal (use additional paper if necessary)

SEE ATTACHED SHEET

C – Late appeals

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

D – Procedures for deciding your appeal

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

☒ consideration of written statements, photographs and an unaccompanied site inspection by an officer of the Inspectorate

☐ a hearing at which I or my representatives and a representative of the Council will make oral representations to an officer of the Inspectorate

If the last box is indicated, it would be helpful if you could state fully your reasons why the written representations method would be inadequate in this case (use additional paper if necessary).

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

Date: **18 August 2000** Signature:

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

GROUNDS OF APPEAL

439 READING ROAD, WINNERSH, WOKINGHAM

1. We do not consider the proposed free standing advertisement panel would be detrimental to visual amenity. The panel would be single sided, facing directly onto the forecourt of the commercial appeal premises. The panel would be generally in line with the commercial frontage and would not exceed the shop front fascia panel. Furthermore, the unit would fit neatly alongside a pole mounted hanging sign advertising the shop and therefore would not appear isolated or unduly prominent.

2. The panel would be single sided with only a blank back visible to motorists and pedestrians approaching from the north west. This blank panel could be painted to a colour appropriate to the surroundings in order to integrate it into the street scene. The illumination of the panel serves only to highlight the panel internally and would not intrude into the surrounding area. However, our client would be willing to reduce the intensity of the illumination to 800 candelas/m^2, if this is deemed necessary in the interests of visual amenity.

3. The Council's reasons for refusal refer to various policies of the relevant Local Plans. Although we accept that development plan policies are relevant to the appeal, PPG19, paragraph 17 states *"even though advertisement control policies or design guidance may have been formulated having regard to matters of amenity and public safety, references to these policies and guidance cannot by themselves be the decisive factor in determining whether an advertisement is to be permitted."*

4. For the above reasons we do not consider the proposed advertisement panel would be detrimental to visual amenity. We therefore request that this appeal be allowed.