SOUTHPORT U.K.
LONDON OFFICE
X SYSTEMS LTD

APPLICATION NO:
A/2001/3210

LOCATION:
Waitrose Ltd London Road, Twyford Reading.

APPLICANT:
Waitrose Ltd C/O John Lewis Partnership Building Group

PROPOSAL:
Proposed erection of illuminated shop sign.

EARLIEST DATE FOR DECISION: **17/02/2001**

APPLICATION WILL HAVE EXPIRED ON:
19/03/2001

CASE OFFICER: **Joss Miller**

WITHDRAWN

Application No.	Received	Wargrave	Listed By:
A/2001/3210	22.01.01		Cllr. Conway

Applicant : Waitrose Ltd
Location : Waitrose, London Road, Wargrave
Proposal : Proposed erection of illuminated shop sign.

1. <u>Planning</u> – **The site is located on London Road, which is within the identified settlement and Conservation Area of Wargrave. The sign is situated on an existing retail development, which already has illuminated signs. The proposed sign was the subject of part of an appeal and this element was dismissed on 23 October 2000.**

2. <u>Proposal</u> – is for the erection for an illuminated shop sign on the north-east elevation of the building. The proposal would be 5.5 metres from ground level to the top of the sign. The letters would include halo lighting and would be 0.9 metres high.

   It is before the Development Control Committee because it has been listed by Councillor Conway due to concerns regarding the possible detrimental impact on neighbouring properties.

3. <u>Consultations</u> -
   - ***Highways*** – **No objection subject to conditions relating to control over glare or dazzle from illumination on drivers.**
   - ***Conservation*** – Had previously considered similar signage to be too large and unnecessary, and detrimental to adjoining properties. However, referrals were made regarding the Inspector's decision of 23 October 2001.
   - ***Twyford Parish Council*** – Object to the signage as it would be considered unnecessary development and would be unneighbourly to nearby residences.
   - ***Neighbour*** – Objects due to detrimental impact on neighbouring properties.

4. <u>Appraisal</u> – Because this application is for express advertisement consent the provision of the development plan may only be applied to guide Members in making their decision. Therefore, the main issues are amenity and public safety:

   A. Impact on the amenity. (EN1 and OS1 of the Berkshire Structure Plan: LTV1, LBE2 and LBE10 of the Loddon Area Local Plan: WOS3, WBE1, WBE2 and WBE16 of the Wokingham District Local Plan).
   B. Impact upon public safety. (EN1 and OS1 of the Berkshire Structure Plan: LTV1, LBE2 and LBE10 of the Loddon Area Local Plan: WOS3, WBE1, WBE2 and WBE16 of the Wokingham District Local Plan).
   C. Concerns of the Parish Council and local residents.

   A. <u>**Impact on the amenity and Conservation Area**</u>.
   The nearest residential properties would be 35 metres from the sign. In the previous appeal statement relating to the sign issued by the Inspector on 23 October 2000, he stated that, 'the sign would be seen only from upstairs

windows and through trees.' He went on to say that it 'would not intrude into the outlook of the local residents to a significant degree and when the panel is seen by the local residents,...that it would be perceived as an integral part of the store and not in some way as intruding into the residential area.' Therefore, any impact on the amenity of neighbouring properties and the Conservation Area in which the development is situated, would not be considered sufficient to warrant a refusal.

B. Impact on public safety

The Inspector wrote that the sign 'would not be seen at all from London Road except when entering the car park entrance'. He believed that although the sign was quite large it would not look over scale in this setting. However, he went on to say that it was too high and 'interrupted the string course in an incongruous fashion which showed no respect to the architectural detailing of the store. He concluded that the sign was 'unsatisfactory solely because of its high level position on the string course'. The current application shows the sign approximately 0.8 metres lower than that of the sign in the previous application, with the string course running uninterrupted 0.2 metres above it. Therefore any impact on the public safety would be minimised.

5. **Conclusion** – In the context of the adjoining development and the Inspector's decision on the previous application, the proposed signage is considered reasonable and is a sufficient distance from the highway and residents of the locality and will not, therefore, result in a materially adverse effect on amenity or public safety through consideration of the effect upon the adjacent properties, highway safety or the visual appearance and character of the surrounding area.

6. **Recommendation** – GRANT express advertisement consent subject to the following conditions:

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

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

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

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

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

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

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

Reasons:

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

2. In the interests of visual amenity.

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

MINUTES OF A MEETING OF THE DEVELOPMENT CONTROL COMMITTEE HELD ON WEDNESDAY 21 MARCH 2001 FROM 7.00 PM TO 10.40 PM

Present: Mr KA Malvern (Chairman), Mrs JA Lissaman (Vice-Chairman), Mrs DC Beatty Mr MJ Bryant, Mr SR Conway, Mr RH Cundy, Mr TP Dredge, Mr JL Earnshaw, Mr RFN Eke, Mrs MA Long, and Mrs M Robertson.

Also present under Standing Order 39:- Mr AJ Ross and Mr GM Storry,

PART I

RESOLVED: That the order of business detailed on the agenda be varied.

272. MINUTES

Subject to the following amendments, the Minutes of the meeting of the Committee held on 28 February 2001 were confirmed as a correct record and signed by the Chairman;

Minute 256

Amend resolution as follows;

That Application No: 2000/2079 be refused on the grounds of its impact on neighbouring properties, its height and massing and the fact that it would create a hard edge to the rural area.

Minute 266

Addition of;

Mr. GA Cockroft, a local Member attended the meeting and spoke against the application.

273. APOLOGIES

An Apology for absence was submitted from Mr. BJS Patman,

274. ORDER OF BUSINESS

With the agreement of the Committee, the order of business was varied so that those applications where members of the public had indicated a wish to speak could be dealt with first.

290. APPLICATION NO: 2001/3210, PROPOSED ERECTION OF ILLUMINATED SHOP SIGN, WAITROSE LONDON ROAD TWYFORD, FOR WAITROSE LTD

Members noted that this application had been withdrawn.

Application No. **Received** **Twyford** **Listed By: Cllr. Conway**
A/2001/3210 **22.01.01**

Applicant : Waitrose Ltd
Location : Waitrose, London Road, Twyford
Proposal : Proposed erection of illuminated shop sign.

1. **Planning** – The site is located on London Road, which is within the identified settlement and Conservation Area of Twyford. The sign is situated on an existing retail development, which already has illuminated signs. The proposed sign was the subject of part of an appeal and this element was dismissed on 23 October 2000.

2. **Proposal** – is for the erection for an internally illuminated shop sign on the north-east elevation of the building. The proposal would be 5.5 metres from ground level to the top of the sign. The letters would include halo lighting and would be 0.9 metres high.

   It is before the Development Control Committee because it has been listed by Councillor Conway due to concerns regarding the possible detrimental impact on neighbouring properties.

3. **Consultations** -
   - ***Highways*** – No objection subject to conditions relating to control over glare or dazzle from illumination on drivers.
   - ***Conservation Architect*** – Had previously considered similar signage to be too large and unnecessary, and detrimental to adjoining properties.
   - ***Twyford Parish Council*** – Object to the signage as it would be considered unnecessary development and would be unneighbourly to nearby residences.
   - ***Neighbour*** – Objects due to detrimental impact on neighbouring properties.

4. **Appraisal** – Because this application is for express advertisement consent the provision of the development plan may only be applied to guide Members in making their decision. Therefore, the main issues are amenity and public safety:

   A. Impact on the amenity. (EN1 and OS1 of the Berkshire Structure Plan: LTV1, LBE2 and LBE10 of the Loddon Area Local Plan: WOS3, WBE1, WBE2 and WBE16 of the Wokingham District Local Plan).
   B. Impact upon public safety. (EN1 and OS1 of the Berkshire Structure Plan: LTV1, LBE2 and LBE10 of the Loddon Area Local Plan: WOS3, WBE1, WBE2 and WBE16 of the Wokingham District Local Plan).
   C. Concerns of the Parish Council and local residents.

   A. **Impact on the amenity and Conservation Area**.
   The nearest residential properties would be 35 metres from the sign. In the previous appeal decision relating to the sign issued by the Inspector on 23 October 2000, he stated that, 'the sign would be seen only from upstairs windows and through trees.' He went on to say that it 'would not intrude into

the outlook of the local residents to a significant degree and when the panel is seen by the local residents,...that it would be perceived as an integral part of the store and not in some way as intruding into the residential area.'

The Inspector wrote that the sign 'would not be seen at all from London Road except when entering the car park entrance'. He believed that although the sign was quite large it would not look over scale in this setting. However, he went on to say that it was too high and 'interrupted the string course in an inconguous fashion which showed no respect to the architectural detailing of the store. He concluded that the sign was 'unsatisfactory solely because of its high level position on the string course'. The current application shows the sign approximately 0.8 metres lower than that of the sign in the previous application, with the string course running uninterrupted 0.2 metres above it. Therefore, any impact on the amenity of neighbouring properties and character of the Conservation Area in which the development is situated, would not be considered sufficient to warrant a refusal.

B. Impact on public safety

There would be no effect on public safety.

5. **Conclusion** – In the context of the adjoining development and the Inspector's decision on the previous application, the proposed signage is considered reasonable and is a sufficient distance from the highway and residents of the locality and will not, therefore, result in a materially adverse effect on amenity or public safety through consideration of the effect upon the the adjacent properties, highway safety or the visual appearance and character of the surrounding area.

6. **Recommendation** – GRANT express advertisement consent subject to the following conditions:

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

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

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

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

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

e) No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation

by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reasons:

1. In the interests of visual amenity.

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

Appeal Decision

Site visit made on 03 October 2000

by Hugh Llewelyn

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

The Planning Inspectorate
Room 1404
Tollgate House
Houlton Street
Bristol BS2 9DJ
0117 987 8927
Date 23 OCT 2000

Appeal Ref: APP/X0360/H/1126
Waitrose Store, London Road, Twyford, 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 Waitrose Ltd against the decision of Wokingham District Council.
- The application (ref:A/2000/0350) is dated 4 January 2000.
- The advertisements proposed are:

Sign W2: internally-illuminated "halo" letters measuring 4.15m x 0.6m on the north west elevation.
Sign W4: non-illuminated letters measuring 2.4m x 0.35m on the south east elevation.
Sign W6: internally-illuminated "halo" letters measuring 6.2m x 0.9m on the north east elevation.

Summary of Decision: The appeal is dismissed.

Procedural Matters

1. My decision is based on the written representations exchanged, the photographs submitted and an inspection of the site. I accept the description of the appeal site and its surroundings in the Council's statement enclosed with their letter of 31 July 2000.

Main Issues

2. I consider that the main issues in this case are the likely effects of the signs, including in conjunction with existing signs, on the street scene and Conservation Area.

Planning Policy

3. The Council refer to policy LBE10 of the London Area Local Plan and policies WBE16 & WHE2 of the draft Wokingham District Local Plan. However, the Regulations require decisions be made only in the interests of amenity and public safety, taking account of any material factors. Thus, while I have taken into account the Council's policies, they cannot be decisive.

Reasons

4. The appeal premises comprise a new supermarket on the corner of London Road and Wargrave Road in the centre of Twyford. Sign W2 would be erected on the store's north west elevation next to the angled, west-facing main entrance, which has one approved sign (W1). Sign W2 would overlook the car park and the vehicular access from Wargrave Road. Also on the north west elevation is an approved sign (W3). Sign W4 would be erected on

the windows of the coffee shop, facing London Road. The coffee shop projects in front of the south east elevation of the store, which has one approved sign (W5). Sign W6 would be erected on the plain brick wall of the north east elevation facing a service yard and the vehicular entrance from London Road.

5. Most of the store is in the Twyford Village Conservation Area where special attention must be paid to preserving or enhancing its character or appearance. There should thus be strict control over displaying advertisements. However, provided signs are in keeping with an Area, particularly one with a strong commercial character, then they may be acceptable.

6. The Council claim the appellants do not need the signs. However, as paragraph 9 of Planning Policy Guidance 19 points out, it is accepted that, except for some signs in Areas of Special Control, anyone proposing to display an advertisement "needs" that sign in that location, whether for commercial or other reasons. But by the same token, the appellants' need for the signs cannot be a decisive factor in favour of them.

7. As this part of the Conservation Area is dominated by the modern store, and as the Council have approved very similar signs, I do not consider that the intrinsic design of the appeal signs would harm the character or appearance of the Conservation Area.

8. Looking at Sign W2 first, when viewed from the eastern part of the car park, I agree with the appellant that it would be seen only in conjunction with Sign W3 at the other end of the north west elevation; Sign W1 would not be seen even though it would be on the adjacent elevation. However, from the eastern part of the car park, all three signs would be seen together. I am satisfied that the addition of Sign W2 would then result in an impression of advertisement clutter, notwithstanding the length of this elevation. I think that this impression of clutter would be strengthened by the intended position of Sign W2, which would be lower than both Signs W1 and W3, and consequently look discordant with them because of the strong horizontal lines of the store.

9. As to Sign W4, I do not consider that it would lead to any impression of clutter. When viewed from the north east Sign W5 would not be seen in conjunction with it. Both signs would be seen from the south west, but in view of what I consider is the modest size of both signs in relation to the size of the store's south east elevation, I do not consider that any impression of advertisement excess or clutter would arise from this direction either. However, the Council state that they would wish to see the sign inside the windows of the coffee house and I would agree. To my mind, the erection of Sign W4 outside the glazing and cutting across the glazing bars would make it look a random after-thought that paid no respect to the architectural detailing of the coffee house.

10. Turning to Sign W6 on the north east elevation, I believe that it would be seen in conjunction with Sign W3 on the north west elevation only from some limited angles and that mostly it would be seen alone. And it would not be seen at all from London Road except when entering the car park entrance. Although quite large, Sign W6 would be the only sign on an elevation which is to my mind also quite large. I do not regard Sign W6 as likely to look over scale in this setting. As to the houses to the north east, Sign W6 would be seen only from the upstairs windows and through trees. I do not consider that the sign would therefore intrude into the outlook of local residents to any significant degree. And when the panel was seen by local residents, I would judge that it would be perceived as an integral part of the store and not in some way as intruding into the residential area.

11. Notwithstanding my assessment of Sign W6 above, I consider that the intended position of the sign too high. It would be above the height of Sign W3 on the adjacent elevation and look discordant with it. Moreover, whilst Sign W3 is below a brick string course, Sign W6 would be on one and would interrupt the course in an incongruous fashion which showed no respect to the architectural detailing of the store. Therefore, I consider Sign W6 unsatisfactory solely because of its high level position on the string course.

Conclusions

12. For the reasons given above and having regard to all other matters raised, I conclude that the display of Signs W2, W4 & W6 would be detrimental to the interests of amenity.

Formal Decision

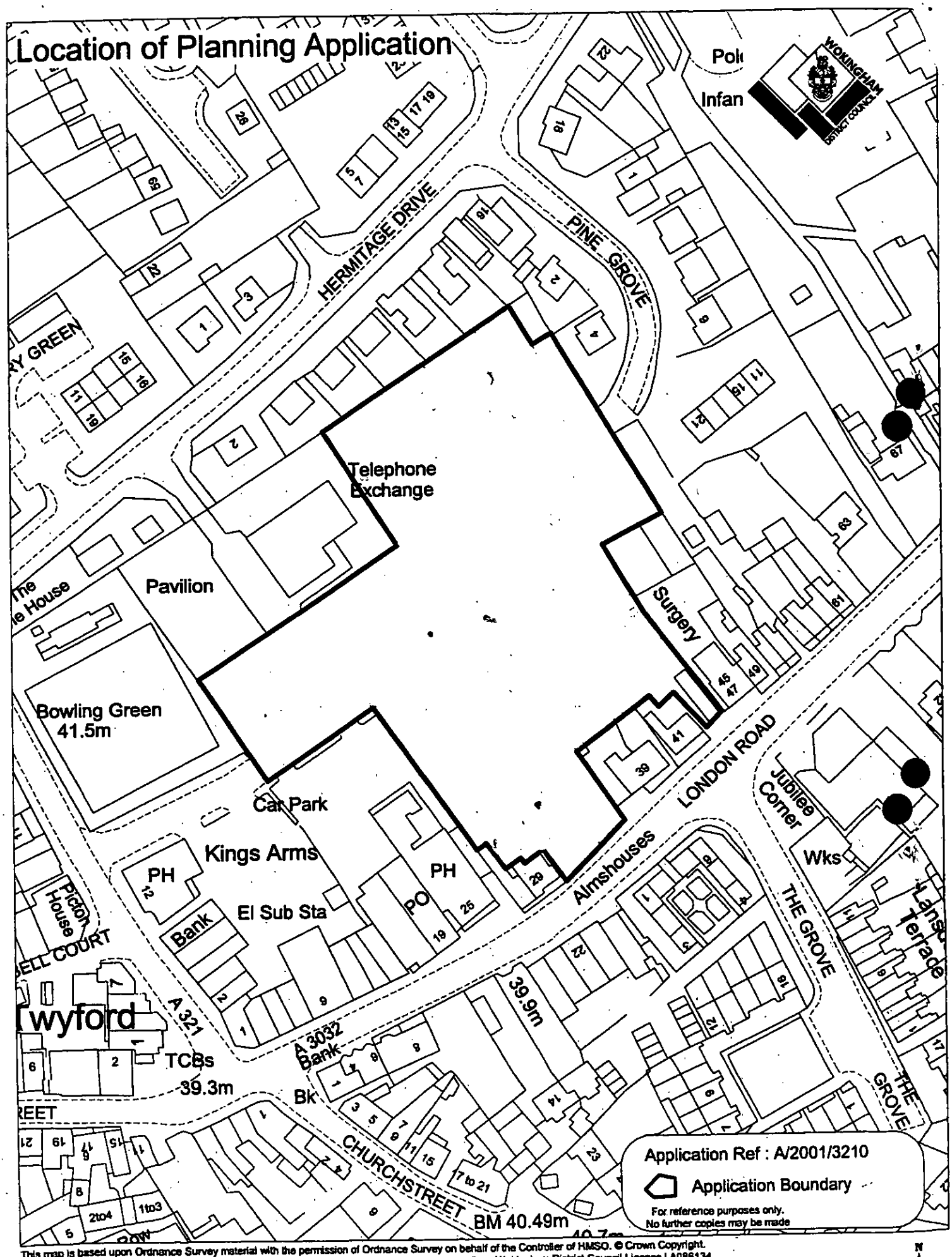
13. In exercise of the powers transferred to me, I dismiss the appeal.

Information

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

Hugh Llewelyn

Advertisement Control Officer



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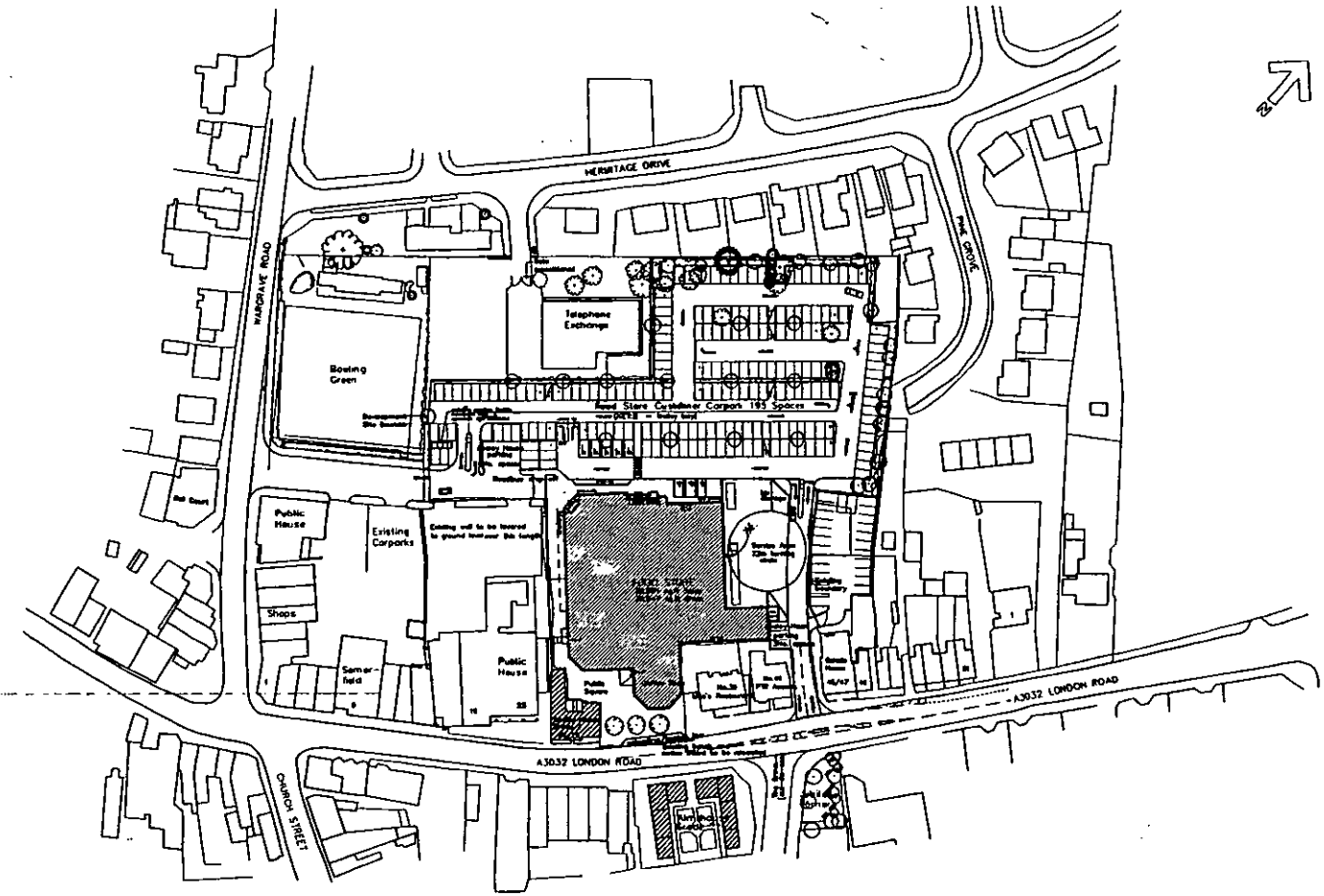
Development Control Section, Environmental Services, Wokingham District Council.

21 March 2001

Scale: 1 : 1250



Rev	Date	Amendments	By
A	10.8.99	Dwg updated for approval meeting.	
B	15.12.99	Dwg updated to Developments request.	VT
C	18.01.00	Additional road markings.	VT

Notes

Xrefs used to this drawing

22 JAN 2010 3210

JOHN LEWIS PARTNERSHIP
BUILDING GROUP

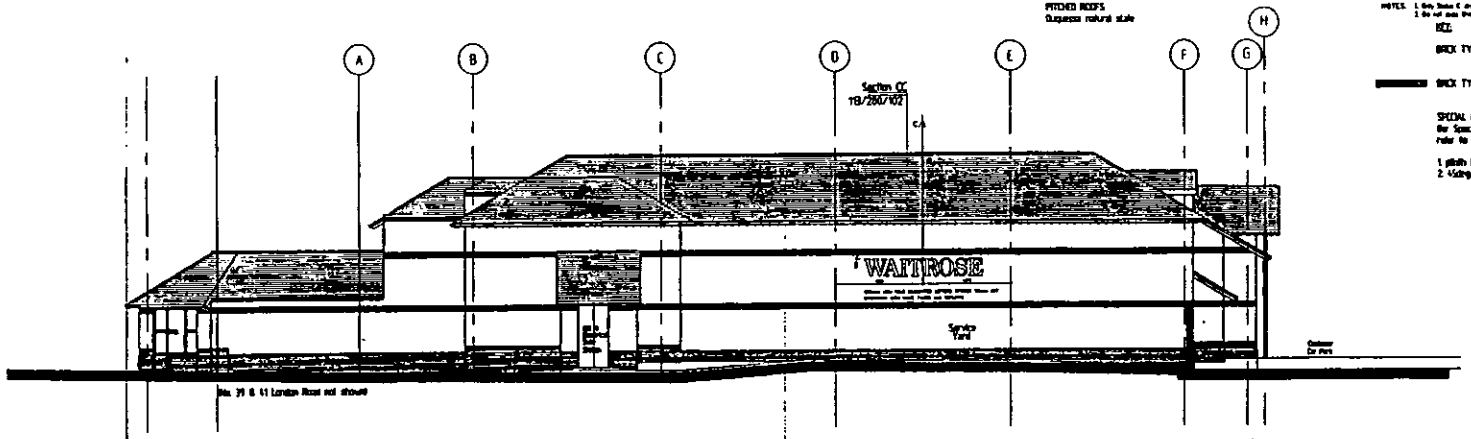
WAITROSE TWYFORD

SITE PLAN AND LOCATION

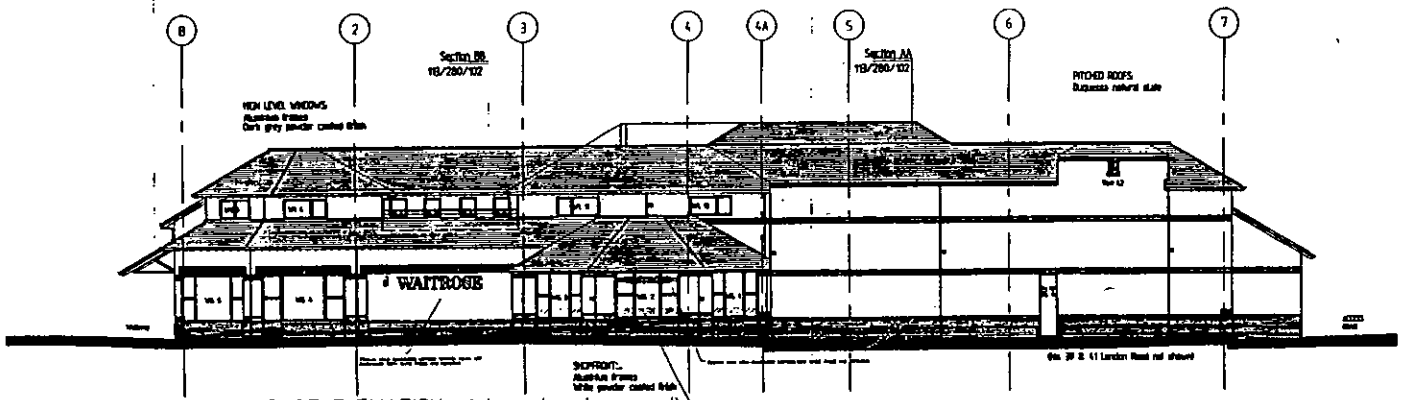
S-01 C

* SEGAL LOCATION.

2961



NORTH - EAST ELEVATION (along access road)



SOUTH - EAST ELEVATION (along London road)

2962

JOHN LEWIS PARTNERSHIP
BUILDING GROUP

WAITROSE TWYFORD

ELEVATIONS
NORTH EAST AND
SOUTH EAST ELEVATIONS

6020-AE-101 H

Tel. (0118) 974 6051

Date: 14 March 2001

Your Ref:

My Ref: **Joss Miller - A/2001/3210**

Waitrose Ltd
C/O John Lewis Partnership Building Group
171
Victoria Street
London
SW1E 5NN

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/2001/3210

Site Address: Waitrose Ltd , London Road, Twyford, Reading.

Proposal: Proposed erection of illuminated shop sign..

Your application is to be determined at the Development Control Sub-Committee meeting on the 21.03.01 and will start at 7.00pm. The application has been recommended for approval and you can see a copy of the committee report at the Environmental Services Department, Council Offices, Shute End, Wokingham, or at your local library.

You may attend the Committee meeting and speak if you wish. A leaflet explaining the process is enclosed.

All requests to speak must be received no later than 5.00pm on the last working day prior to the meeting and must be arranged by contacting Andrew Lowther on 0118 974 6051

Yours faithfully,

John Mitchell

Development Control Manager

2 neighbours (77 Springfield Park)

Wokingham District Council
Environmental Services Dept.
Box 157
Shute End
Wokingham RG40 1BN

The Hermitage
63, London Road
Twyford
Berks RG10 9EJ

Attn Joss Miller

17 March 2001

Dear Ms Miller

Re Application No. A/2001/3210 Illuminated Sign for Waitrose Superstore, Twyford

As residents of the central part of the village of Twyford we object most strongly to the erection of a large illuminated sign on the side of the new Waitrose Superstore.

It is hard to justify any support for this proposal as the sign overlooks a Conservation area and is completely out of scale or in keeping with the village centre. Furthermore there is not the slightest advantage to Waitrose in situating such a sign on this side of a building used solely for loading, unloading and customer vehicular access. The proposed sign would not be visible to any passing traffic or pedestrians. Furthermore an adequate number of "Waitrose" signs already exists on the other sides of the building.

The proposal shows no sign of the good neighbourliness so publically expressed by Waitrose, adds nothing to their commercial operation and is devastatingly intrusive to the occupants of the surrounding houses.

I strongly believe that all the residents in the centre of Twyford have been reasonable in accommodating many of the inconveniences of a nearby store in the interests of the community as a whole. The approval of this application, for which there is no obvious justification, would be unjust and unkind to us all.

Yours Sincerely

Carel Barker

PLANNING SERVICES	HPT
POL	TLS
CC JKM	ENF
APP	
CS Obs	
19 MAR 2001	
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	FILE:

0118-93 444881

7, Pine Grove
Twyford
Reading RG10 9HX

BERKS SERVICES
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DC 16-3-01
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19 MAR 2001
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F. A. O.
Mrs Joss Miller,
Environmental Services Dept.,

Dear Miss Miller,

Further to our urgent telephone conversation this afternoon, I now write to explain the concerns of my husband, self and several neighbours, regarding the application no: A/2001/3210 Illiminated Sign for 'Waitrose' in Twyford.

Last year soon after Waitrose was completed and had begun trading, we noticed from our living rooms that a sign was being put up on the North East Elevation. There ensued a number of complaints in Pine Grove and down to the London Road and with the help of Stephen Conway, the sign was then removed since it was visually intrusive on our outlook. We were then assured that there would not be a sign at any time in the future. Now we find that that promise is not to be honoured.

The building of Waitrose has removed already a delightful view of St Marys church for those now facing the new building, we already can see a Waitrose sign at the entrance and have to put up with the noise of the car park and the lighting for the car parks, now a further 'illuminated sign' is being proposed actually facing our homes. We feel that this is completely lacking in consideration for the residents living in such close proximity to Waitrose.

We would therefore urge the council to refuse this new application by Waitrose on the grounds stated.

Yours faithfully

Diana Reynard 7 Pine Grove
Derek Reynard 7 Pine Grove
[illegible] 4 Pine Grove.
Caroline Layton 9 Pine Grove
Christine Howe 5 Pine Grove.

57 London Road
Twyford
RG10 9EJ

PLANNING SERVICES	HPT
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17 Feb 01

Planning Dept
Wokingham District Council

Shute End
RG40 1WW

Dear Sirs,

Plan No. 3210 6020/AE-101-H dated 22 Jan 2001 A2001/3210

This letter is to object to the proposed illuminated sign on the wall of Waitrose in Twyford.

All the residents campaigned to have the carpark lights at low level and Waitrose have conformed to this. The illuminated sign, in huge lettering, will only be seen by the lorries unloading and the local residents from their back gardens.

My house is already fully floodlit at night from the Bulldog Garage and I do not want my back garden floodlit too.

We should be encouraging everyone to save our natural resources and not waste energy unnecessarily.

Please do not let this proposed illumination go ahead. Thank you.

Yours sincerely,

Mrs J Simpson

9 PINE GROVE
TWYFORD
BERKSHIRE
RG10 9HX
Tel: 0118 934 0367

URGENT

17 March 2001

Mrs J Miller
Environmental Services Department
Wokingham District Council
Shute End
Wokingham
RG40 1BN

Dear Mrs Miller

Application No: A/2001/3210 - The Illuminated Sign, Waitrose, Twyford, Berkshire.

I was disturbed to learn that Waitrose are seeking permission to illuminate their sign on the north-east elevation of their store in Twyford.

Waitrose attempted to illuminate this sign last year and I was relieved when the unitary authority refused permission for them to do so. The situation has not changed since then. The letters are large and clearly visible from Pine Grove and would be out of character in a residential area.

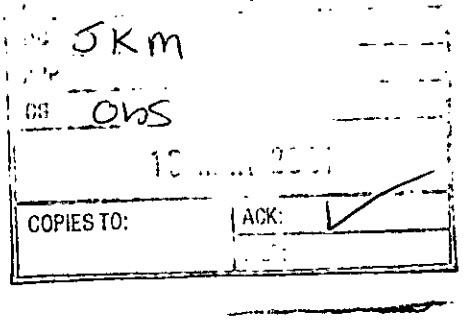
Waitrose already has a large illuminated sign on the side of the building facing London Road and it is entirely unnecessary for further signs to be illuminated. My bedroom faces in the direction of the north east elevation and would suffer from light pollution from the sign, which would be particularly difficult at night. There is already a problem with lighting from the store intruding into Pine Grove, especially as the wall is rather low where it meets the end of Pine Grove and an illuminated sign would exacerbate the situation.

I trust that the unitary authority will not permit the illumination of the sign on the north east elevation.

Yours sincerely,

Caroline Layton

(Mrs.) Caroline Layton



020 7592 5177

JOHN LEWIS PARTNERSHIP

171 Victoria Street London SW1E 5NN Telephone (0171) 828 1000

URGENT **FAX**

0118 9746484

To: Miss J Miller - Environmental Svces — Fax number: 0118 9746480

Wokingham District Council

From: Mr Gino Dawrat — Fax number: 020 75925177

Date: 23/3/01

Contact telephone number: 020 7592 5175 — Number of pages (including this): 2

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JOHN LEWIS PARTNERSHIP

171 Victoria Street
London SW1E 5NN
Telephone (020) 7828 1000
Telex 8954150 Jonel G

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

21 March 2001
GPD/SO/6020GPD210301_1
3.1

Wokingham District Council
Environmental Services Department
P O Box 157
Shute End
Wokingham
Berkshire
RG40 1WR

For the attention of Miss J Miller

Dear Madam

Waitrose Twyford - Signs Application No A20013210
Job No 6020

Further to our telephone conversation, I would confirm that we would like the above application withdrawn from tonight's Planning Committee.

Yours faithfully

pp G P Daurat
Architect

JOSS MILLAR

Applicationo	Name & Address
A/2001/3210	Mrs B Reid 55 London Road Twyford RG10 9EJ
A/2001/3210	Mr & Mrs D Smart 77 Springfield Park Twyford RG10 9JG
A/2001/3210	Mrs J Simpson 57 London Road Twyford RG10 9EJ

Commutee letters sent 14-03-01

55 London Rd

Wyford.

Berks

RG10 9ET

12.2.'01

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15 FEB 2001	
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Ref:

Plan no 3210

6020/AE-101-

Dated Jan 21 2001

Dear Sir,

I am writing to object to the proposed illuminated Waitrose sign which is totally unnecessary on the warehouse wall where delivery lorries and residents only will see it!! Any customers to the store will already know they're at Waitrose surely!!! We objected to the letters saying 'Waitrose' in the same place last year & they were removed. I gather Waitrose likes illuminated signs for their stores — but hardly

the best advertising on a warehouse wall out of sight of the main road / car park!!

We do not want to see this from our properties / gardens. We are inconvenienced enough by the car park lights - we do not need further eye-sores.

Waitrose in Twyford have excellent P.R under Andy Felton, the manager. This latest plan would do nothing for that P.R as it affects nearby residents (+ would not publicize the store.)

I am writing to Paul Robinson (Co. (He is the Senior Manager of New Waitrose stores), as he is excellent at appreciating + doing something about any complaint. We do not want yet another plan passed by WDC which disregards the effect on residents.

Yours faithfully Barbara Reid (Mrs

HIGHWAYS CONSULTATION SHEET

From: Joss Miller **Date:** 24 January 2001

Application Number: A/2001/3210

Proposal: Proposed erection of illuminated shop sign.

Parish: TWYFORD PARISH

Site Address:
Waitrose Ltd , London Road, Twyford, Reading.

Applicant:
Waitrose Ltd C/O John Lewis Partnership Building Group.

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).

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 interests of highway safety.

Signed: _____ **Print name:** Adam Coggins.
01/02/01

To:
Harold Sanders
Urban Design And Conservation Officer

26/1/01 AB

From: Joss Miller

Date: 24 January 2001

Application Number: A/2001/3210

Proposal: Proposed erection of illuminated shop sign..

Site Address:
Waitrose Ltd , London Road, Twyford, Reading.

Applicant:
Waitrose Ltd C/O John Lewis Partnership Building Group.

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

I UNDERSTAND THIS APPLICATION RELATES TO ONE SIGN ONLY — AN ILLUMINATED SIGN OVER THE SERVICE AREA — NORTH EAST ELEVATION.

I AM AWARE THAT 'SIGNS' ON THIS SITE WERE THE SUBJECT OF AN APPEAL; COULD YOU PLEASE PROVIDE A COPY OF THE INSPECTOR'S DECISION LETTER TO CLARIFY PREVIOUS GUIDANCE.

I HAD PREVIOUS CONSIDERED A 900 mm HIGH ILLUMINATED SIGN TO BE TOO LARGE AND UNNECESSARY, AND ITS IMPACT ON THE ADJOINING PROPERTIES UNACCEPTABLE

THE INSPECTOR MAY HAVE CONSIDERED OTHERWISE

Harold Sanders

09.02.01

FROM: Joss Miller

DATE: 24 January 2001

RECEIVED
26 JAN 2001

DELEGATED

TWYFORD PARISH CONSULTATION SHEET

Application Number: A/2001/3210

Proposal: Proposed erection of illuminated shop sign

Site Address: Waitrose Ltd , London Road, Twyford, Reading.

Applicant: Waitrose Ltd C/O John Lewis Partnership Building Group

Your observations are required in respect of this application **by 17/02/2001**

PLANNING SERVICES | HPT
POL | TLS
APP | ENF
14 FEB 2001
ACK:

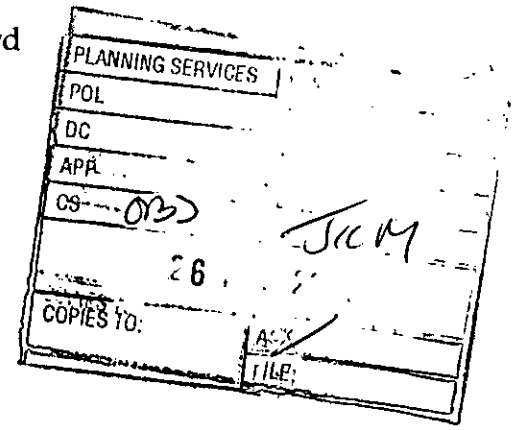
The Council would like to make the following objections to this proposal:-
The sign serves no useful purpose in informing the public of the whereabouts of the store as it overlooks the delivery area. It would constitute a proliferation of unnecessary signage and an increase in light pollution. It would be visible from the backs of several residential properties in London Road and Pine Grove and is unneighbourly, particularly as it is proposed to be illuminated.

The plan of the proposal also shows an additional sign on the coffee shop window which is not mentioned

SIGNED: _____ DATE: 6-2-01

Clerk To Twyford Parish/Town Council.

77 Springfield Park Twyford
Berkshire RG10 9JG



23 February, 2001

Planning Office
Wokingham District Council
Wokingham
Berks

Dear Sir

Re: Application A2001/3210

We wish to object to the proposal above on the grounds that it is excessive use of illumination in locations where such illumination is both unnecessary and obtrusive.

The illumination of the existing front elevation sign will be ineffective as the property stands back from the main street. Passing custom will not result from having an illuminated sign. However, such illumination will cause unnecessary irritation to the elderly residents of the Almshouses opposite and is wasteful of energy resources. Wokingham D C has a good reputation for energy conservation.

A sign on the service yard wall again seems excessive as there are direction signs to the car park and a Waitrose sign at the entrance to the car park (driving in from the London Road). If this sign is to be illuminated and enlarged (as appears in the planning application) then the same argument applies as to the front elevation sign, namely that no-one passing will see it, that it is wasteful of energy resources and in this case the illumination will be an irritant to householders in the London Road cottages.

We do not raise any objection to the proposed non-illuminated sign in the central coffee shop window.

Yours sincerely

D.J. Smart
P. Smart

Mr D J Smart
Mrs P J Smart

Wokingham District Council
Planning Application

Town and Country Planning (General Development Procedure) Order 1995 – Notice under Article 8

AND/OR

Planning (Listed Buildings and Conservation Areas) Regulations 1990 and Planning (Listed Buildings and Conservation Areas) Act 1990

Application No: A/2001/3210

Proposal:
Proposed erection of illuminated shop sign.

Location:
Waitrose Ltd London Road Twyford Reading

This application is being advertised in the Reading Chronicle newspaper on the 16/02/2001 for the following reason(s);

SITE IS IN A CONSERVATION AREA

The application can be inspected 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)

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Joss Miller P.O. Box 157 Council Offices, Shute End, Wokingham, Berkshire, RG40 1WR to arrive before **09/03/2001**. Written comments submitted will become available for public inspection.

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

Date: 16/02/2001

Received by Wokingham District Council

Application No: A/2001/3210

Proposal:
Proposed erection of illuminated shop sign.

Location:
Waitrose 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 Joss Miller P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 17/02/2001. 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

24 January 2001

WOKINGHAM D.C. DEVELOPMENT CONTROL

Valid

Start date: 22 JAN 2001

Officer: JM | Application No. A/2001/3210

Map No. 29 Site 1:06

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

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

Level: ☐ Sub Committee ☑ Delegated ☐ Sec. State

☐ Incorrect Fee ☐ Invalid ☐ PD

Description:
(AM) PROPOSED ERECTION OF ILLUMINATED SHOP SIGNS

Location: ~~12 WARGRAVE ROAD~~ Waitrose, London Road

Parish: TWYFORD Ward: TWYFORD 24.01.01

Applicant: WAITROSE LTD

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

(2)

Enforcement Section to be notified ☐ tick if required

Additional information required for validation

		Reason	Requested	Received
1	1:2500 OS location plan showing property edged in blue/red	mark on plan where signs are.	17/1	✓ 22/1
2	1:500 block plan showing existing & proposed dev. + adj. Properties			
3	Forms unsigned	only 1 form } please confirm which signs are part of this application		✓ 22/1
4	Correct S 66 certificate		17/1	
5	Elevation plans			
6	Floor plans			
7	Metric scale disclaimer			
8	Encroachment letter			
9	Miscellaneous	Q3 & 4 — Are these correct? Elevations indicate the signs are on the Waitrose building rather than the PH at 12 Wargrave Rd.	17/1	✓ 22/1

APPLN NO. _____

ACTION REQUIRED BY DEVELOPMENT CONTROL

Conservation Area: Twyford

Listed Building: 1 2 2*

Advertisement Required: Conservation (not listed) ✓ 24.01.01

Date Site Notice Sent : 24.01.01 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 (INTERNAL)	
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 + See map. ✓

1782/a 22.JAN.2001* 5210 By hand 11.1.01

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: WAITROSE LTD.
   Address: 171, VICTORIA STREET.
   LONDON. Post Code SW1E 5NN.
   Tel. No. 020 7828 1000.

2. AGENT (if any) (Block capitals please)
   Full Name MR. GINO DAURAT.
   Address: JOHN LEWIS PARTNERSHIP.
   171, VICTORIA ST, LONDON Post Code SW1 5NN.
   Tel. No. 020 7592 5175.

3. Full postal address or location of the land on which the advertisement is to be displayed.
   12, WARGRAVE ROAD, TWYFORD, BERKS, RG10 9PG.

4. State the purpose for which the land or building is now used.
   RESTAURANT/PUBLIC HOUSE.

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.)
   SHOP SIGN.

   (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.)
   HALO LIGHTING.

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

8. Period for which consent is sought (See Note 2).
   5 YEARS OR LONGER.

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

* **Delete as appropriate**

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ 50.00

Signed ..... (applicant/agent) Date 27.12.00

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.'

1933
1 WAITROSE

ADDRESS LONDON ROAD PARISH TWYFORD

PLOT No. ORD. SHEET No.

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
97/65015/F	KIMBERLEY SECURITIES	A1 RETAIL, PARKING	6.11.97	REF
97/65016/CAC	"	"	16.12.98	C/A
97/66681/F	"	"	16.12.98	CA/LA
97/66711/LC	"	Demo. of Bldgs in Conservation Area	22.12.98	Grant
99/68899/F	Thames Valley Housing Assn.	Erect 5 Dwellings & Car Parking & Landscaping (Amend 66681)	29.6.99	CA/LA
99/68900/F	"	A1 Retail - Car Parking & Svc Area	21.4.95	CA/LA
C/66681/14	Kimberley Securities	C - COND 14 of 66681 for Appl of Ext. Materials	9.3.99	App
FP99/8763	Zenith Blds Ltd.	5 - 3 Bed. Houses	17.5.99	C/A

MINISTRY DECISION

SPECIAL ORDERS

1933
2 WAITROSE

ADDRESS LONDON ROAD PARISH TWYFORD

PLOT No. ORD. SHEET No.

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
C/68900/05	c/o Farrell & Clark	Comply with COND. 05 of Cons. 99/68900/F Appl of Public Art Provisions		22.6.99
C/68900/11	"	Comply with cond. 11 of consent 99/68900/F app. of landscape maintenance.	20/7/99	App
C/68900/14	"	Comply with cond. 14 of consent 99/68900/F for app. of external materials.	20/7/99	App
C/68899/13	c/o Zenith Builders Ltd	Details to comply with COND 13 of 99/68899/F - Appl of Materials	26/7/99	GRAN
FP99/8761	Kimberley Dev. Plc.	Waitrose Store	9/7/99	REF
C/68900/7/8/25	c/o Farrell & Clark	Details to comply CONDS 7, 8 & 25 of Cons. 99/68900 for Appl of Hard & Soft Landscaping / Readibus access	19/8/99	GRAN

~~MINISTRY DECISION~~

C/68899/05	Thames Valley H.A.	Details comply COND 5 of Cons. for Appl Road Clearing Plan	17/8/99	GRAN

1933

3 W WAITROSE

ADDRESS LONDON ROAD PARISH TWYFORD

PLOT No. ORD. SHEET No.

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
C/68899/18	Thames Valley Housing Assoc	D. to C. - C. 18 of 68899 for Appl of Foundation Plans	27.8.99	AP
C/68900/30	c/o Farrell & Clark	D. to C. C. 30 of 68900/F Appl of Refuse Disposal Plan	2.9.99	Gran
FP99/8761/A	Kimberley Dev. PLC	Erect supermarket & car parking Storage area	10.9.99	C/A
C/68900/28	"	D. to C. - COND 28 of 68900 for Appl of Readibus access	6.10.99	APP
C/68900/10	c/o Farrell & Clark	D. to C. - COND 10 of 68900 for Appl of Boundary Treatments	12.10.99	APP
C/68900/21	c/o Farrell & Clark	D. to C. w cond 21 of 68900/or app. of residential parking	16.12.99	APP
A/2000/0350	Waitrose Ltd Int.	Illum. shop & car park signs	21.2.00	*

0350 - APPEAL DISMISSED - 23/10/00

* Part approved & part refused

1933 Waitrose

W

ADDRESS London Road PARISH Twyford

PLOT No ORD. SHEET No.

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision *
A/2000/0995	Waitrose	Erect int ill shop & car park signs	23.5.00	P/Ref P/App
C/2000/1076	Waitrose Ltd	D. to C. - bus provisions	27.4.00	APP
C/68900/05	"	D. to C. - Appl of Public Art Provision	7.6.00	APP
C/2000/0847	Kimb. Secs.	D. to C. - Appl of car park lighting	10.11.00	APP
A/2000/0837	Waitrose	non illum sign	5.6.00	APP

MINISTRY DECISION

SPECIAL ORDERS

* PART REF & PART APP.

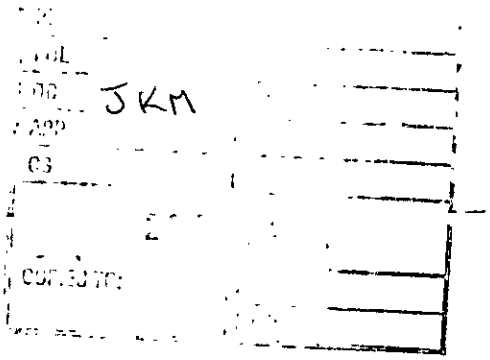
JOHN LEWIS PARTNERSHIP

171 Victoria Street
London SW1E 5NN
Telephone (020) 7828 1000
Telex 8954150 Jonel G

21 March 2001
GPD/SO/6020GPD210301_1
3.1

Direct Line 020 7592 5175
Facsimile 020 7592 5177
gino_daurat@johnlewis.co.uk

Wokingham District Council
Environmental Services Department
P O Box 157
Shute End
Wokingham
Berkshire
RG40 1WR



For the attention of Miss J Miller

Dear Madam

Waitrose Twyford - Signs Application No A20013210
Job No 6020

Further to our telephone conversation, I would confirm that we would like the above application withdrawn from tonight's Planning Committee.

Yours faithfully

pp G P Daurat
Architect

Tel: (0118) 974 6463

Date: 2/3/01

My ref: A/2001/3210

CONFIDENTIAL

Councillor S Conway
20 Arnside Close
Twyford
RG10 9BS

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/2001/3210
Waitrose Ltd , London Road, Twyford, Reading.
Proposed erection of illuminated shop 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 **Joss Miller** on **(0118) 974 6463**. If you then feel the application needs to be transferred to the next available Development Control Committee for decision please fill in the form below.
This form must be received no later than 12/3/01

Yours faithfully

John Mitchell
Development Control Manager

LISTING FORM

Case officer: **Joss Miller** Application Number: **A/2001/3210**
Waitrose Ltd , London Road, Twyford, Reading.
Proposed erection of illuminated shop sign.

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 6463

Date: 2/3/01

My ref: A/2001/3210

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

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Waitrose Ltd , London Road, Twyford, Reading.
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Yours faithfully

John Mitchell
Development Control Manager

Tel: (0118) 974 6463

Date: 2/3/01

My ref: A/2001/3210

CONFIDENTIAL

Councillor D Tomlin
3 Swanscourt
Twyford
Berks
RG10 0AZ

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/2001/3210
Waitrose Ltd , London Road, Twyford, Reading.
Proposed erection of illuminated shop sign..

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Yours faithfully

John Mitchell
Development Control Manager

WORK SHEET FOR : Joss Miller

Application Number : A/2001/3210

Applicant : Waitrose Ltd C/O John Lewis Partnership Building Group.

Location : Waitrose Ltd , London Road, Twyford, Reading.
Proposal : Proposed erection of illuminated shop sign.

Site Notice Displayed ? : YES ☑ NO ☐ DATE 12/2. 9/3 C/A expires.

Date of Neighbour Notifications : 24/1.

Date of Site Visit : 12/2.

Date Registered : 22/01/2001

Earliest Date for Decision : 17/02/2001

Latest Consultation Date/Site Notice Expiry Date : 17/02/2001

This application will have expired on: 19/03/2001. 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.
Conservation - see notes for appeal statement
Twyford PC - Unnecessary - light pollution.

Planning Issues :
Effect on street scene & neighbouring properties DBE1.
Identified settlement.
Conservation Area.

Application Number: A/2001/3210

Appraisal :

This application is for an illuminated shop sign. The top of the sign is 5.4m from the ground and its height is 0.9m. The illumination would consist of static halo lighting.

Neighbours.
The nearest neighbours are 35m from the sign. In the previous appeal which partially related to this sign, the Inspector commented that "the sign would intrude into the outlook of the local residents to a significant degree, and when the panel is seen by the local residents he judged that it would be perceived as an integral part of the store & would not intrude on the residential area"

Street scene / Conservation Area
The Inspector wrote that although the sign was large, the elevation was also large so the sign would not look over scale in this setting. It would only be seen from limited angles and would not be seen at all from London Road except when entering the car park. Therefore any impact would be minimised.
The Inspector commented that the original sign was situated to high and interrupted the string course in an incongruous fashion. The current application shows the sign erected ~~below~~ below the string course which was the main concern for the Inspectors concern

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

Therefore any impact on the character and amenity of the Conservation area & neighbouring properties will be minimised.

Application Number A/2001/3210
Conditions/Reasons for Refusal

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
1.	C001	R001	
2.			The sign shall be designed to the satisfaction of the LPA, so that no glare or dazzle occurs to drivers of vehicles using the highway.
		Reason	In the interest of highway safety
3	C210	R210	
4	C213	C213	

Informative for approvals
N16
LODDON AREA LOCAL PLAN POLICIES:
SOUTH-EAST AREA LOCAL PLAN POLICIES:
WOKINGHAM DISTRICT LOCAL PLAN POLICIES:
GREEN BELT LOCAL PLAN POLICIES:
BERKSHIRE STRUCTURE PLAN POLICIES:
MINERALS LOCAL PLAN POLICIES:

RECOMMENDATION AND CONDITIONS/REASONS AGREED: _____
(Development Control Manager)

Date: _____

RECORD OF SITE VISIT

SITE ADDRESS: Waitrose Ltd London Road Twyford Reading.

APPLICATION NUMBER: A/2001/3210

OFFICER: Joss Miller

DATE OF SITE VISIT:.....

1 SITE/STATUTORY NOTICE DISPLAYED ?

2. DESCRIPTION OF SURROUNDINGS

3. DESCRIPTION OF SITE/BUILDING

4. RELATIONSHIP TO ADJOINING PROPERTIES

5. SITE CONSTRAINTS

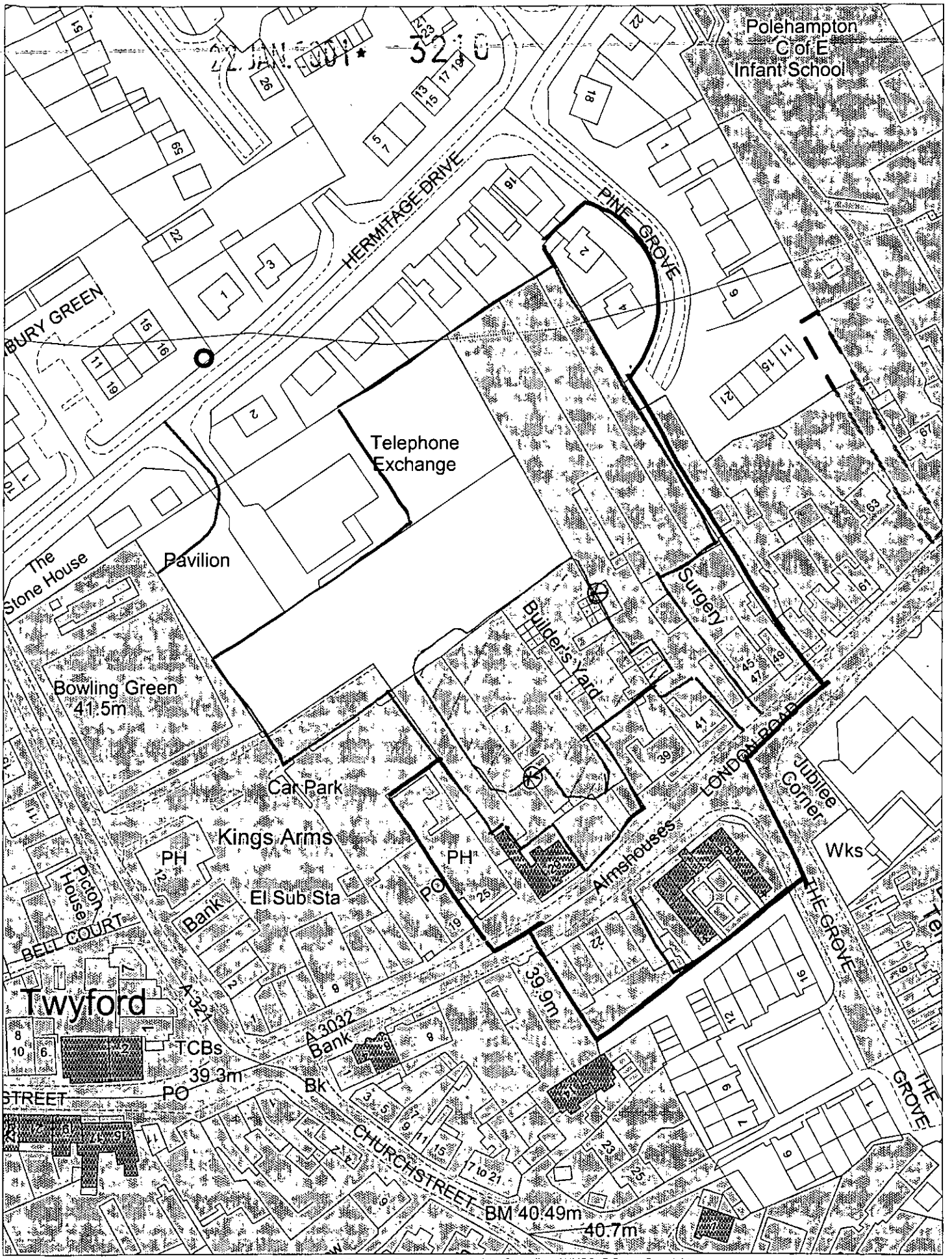
TREES

ACCESS/PARKING

LEVELS

BOUNDARY TREATMENT

OTHERS



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Development Control Section, Environmental Services, Wokingham District Council.

16 January 2001

Scale: 1 : 1250

N W E S

1933
1 WAITROSE

ADDRESS LONDON ROAD PARISH TWYFORD

PLOT No. ORD. SHEET No.

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
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97/66681/F	"	"	16.12.98	CA/LA
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FP99/8763	Zenith Blds Ltd.	5 - 3 Bed. Houses	17.5.99	C/A

MINISTRY DECISION

SPECIAL ORDERS

1933
2 WAITROSE

ADDRESS LONDON ROAD PARISH TWYFORD

PLOT No. ORD. SHEET No.

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
C/68900/05	c/o Farrell & Clark	Comply with COND. 05 of Cons. 99/68900/F Appl of Public Art Provision		22.6.99
C/68900/11	"	comply with cond. 11 of consent 99/68900/F app. of landscape maintenance.	20/7/99	App
C/68900/14	"	Comply with cond. 14 of consent 99/68900/F for app. of external materials.	20/7/99	App
C/68899/13	c/o Zenith Builders Ltd	Details to comply with COND 13 of 99/68899/F - Appl of Materials	26/7/99	GRAN
FP99/8761	Kimberley Dev. Plc.	Waitrose Store	9/7/99	REF
C/68900/7/8/25	c/o Farrell & Clark	Details to comply CONDS 7, 8 & 25 of Cons. 99/68900 for Appl of Hard & Soft Landscaping / Readibus access	19/8/99	GRAN

~~MINISTRY DECISION~~

C/68899/05	Thames Valley H. A.	Details - comply COND 5 of Cons. for Appl Road Clearing Plan	17/8/99	GRAN

1933
3 WAITROSE

ADDRESS LONDON ROAD PARISH TWYFORD

PLOT No. ORD. SHEET No.

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
C/68899/18	Thames Valley Housing Assoc	D. to C. - C. 18 of 68899 for Appl of Foundation Plans	27.8.99	AP
C/68900/30	c/o Farrell & Clark	D. to. C. C. 30 of 68900/F Appl of Refuse Disposal Plan	2.9.99	Gran
FP99/8761/A	Kimberley Dev. PLC	Erect supermarket & car parking Storage area	10.9.99	C/A
C/68900/28	"	D. to C. - COND 28 of 68900 for Appl of Readiline access	6.10.99	APP
C/68900/10	c/o Farrell & Clark	D. to C. - COND 10 of 68900 for Appl of Boundary Treatments	12.10.99	APP
C/68900/21	~~Kim~~ c/o Farrell & Clark	D. to C. w cond 21 of 68900/for app. of residential parking	16.12.99	APP
A/2000/0350	Waitrose Ltd Int.	Illum. shop & car park signs	21.2.00	~~APP~~

0350 - APPEAL DISMISSED - 23/10/00

* Part approved & part refused

1933 Waitrose

4/ ADDRESS London Road PARISH Twyford

PLOT No ORD. SHEET No.

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision *
A/2000/0995	Waitrose	Erect int ill shop & car park signs	23.5.00	P/Ref P/App
C/2000/1076	Waitrose Ltd	D. to C. - bus provisions	27.4.00	APP
C/68900/05	"	D. to C. - Appl of Public Art Provision	7.6.00	APP
C/2000/0847	Kimb. Secs.	D. to C. - Appl of car park lighting	10.11.00	APP
A/2000/0857	Waitrose	non illumination	5.6.00	APP

MINISTRY DECISION

SPECIAL ORDERS

* PART REF & PART APP.

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

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

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

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

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

Reasons

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

2. In the interests of visual amenity.

Joss Miller

company's full name) and would be 20 metres from the boundary of the site. The highway to the south-east of the site is approximately 1.5 metres lower than the ground level of the approved McDonald's building. It is, therefore, considered that the distance to the highway would be sufficient to minimise any potential impact on the visual appearance of the surrounding area.

The signage would be approximately 75 metres from the nearest dwellings, which are located to the south of the site. The properties immediately adjacent to the site are retail outlets, which also have internally illuminated signage. Although the new building will be set forward of the adjacent retail outlet by some 8.5 metres, any impact on them relating to the signage would not be considered detrimental to these properties. The distance of the signage to the residential properties, and the impact of the signage in relation to the neighbouring retail outlets is considered to be sufficient to reduce any potential detrimental impact relating to unneighbourly or intrusive development. In the context of existing development on the site, any impact on the neighbouring properties would be acceptable.

B. Impact upon Public Safety.
The nearest signage to the highway is on the south-east elevation, and would display the company's full name. This particular sign would be approximately 20 metres from the boundary of the site. All other signs would be located further away and would be at right angles to the highway. Therefore the signage would be a sufficient distance from the highway for there to be no highway safety impact. There would be no other public safety issues related to the proposed signs.

C. Concerns of the Town Council
The concerns of Earley Town Council have been addresses in paragraphs A, and B above.

5. **Conclusion** – In the context of the adjoining development, the proposed signage is considered reasonable and is a sufficient distance from the highway and residents of the locality and will not therefore, result in a materially adverse effect on amenity or public safety through consideration of the effect on the adjacent properties, highway safety or the visual appearance and character of the area.

6. **Recommendation** – GRANT express advertisement consent subject to the following conditions.

1. The limited period for the retention of the hereby approved advertisement shall be until 29.11.04; on or before the expiration of which period, the advertisements shall be removed from the site and the land restored to its former condition in accordance with a schedule of works to be submitted to and approved in writing within one month of the removal of the sign or a new advertisement application shall be submitted to the Local Planning Authority prior to the above date.

2. The signs shall not be illuminated other than while the premises are open for business.

5. **Conclusion** – In the context of the adjoining development, the proposed signage is considered reasonable and is a sufficient distance from the highway and residents of the locality and will not therefore, result in a materially adverse effect on amenity or public safety through consideration of the effect upon the adjacent properties, highway safety or the visual appearance and character of the area.

6. **Recommendation** – GRANT express advertisement consent subject to the following conditions.

1. The Limited period for the retention of the hereby approved advertisement shall be until 29.11.04; on or before the expiration of which period, the advertisements shall be removed from the site and the land restored to its former condition in accordance with a schedule of works to be submitted to and approved in writing within one month of the removal of the sign or a new advertisement application shall be submitted to the Local Planning Authority prior to the above date.

2. The signs shall not be illuminated other than while the premises are open for business.

3. a) Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
   b) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
   c) Where an advertisement is required under the Town and Country Planning (Control of Advertisements) regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
   d) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
   e) No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of, any road traffic sign, railway signal, or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, waterway, railway or aerodrome (civil or military).

Reasons

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

2. In the interests of visual amenity.

Joss Miller

1782/a

22.JAN.2001 * 3210

By hand 11.1.01

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: WAITROSE LTD.

Address: 171 VICTORIA STREET.

LONDON. Post Code SW1E 5NN.

Tel. No. 020 7 828 1000.

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

Full Name MR. GINO DAURAT.

Address: JOHN LEWIS PARTNERSHIP.

171 VICTORIA ST, LONDON Post Code SW1 5NN.

Tel. No. 020 7 592 5175.

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

WAITROSE STORE
LONDON ROAD.
THATCHAM, BERKS, RG19 4PG.

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

FOOD STORE

~~RESTAURANT / PUBLIC HOUSE~~

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.)

SHOP SIGN.

(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.)

HALO LIGHTING.

(c) Will the illumination be static or intermittent?

STATIC.

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

5 YEARS OR LONGER.

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

* **Delete as appropriate**

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ 50.00

Signed ..... (applicant/agent) Date 27.12.00

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.'

Application Nos.	Received	Earley	Listed by
A/2000/2167 & 2168	11.08.00		Cllr Rolls

Applicant: McDonald's Restaurants
Location: Land adjoining Kwiksave, The Square, Chalfont Way, Earley
Proposal: Proposed erection of low level directional signage. (Duplicate applications)

1. **Planning History** – The site is located in Chalfont Way, which is within the identified settlement of Earley. It is situated within an existing retail development which already has internally illuminated signs. It is located to the south-west of Kwiksave and has open space on the remaining sides. Planning permission was granted for the McDonald's restaurant at Committee on 27 September 2000 subject to a legal agreement.

2. **Proposal** – is for the erection of low level directional signage. The proposed signage on the tarmac directs customers to the car park and the 'drive thru' area. The low level signage consists of:
   - Internally illuminated directional/A1 poster signs and is approximately 2.0 metres in height and 0.7 metres width. (marked 1 on plan)
   - Non-illuminated triangular 'Mother and child' warning sign - triangular panel on 1.8 metre post. (marked 2 on plan)
   - Non-illuminated disclaimer sign (460 x 160 mm) on 1.2 metre post (marked 3 on plan)
   - Internally illuminated triple translite sign approximately 2.1 metres in height with a width of 0.65 metres. (marked 4 on plan)
   - Internally illuminated menu sign approximately 1.9 metres in height and 0.7 metres width. (marked 5 on plan)
   - Height restrictor barrier sign with a height of approximately 2.7 metres. (marked 7 on plan)
   - Non-illuminated triangular 'give way' sign with 'no entry sign on reverse on 1.8 metre high post. (marked 9 on plan)
   - Non-illuminated 'litter' sign (460 x 160 mm) on 1.2 metre high post. (marked 10 on plan)
   - Non-illuminated 'speed ramp' sign (460 x 160 mm) on 1.2 metre high post.

   This application has been listed for determination by the Development Control Committee by Cllr. Rolls due to public concern that the proposal may be out of keeping with the area.

3. **Consultations** -
   - ***Earley Town Council*** – Object (See attached comments).
   - ***Highways*** – No objection
   - ***Neighbours*** – Two letters of objection to the McDonald's development – detrimental to the visual amenity of the area.

4. **Appraisal** – Because this is an application for express advertisement consent the provision of the development plan may only be applied to guide Members in making their decision. Therefore, the main issues are amenity and public safety:

A. Impact upon the amenity. (EN1 and OS1 of the Berkshire Structure Plan; LTV1, LBE2 and LBE10 of the Loddon Area Local Plan; WOS3, WBE1, WBE2 and WBE16 of the Wokingham District Local Plan).
B. Impact upon public safety. (EN1 and OS1 of the Berkshire Structure Plan; LTV1, LBE2 and LBE10 of the Loddon Area Local Plan; WOS3, WBE1, WBE2 and WBE16 of the Wokingham District Local Plan).
C. Concerns of the Town Council and local residents.

A. **Impact upon the amenity.**
The nearest internally illuminated sign to the highway is a directional sign, which is situated approximately 15 metres from the south-east boundary fronting the highway. There are three triple translite signs approximately 4 metres from the west boundary on which a 1.8 metre closed boarded fence is situated. To the north-west two menu signs are located approximately 4.5 metres from the boundary on which a 1.8 metre fence is situated. The signs would be largely obscured from the surrounding area by the 1.8 metre fencing on the boundaries and, therefore, any potential impact on the visual appearance of the surrounding area would be minimised. The highway to the south-east of the site is approximately 1.5 metres lower than the ground level of the approved McDonald's building and there is a post and rail fence on the boundary. It is considered that the non-illuminated signage is of a modest height and would be unlikely to have an adverse effect on the surrounding area, and the distance of the illuminated signage to the highway would be sufficient to minimise any potential impact on the visual appearance of the surrounding area.

The signage would be approximately 70 metres from the nearest dwellings, which are located to the south of the site. The properties immediately adjacent to the site are retail outlets, which also have internally illuminated signage. Any potential impact on them relating to the proposals would not be considered to have an adverse effect on these properties. The distance of the signage from the residential properties, and the minimal impact of the signage in relation to the neighbouring retail outlets would not be sufficient to result in any potential detrimental impact relating to unneighbourly or intrusive development and, therefore, any impact on all neighbouring properties would be minimised.

B. **Impact upon Public Safety.**
The nearest signage to the highway is on the south-east elevation, and would be a directional sign with a height of 1.9 metres. This particular sign would be approximately 15 metres from the boundary of the site. All other illuminated signs would be located further away from the highway. The non-illuminated signs would be of a modest size and height and would not be considered sufficient to result in any adverse impact relating to highway safety. There would be no other public safety issues related to the proposed signs.

C. **Concerns of the Town Council**
The concerns of Earley Town Council and the local residents have been noted, and addressed in paragraphs A, and B above.