SOUTHPORT U.K.
LONDON OFFICE
SYSTEMS LTD

APPLICATION NO:
A/2001/3217

LOCATION:
Doles Hill Stores 283 Barkham Road, Wokingham.

APPLICANT:
Primelight Advertising Ltd

PROPOSAL:
Proposed erection of internally illuminated free standing display unit (Retrospective).

EARLIEST DATE FOR DECISION: **18/02/2001**

APPLICATION WILL HAVE EXPIRED ON: 19/03/2001

CASE OFFICER: **Mrs B Polnik**

(BP)

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Refusal of Permission

Primelight Advertising Ltd
3 Waterhouse Square
138 - 142 Holborn
London
EC1N 2NY

Application Number: A/2001/3217

Parish:	**WOKINGHAM**
Location:	**Doles Hill Stores 283, Barkham Road, Wokingham.**
Proposal:	**Proposed erection of internally illuminated free standing display unit.**

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, the reason for which is specified hereunder.

Reason
1. The proposed sign would add to the clutter of signs on the premises, resulting in an excessive number of advertisements detrimental to the visual amenity of the area. As such, the proposal is considered contrary to policies SBE1/2 and SBE10 of the South East Area Local Plan and policies WBE1 and WBE16 of the Wokingham District Local Plan (Deposit Draft).

John Mitchell

John Mitchell
Development Control Manager
Date: 21/03/2001

Notice checked by: _____

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.

22.JAN.2001* 3217

Re-submission

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

Dear Sir/Madam

4th January 2001

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
RE-SUBMISSION OF APPLICATION FOR ADVERTISEMENT CONSENT AT 283 BARKHAM ROAD
CONTACT: 020 7882 1222

I have pleasure in enclosing the necessary documentation in order to re-submit this application for advertisement consent which is proposed to be located at the above address.

I have taken time to carefully assess the previous reasons why our applications have not been successful and am of the opinion that this display would stand an excellent chance of gaining consent in its revised form.

As a responsible and flexible outdoor advertising contractor we are committed to providing high quality displays and are eager to ensure that amenity and public safety issues are addressed to the satisfaction of your Council.

On behalf of this company I hope that the application, in its amended form, will now be acceptable to your Council and in the event that you wish to discuss any aspect of this submission or have any queries, please contact me at the above office.

This application is made as a 'free go' under the Town and Country Planning (Fees for Applications and Deemed Applications) Regulations 1989.

I look forward to receiving confirmation that this application has been registered and is progressing towards determination.

Yours faithfully

On Behalf of Primesight Ltd

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

Planning Application



A TYPICAL FREESTANDING PANEL

Address of Proposed Site:

283 Barkham Road

REFUSED

1782/a

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

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT 22.JAN.2001* 3217

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.

283 BARKHAM ROAD, WOKINGHAM RG41 4BY

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 ADVERTISEMENT DISPLAY UNITS

(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**

Resubmission A/2000/1481

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ ~~190.00~~

Signed [signature] Date 4th JANUARY 2001

(applicant/~~agent~~)

ON BEHALF OF PRIMELIGHT ADVERTISING

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**

Statement 22.JAN.2001* 3217

283 Barkham Road

AMENITY CONSIDERATION

The unit is an identical size to that found on bus shelters throughout the borough. According to our records the council has granted consent for 22 similar sized advertising panels in the borough.

The unit has been located in line with the edge of the forecourt, so as not to appear obtrusive. Together with the 11.3 metre wide forecourt and 3.2 metre wide pavement, there is an abundance of space for the free flow of pedestrians. It is a high quality fabricated metal unit. Only the finest metals are selected for the design and manufacture of the unit. The unit has been designed to harmonise with the best of traditional and modern architecture. It has radius corners for an aesthetically pleasing appearance with public safety in mind, with a mirror surround on each display area. The unit is cleaned and maintained every two weeks to ensure a quality display which is expected by advertisers and landlords alike.

The unit is located in a semi commercial area. There are several other shops in the area. The proposed unit would blend in with the current advertising capacity without creating an appearance of clutter. Indeed, our contract uniquely allows us to remove all advertising including A-boards and the like within a 3m radius of the site. This results in a phased reduction of clutter and thereby substantially increases visual amenity.

PUBLIC SAFETY CONSIDERATION

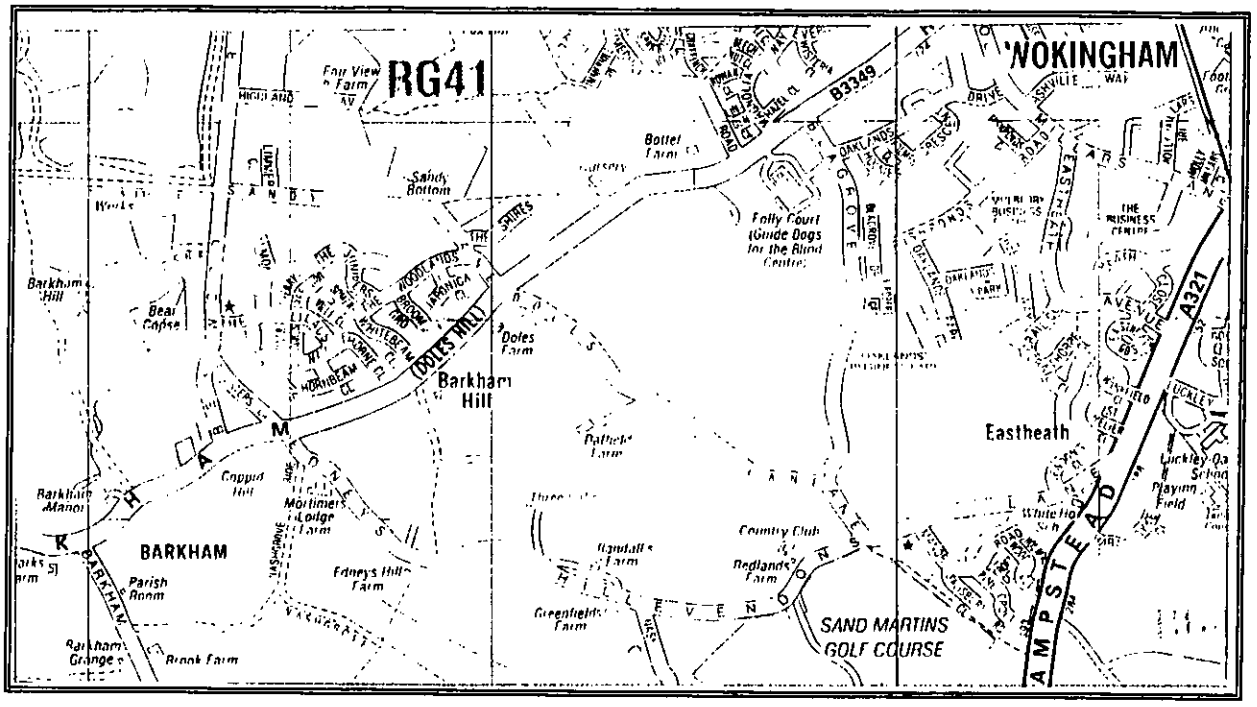
The unit has 6mm thick toughened glass and has a fused spur unit. The display poses no threat to public safety.

ECONOMIC CONSIDERATION

Primelight Advertising Ltd pay a rent to the landlord to help sustain his business in the difficult economic climate faced by the independent retailers and the strong competition from major supermarkets. In addition Retail Media Ltd pay rates to the council and is also willing to offer additional planning gains.

Location

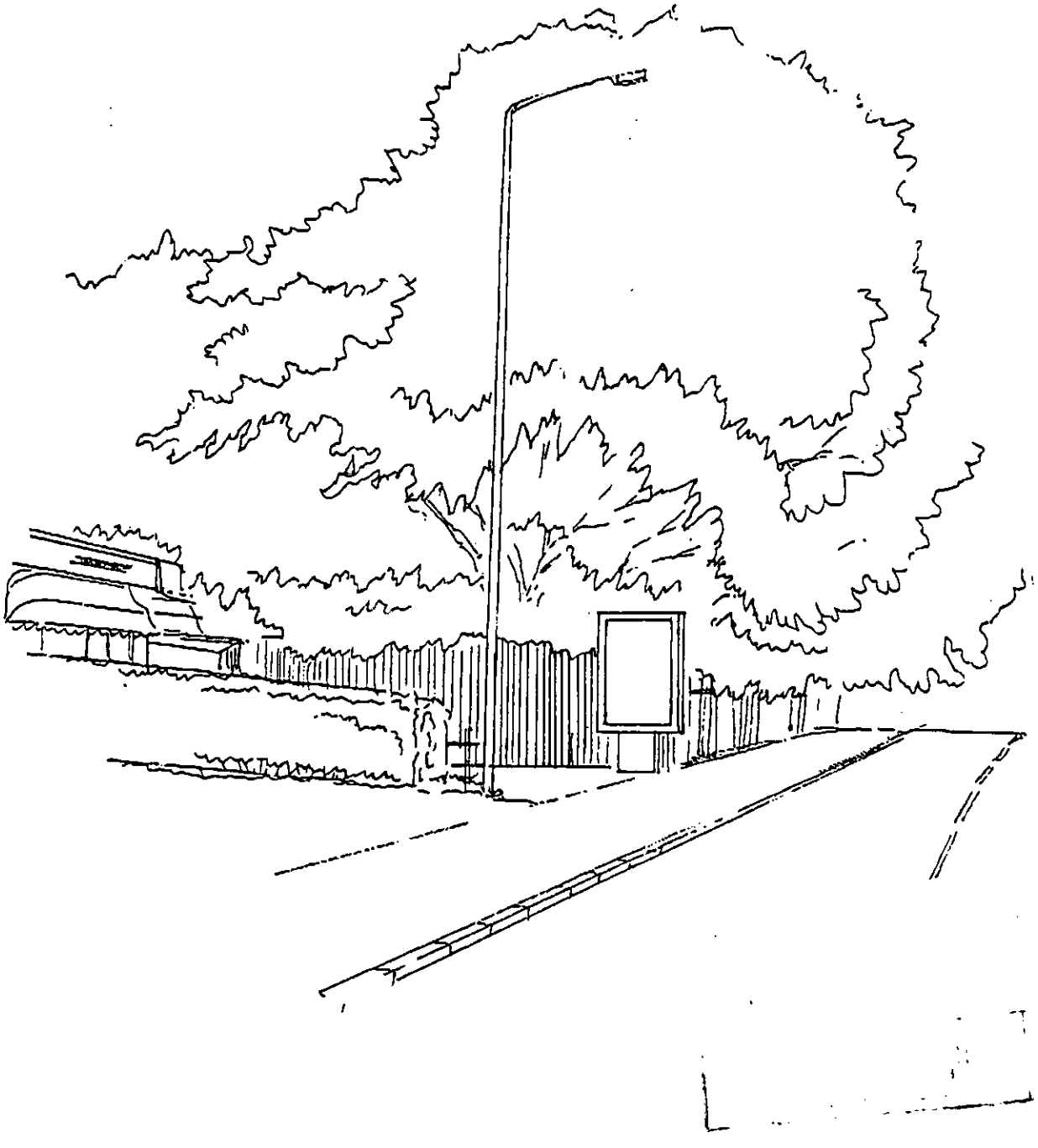
22.JAN.2001* 3217



	Address	Scale :
	283 BARKHAM ROAD WOKINGHAM RG41 4BY	
	YA130601 · 0004	

Elevation

22 JAN 2001 ★ 3217



	Address	Scale 1:100
	283 BARKHAM ROAD, WOKINGHAM, RG41 4BY,	

WORK SHEET FOR : Mrs B Polnik

Application Number : A/2001/3217

Applicant : Primelight Advertising Ltd .

Location : Doles Hill Stores 283, Barkham Road, , Wokingham.

Proposal : Proposed erection of internally illuminated free standing display unit ~~(Retrospective).~~

Site Notice Displayed ? :	YES	NO	DATE
	✓		5.2.01

Date of Neighbour Notifications : .....

Date of Site Visit : 5.2.01

Date Registered : 22/01/2001

Earliest Date for Decision : 18/02/2001

Latest Consultation Date/Site Notice Expiry Date : 18/02/2001

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 :

- Highway Authority : no objection subject to no encroachment and design so as to cause no glare or dazzle to drivers
- Letter of representation : one letter of objection on grounds of visual amenity, distraction to heavy traffic and out of keeping with residential character of area.

Planning Issues :

Application Number: A/2001/3217

Doles Hill Store 283 Barkham Rd, Wokingham

PROPOSAL: One internally illuminated free standing sign measuring 1.9m x 1.3m having a maximum height of 2.5m located on the forecourt of an existing shop at 283 Barkham Rd.

APPRAISAL: main issues are:

A. Impact on visual amenity of area
SBE1/2and SBE10 of South East Area Local Plan; and WBE1 and WBE16 of Wokingham District Local Plan

Site is within the settlement boundary of Barkham Hill as defined by both SEALP and WDLP and located on one of the main routes into Wokingham. The area is predominantly residential in character.

The application is a resubmission following an earlier application for 2 freestanding units (A/2000/1481) refused and dismissed at appeal. The current proposal differs from the appeal application in that it is now only for one unit as opposed to two. The previous application was also retrospective although the signs have now been removed.

There are a number of signs on the forecourt of the premises which have the benefit of deemed consent. The existing signs are as follows:

1. Fascia sign
2. 2 projecting signs
3. sign over doorway
4. 7 boards similar to A boards
5. 4 signs on boundary with 285 Barkham Rd

Although the number of internally illuminated signs have been reduced it is still considered that the sign would add to the clutter of signs and by virtue of its size and location would be detrimental to the visual amenity of the area. The Inspector commented that being well forward of the building line it would be clearly visible from the west and its prominence would be further accentuated by illumination. An appeal for a similar proposal albeit a double sided has also been recently dismissed at 139 Reading Rd (A/2000/2035) on similar grounds.

Whilst the applicant makes reference to the possibility of removing any signs within a 3m radius of the sign this does not overcome the concerns in respect of visual amenity and the majority of existing signs are located outside this 3m area.

B. Highway issues
Highway Authority raises no objection subject to no encroachment and the design being such that so as to cause no dazzle or glare.

RECOMMENDATION: ~~Approval:~~ ☐ Refusal: ☑

* delete 'retrospective' from description

Application Number A/2001/3217
~~Conditions~~/Reasons for Refusal

No	Std Con	Std Reas	~~Non Std Conditions~~ / Reasons for Refusal

Reason

1. The proposed signs would add to the clutter of signs on the premises, resulting in an excessive number of advertisements detrimental to the visual amenity of the area. As such, the proposal is considered contrary to Policies SBE1/2 and SBE10 of South East Area Local Plan and WBE1and WBE16 of Wokingham District Local Plan (Deposit Draft).

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: Doles Hill Stores 283 Barkham Road Wokingham.

APPLICATION NUMBER: A/2001/3217

OFFICER: Mrs B Polnik

DATE OF SITE VISIT: 5.2.01

1 SITE/STATUTORY NOTICE DISPLAYED ? ✓ by case officer on telegraph post ~~on boundary fence with 283A.~~

2. DESCRIPTION OF SURROUNDINGS

Predominantly residential in character

3. DESCRIPTION OF SITE/BUILDING Both illuminated display units now removed

Doles Hill Stores. 2 storey dwelling ground floor used as shop s/s front extn. Nos. of adverts already at premises and forecourt

1. 2 x projecting 3. over door 5. 'Evening Post' attached to front
2. Fascia 4. blinds x2 6. 1 on railings 7. 6 x A signs on similar
8. 3 x on boundary 285

4. RELATIONSHIP TO ADJOINING PROPERTIES

refer to plan.

5. SITE CONSTRAINTS

TREES

ACCESS/PARKING as existing

LEVELS

BOUNDARY TREATMENT

OTHERS

Tel: 0118 974 6450

Date: 5.3.2001

My ref: A/2001/3217

CONFIDENTIAL

Councillor D Morgan
Valois Farm
Range Road
Wokingham
RG40 3NR

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/2001/3217
Doles Hill Stores 283, Barkham Road, , Wokingham.
Proposed erection of internally illuminated free standing display unit (Retrospective).

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

If you have any questions please do not hesitate to contact **Mrs B Polnik** on **0118 974 6450**. 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 14.3.2001

Yours faithfully

John Mitchell
Development Control Manager

LISTING FORM
Case officer: **Mrs B Polnik** Application Number: **A/2001/3217**
Doles Hill Stores 283, Barkham Road, , Wokingham.
Proposed erection of internally illuminated free standing display unit (Retrospective).

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor D Morgan

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 6450

Date: 5.3.2001

My ref: A/2001/3217

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 Marinos
10 Wildcroft Drive
Wokingham
RG40 3NY

Dear Councillor

Application Number: A/2001/3217
Doles Hill Stores 283, Barkham Road, , Wokingham.
Proposed erection of internally illuminated free standing display unit (Retrospective).

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

If you have any questions please do not hesitate to contact **Mrs B Polnik** on **0118 974 6450**. 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 14.3.2001

Yours faithfully

John Mitchell
Development Control Manager

LISTING FORM

Case officer: **Mrs B Polnik** Application Number: **A/2001/3217**
Doles Hill Stores 283, Barkham Road, , Wokingham.
Proposed erection of internally illuminated free standing display unit (Retrospective).

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor Marinos

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 6450

Date: 5.3.2001

My ref: A/2001/3217

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 C Hudson
4 Sapphire Close
Wokingham
RG41 3DU

Dear Councillor

Application Number: A/2001/3217
Doles Hill Stores 283, Barkham Road, , Wokingham.
Proposed erection of internally illuminated free standing display unit (Retrospective).

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

If you have any questions please do not hesitate to contact **Mrs B Polnik** on **0118 974 6450**. 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 14.3.2001

Yours faithfully

John Mitchell
Development Control Manager

LISTING FORM
Case officer: **Mrs B Polnik** Application Number: **A/2001/3217**
Doles Hill Stores 283, Barkham Road, , Wokingham.
Proposed erection of internally illuminated free standing display unit (Retrospective).

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor C Hudson

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

PLANNING SERVICES	HPT
POL	TLS
DC	ENF
APP	
CS 035	BCP
15 FEB 2001	
COPIES TO:	ACK:
	FILE:

Mr D.J. Wilson
8 Columbia Court
Finchampstead
Wokingham
Berks
RG40 4PE
Tel:0118 973 3921
Mobile:07836 242501

12-02-01

Mrs B Polnik
Environmental Services Department
Planning Services
Wokingham District Council
P.O.Box 157
Shute End
Wokingham
Berks
RG40 1WR

Dear Sirs

RE: APPLICATION NUMBER A/2001/3217

As the owner of the property 320, Barkham Road, Wokingham, Berks., I wish to register my objections to the proposed erection of the display units.

It is my opinion that Doles Hill Stores has more than enough signs already erected and having seen the proposed signs erected prior to the application, I cannot see how they would be any thing but an eyesore. The existing sign display is large enough for any one not familiar with the area to realise that the shop is there and the proposed signs are not to advertise the stores but would only serve to advertise goods.

The signs could cause a distraction to the very heavy traffic using Barkham Road and having internal illumination of the signs would only be a further distraction as at peak times there is a large amount of congestion caused by vehicles stopping to use the shop.

My property already suffers from litter being thrown into the front area, vehicles parking across the entrance and outside blocking the view of any oncomming traffic. The erection of the signs would be out of keeping with the properties in the area and would ask you to reject this application.

Yours faithfully

D.J.Wilson

HIGHWAYS CONSULTATION SHEET

From: Mrs B Polnik **Date:** 25 January 2001

Application Number: A/2001/3217

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

Parish: WOKINGHAM TOWN

Site Address:
Doles Hill Stores 283, Barkham Road, , Wokingham.

Applicant:
Primelight Advertising Ltd .

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

✓ below as applicable;

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

① The display unit must not encroach onto the public highway. R: HS&C

② The illuminated display unit 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. R: HS&C

NOTE TO PO: The applicants statement says that the pavement is 3.2m wide. This is not the case and is only 2.1m wide.

Signed: _____ **Print name:** Adam Coggins 15/02/01

PLANNING SERVICES	HPK 40358
POL	TLS
DC	ENF
APP	
CS	
26 FEB 2001	
COPIES TO:	ACK:
	FILE:

WOKINGHAM TOWN COUNCIL CONSULTATION SHEET

Case officer: Mrs B Polnik

Application Number: A/2001/3217

Proposal: Proposed erection of internally illuminated free standing display unit

Site Address: Doles Hill Stores, 283 Barkham Road, Wokingham

Applicant: Primelight Advertising Ltd

Your observations are required in respect of this application **by 18/02/01**

Strongly object and recommend refusal on the grounds of:

- **Size, mass and bulk being out of keeping with the residential area.**

SIGNED: RA Harcourt **DATE:** 23/02/01

pp **CLERK TO Wokingham Town Council**

Received by Wokingham District Council

Application No: A/2001/3217

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

Location:
Doles Hill Stores 283, Barkham Road, , Wokingham.

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

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

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

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Mrs B Polnik P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 18/02/2001. 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

25 January 2001

WOKINGHAM D.C. DEVELOPMENT CONTROL

Valid.

Start date: 22 JAN 2001 ~~08 JAN 2001~~	
Officer: BP	Application No. A/2001/3217

Map No. 82 Site 0.04
Easting: ..... Flood Pln .....
Northing: ..... Mineral .....

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

Description:
(A) Proposed erection of internally illuminated free standing Unit Display ~~Sign~~ (Retrospective).

Location: 283 Barkham Road

Parish: Wokingham Ward: Evendons 25.1.01 B

Applicant: Prime Light Advertising Ltd.

Fee Received 0.00 Required ..... Additional ..... Refund .....
Resubmission A/2000/1481
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	Too small No red line	15/1	22 JAN
2	1:500 block plan showing existing & proposed dev. + adj. Properties			
3	Forms unsigned			
4	Correct S 66 certificate			
5	Elevation plans			
6	Floor plans			
7	Metric scale disclaimer			
8	Encroachment letter			
9	Miscellaneous			

APPLN NO. _____

ACTION REQUIRED BY DEVELOPMENT CONTROL

Conservation Area .....

Listed Building 1 2 2*

Advertisement Required .....

Date Site Notice Sent : 25.01.01 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 (incl. 283 Barkham Rd, within red line)

Re-submission

22.JAN.2001* 3217

22 JAN 2001

Primesight

Wokingham District Council
Planning Department
P.O.box 157
Shute End
Wokingham
Berkshire
RG40 1WR

18th January 2001

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
RE: ADVERTISING DISPLAY UNIT AT: 283 BARKHAM ROAD
OUR REF: YA130601-0004

Further to your letter dated 15th January 2001, I now return the resubmission application for the above address.

As you have stated that the site plan previously sent to you were inadequate to identify the site, I enclose copies of an Ordnance Survey Plan to a scale of 1:1250. I have outlined the site in red and the position of the unit is shown by way of a black cross. I hope that this is sufficient for your needs.

Please do not hesitate to contact me again if you require any additional information on **020 7882 1221**.

Yours faithfully

Vicki Uzzell
Planning Administrative Assistant

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. 22. JAN. 2001* 3217

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.

283 BARKHAM ROAD, WOKINGHAM RG41 4BY

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 ADVERTISEMENT DISPLAY UNITS

(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**

Resubmission A/2000/1481

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ ~~190.00~~

Signed [signature] Date 4th JANUARY 2001

(applicant/~~agent~~)

ON BEHALF OF PRIMELIGHT ADVERTISING

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.'

DOLES HILL STORES

ADDRESS 283 BARKHAM ROAD PARISH WOKINGHAM

PLOT No. ORD. SHEET No. SU.796782

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
3128		GARAGE	26.6.57	
TP.1363 4263	BERRY	2/STOREY EXTENSION	11.7.57	APP. APP
R/152/69	MR & MRS STURGESS	FISH & CHIP BUSINESS	8.1.70	REF
BR.11231	Mr P.D. Thatcher	Change of use from Shop to dwelling	9.7.79	Ref N/A
11117	"	" & ALTERATIONS	5.7.79	N/A C/A
15450	MR. KINCH	2/STOREY EXTENSION	85.81	N/A C/A
17270	"	ADDITIONAL SALES AREA AT FRONT	8.4.82	N/A C/A
BR18467	"	"	28.4.82	APP N/A
BR 21817	"	CARPORT	13.12.83	APP N/A
21588	"	"	31.5.84	N/A C/A
8575	MR & MRS A. RAWAL	2/ST & S/ST. EXTS.	30.10.87	REF

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

091074

1933

DOLES HILL STORES

ADDRESS 283 BARKHAM ROAD PARISH WOKINGHAM

PLOT No. ORD. SHEET No. SU.796782

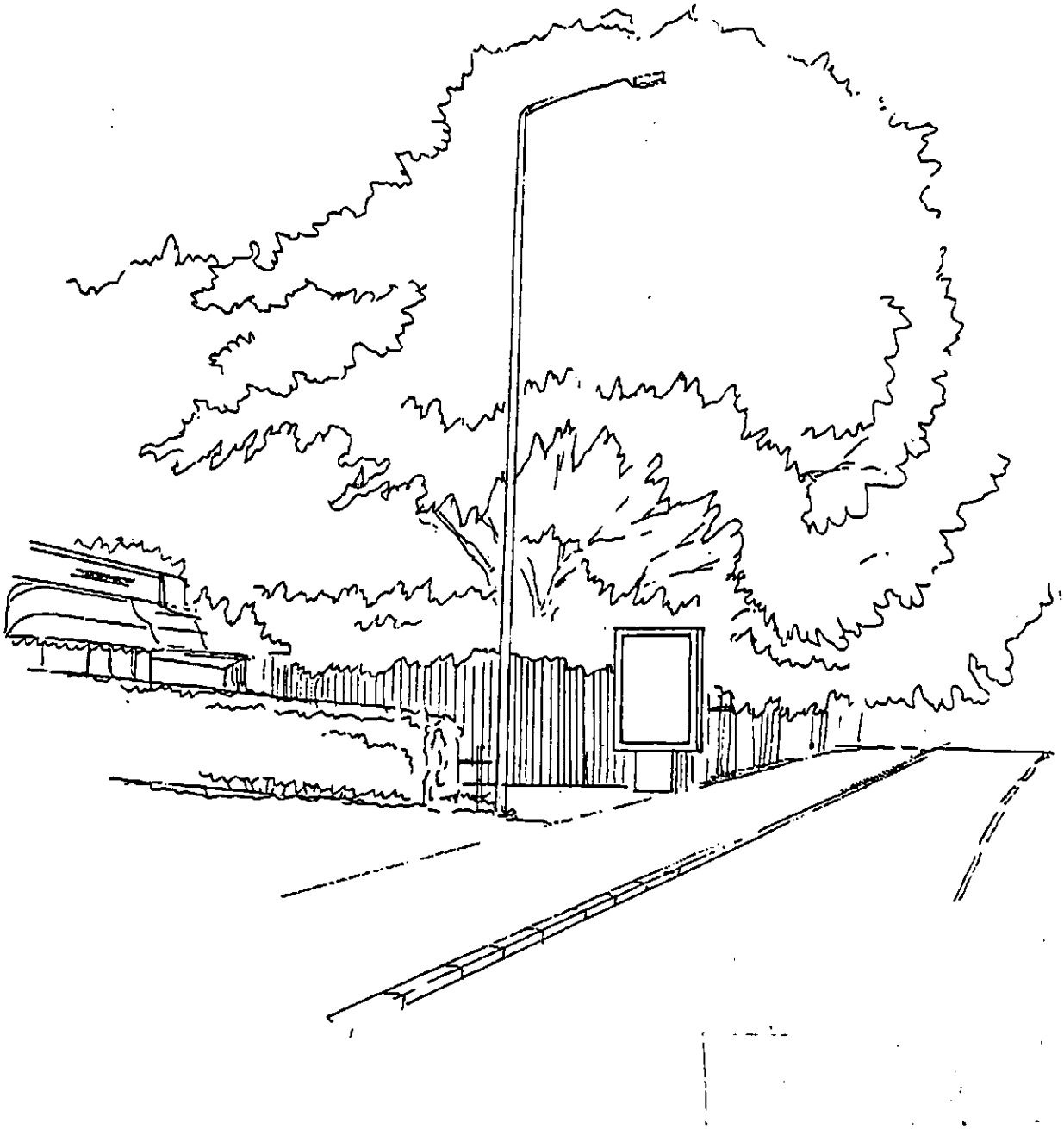
BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
44764	MR & MRS DULABH	S/ST. EXTENSION	23.8.95	C/A
95/60855/X				
A/2000/1481	Primelight	erection of 2 internally illuminated free standing units.	9.8.2000	REF.

MINISTRY DECISION 2000/1481 - APPEAL DISMISSED - 1/12/00

SPECIAL ORDERS

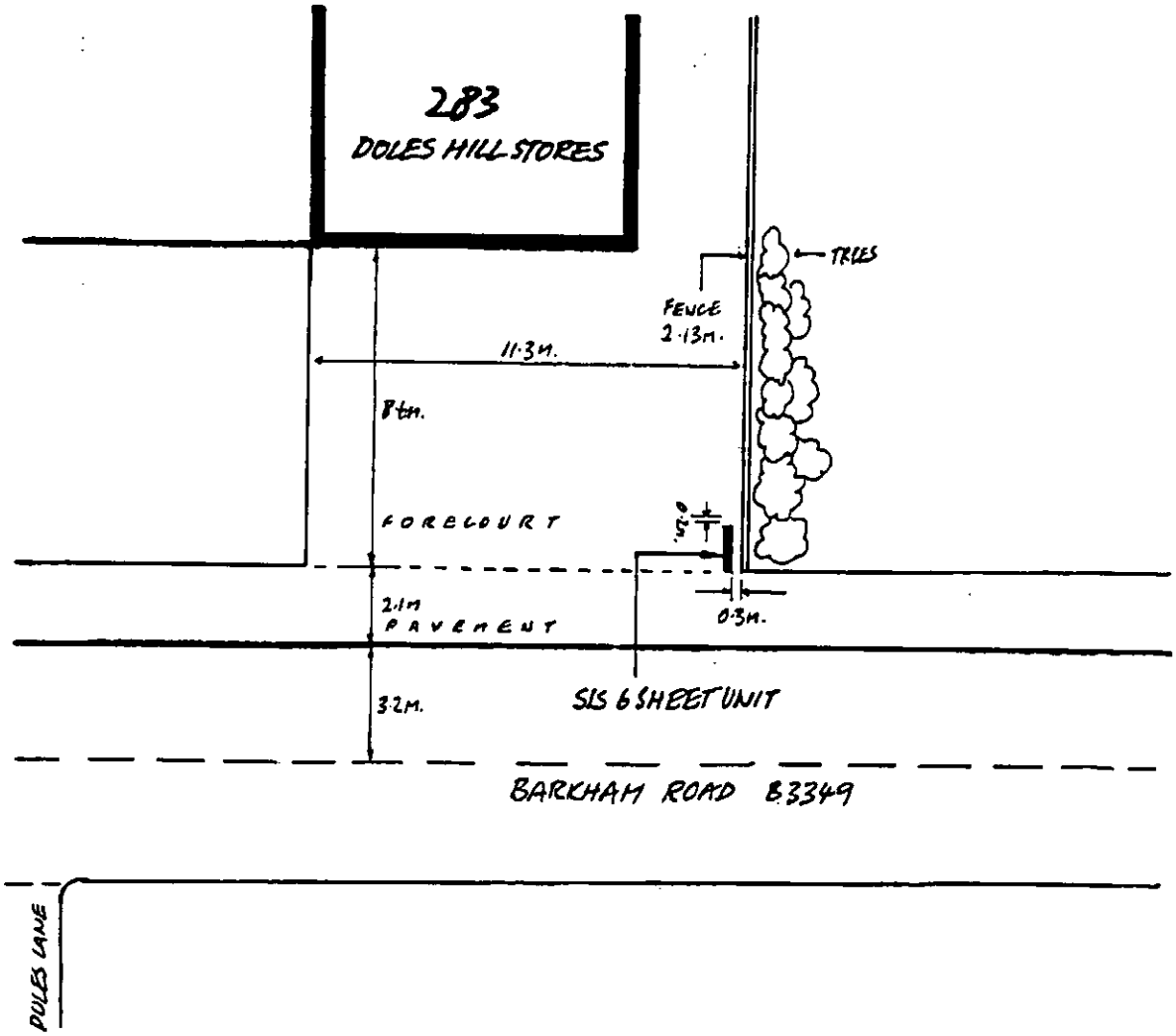
Elevation 22.JAN.2001* 3217



	Address	Scale 1:100
	283 BARKHAM ROAD, WOKINGHAM, RG41 4BY,	

Site Plan

22.JAN.2001 * 3217

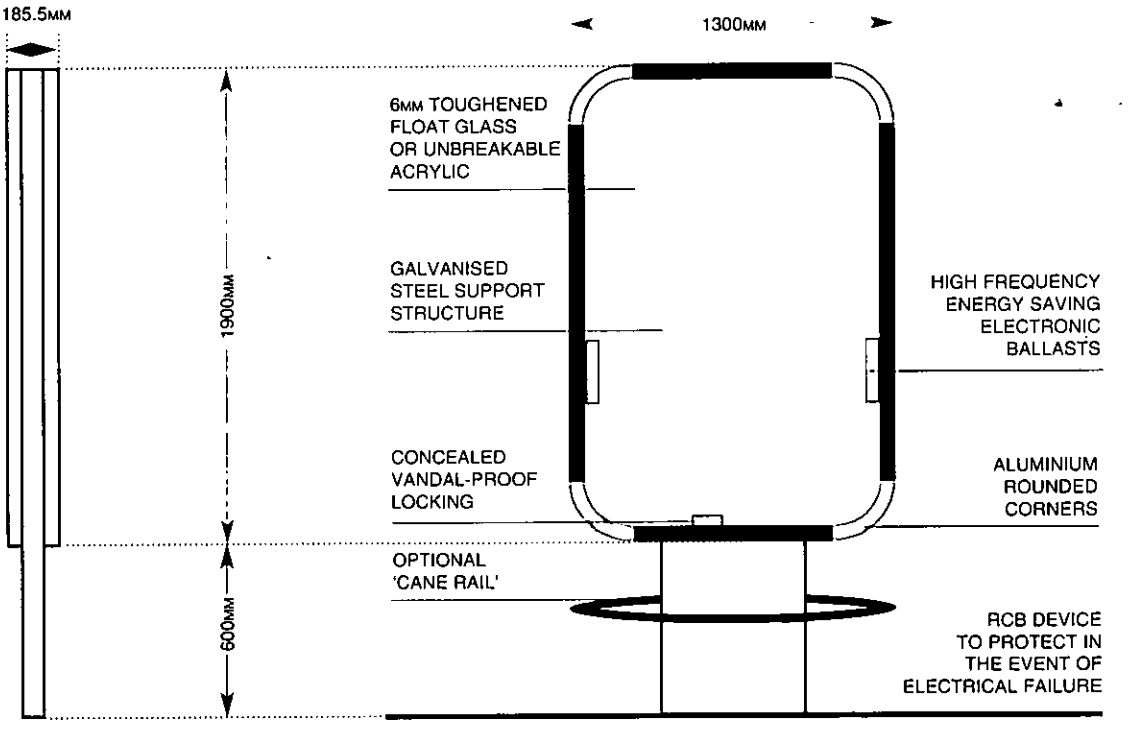


Notes	Address	Scale 1:200
	283 BARKHAM ROAD, WOKINGHAM, RG41 4BY	
	Site No.	Y A 1 3 0 6 0 1 0 0 0 4

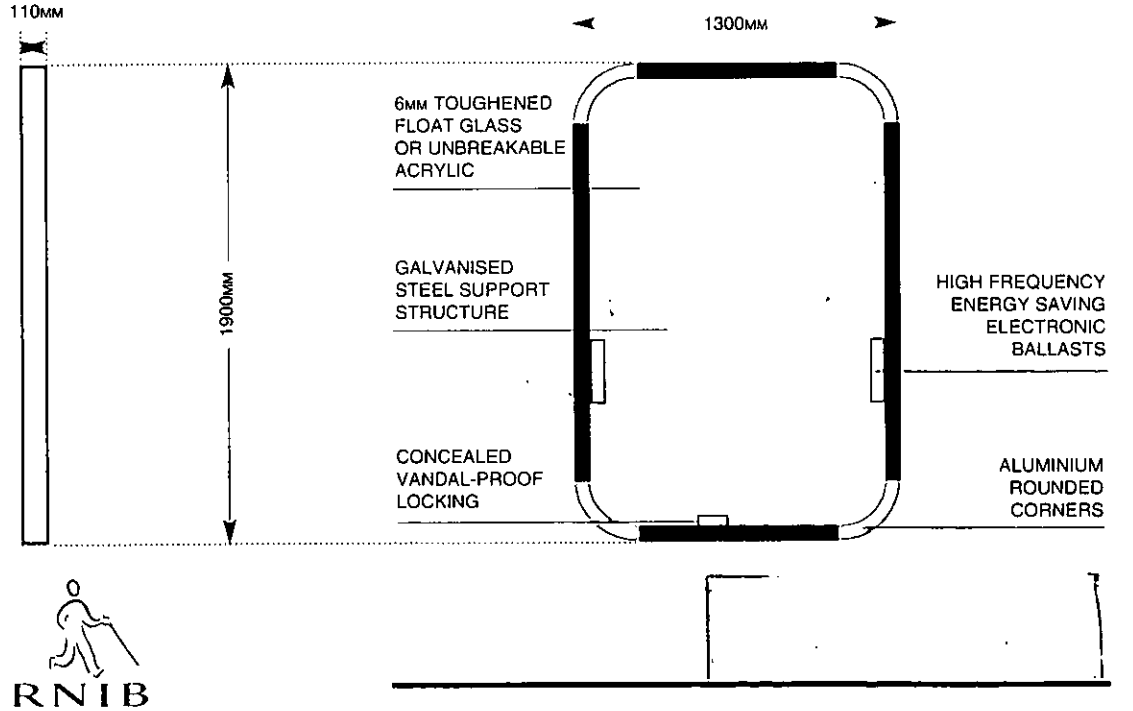
Unit Specifications

22 JAN 2001 * 3217

Free-Standing Unit

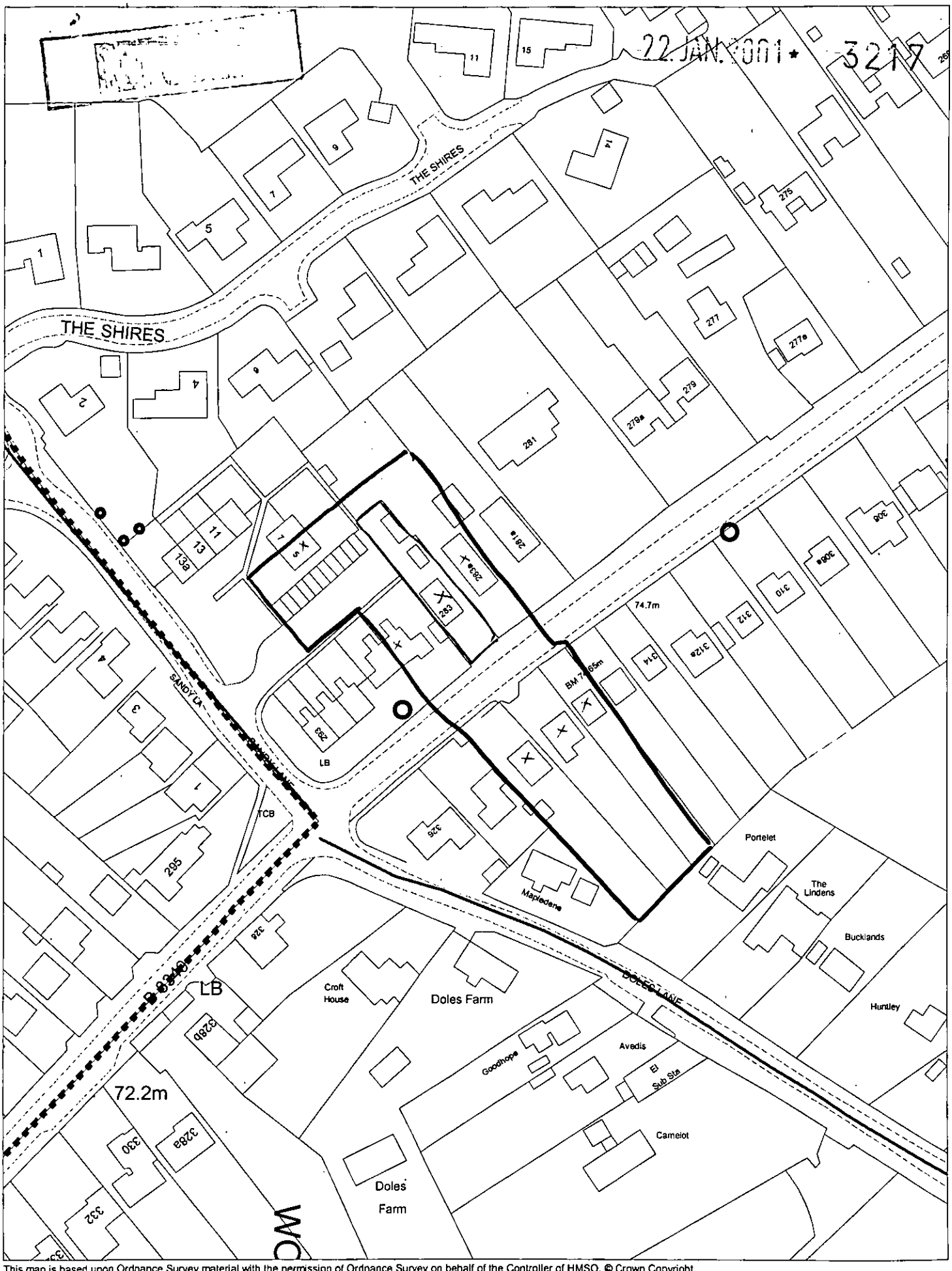


Wall Mounted Unit



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

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



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Development Control Section, Environmental Services, Wokingham District Council.

9 January 2001 Scale: 1 : 1250

N W E S

22.JAN.2001 * 3217

283 Barkham Road, Wokingham
RG41 4BY



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

1787.map
17/05/00

Ordnance Survey