APPLICATION NO:
A/2000/0359

LOCATION:
Headley Park Industrial Estate Headley Road East Reading.

APPLICANT:
Norwich Union Investment Management C/O Crane And Associates

PROPOSAL:
Proposed erection of non illuminated industrial estate signs.

EARLIEST DATE FOR DECISION: **17/02/2000**

APPLICATION EXPIRY DATE: **09/03/2000**

CASE OFFICER: **Nicola Lake**

28 April 2000

RAILEX
Marbleboard

EASIFILE EP7

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Part Approval and Part Refusal of Permission

Norwich Union Investment Management
C/O Crane And Associates
1 Dawes Court
High Street
ESHER
Surrey
KT10 9QD

Application Number: A/2000/0359

Parish:	**WOODLEY**
Location:	**Headley Park Industrial Estate, Headley Road East, Woodley, Reading**
Proposal:	**Proposed erection of non illuminated industrial estate signs**

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

Reason for Refusal of Vertical Pylon Sign;

1. The proposed 4.4m high pylon signs would by reason of their scale and location form an obtrusive feature, to the detriment of the visual amenity of the surrounding area. As such the proposed pylon signs are contrary to Policy LBE10 of the Loddon Area Local Plan and Policies WOS3, WBE1 and WBE16 of the Wokingham District Local Plan.

Condition for Approval for the Tenants Directory Board and Brick Plinth Sign;

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

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

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

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

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

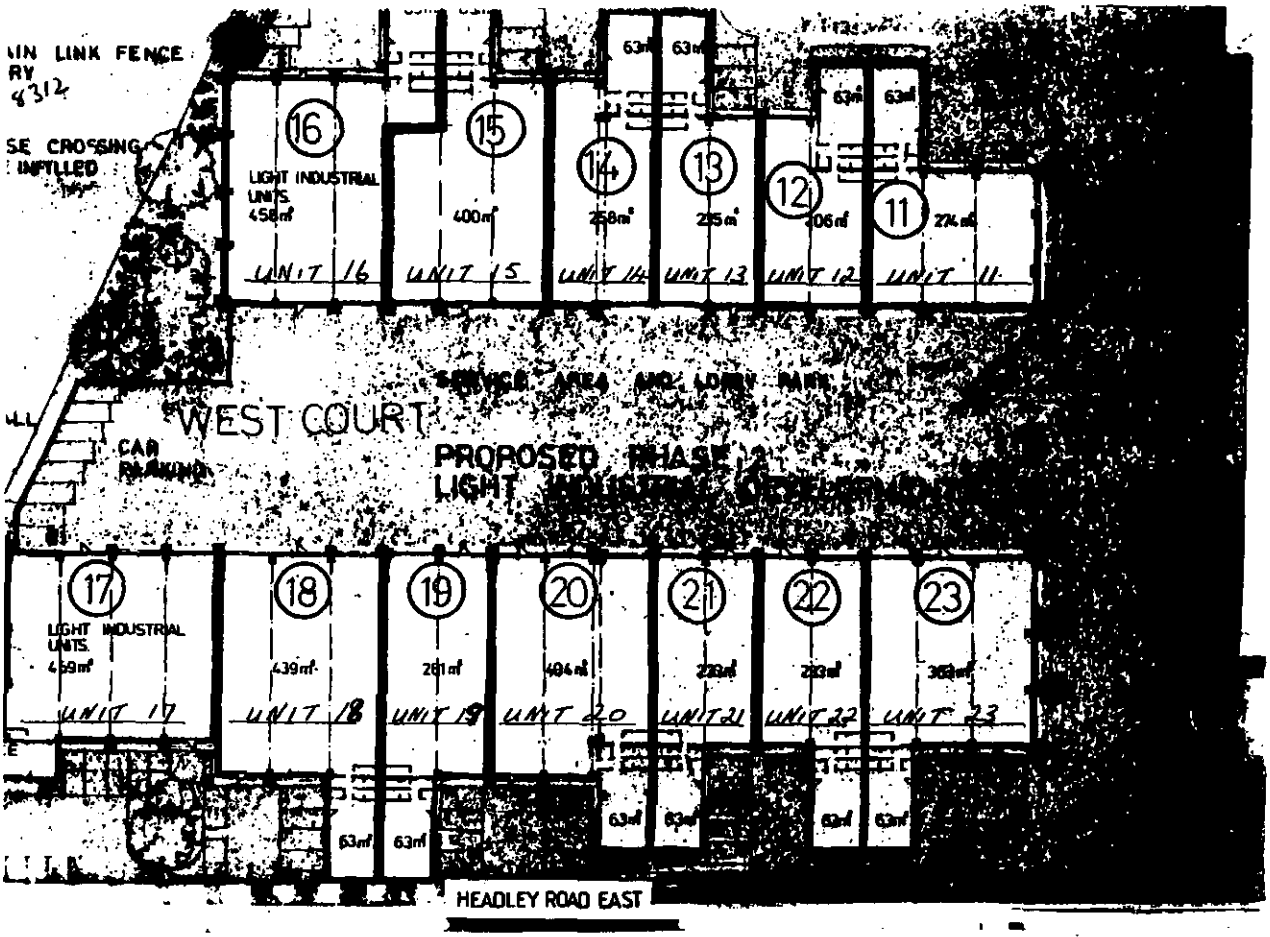
Reason

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

Head of Planning and Transportation
Date: 03 May 2000

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

13.JAN.2000* 0559



① HEADLEY PARK INDUSTRIAL ESTATE - WEST COURT

ADDRESS HEADLEY ROAD EAST PARISH WOODLEY

PLOT No. AREA 10 PHASE II ORD. SHEET No. SU. 7673 42

BUILDER 08308

Plan No.	Applicant	Description of Development	Date of Decision	Decision
0/119/64	WOODLEY DEVS.	O/L COMPREHENSIVE DEV.	28.2.66	N/A R
448/73	ADWEST	W/HOUSE DEV. AREAS	8.2.74	DEEMED R
449/73	"	9 & 10		" "
18312	"	12 LIND UNITS, OFFICE ACC.	21.10.82	N/A CIA
BR 20602	"	" "	17.6.83	APP N/A
22795	"	13 "	8.1.85	N/A CIA
BR24256	"	13 LIND./WAREHOUSE UNITS	4.6.85	APP N/A
23544	"	EXTERNAL LIGHTING SCHEME	19.6.85	N/A CIA
BRA 316	SCHAFFNER EMC LTD 11	INT. PARTITIONING & OFFICE STORES	3.3.86	APP N/A
BRA 1483	PARADYNE LTD. 16	STORAGE PLATFORM	~~10.10.86~~ 25.11.86	~~REF~~ APP
~~28~~ 8				
29338	CAR GEARS LTD 14	SERVICING & REPAIR	20.7.88	CIA
~~BRA 3664~~	~~SCHAFFNER EMC 11~~	~~RAISED FLOOR AREA~~	~~30.10.87~~ 12.11.91	~~REF~~ APP

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

091074 3 2223 CAR GEARS 14 M.O.T. TESTING FACILITIES 14.12.88 CIA.

1764

② HEADLEY PARK IND. ESTATE - WEST COURT

ADDRESS PARISH WOODLEY

PLOT No. ORD. SHEET No. 42

BUILDER

Plan No.	Applicant		Description of Development	Date of Decision	Decision
BRA 6818	VOTEX	13	MEZZ. FLOOR	14.6.89	REF
BRA 7248	"	13	"	6.6.89	APP
BRA 7862	ANCHOR PRESS	19	"	25.9.89	APP
BRA 9813	ADT PARADYNE	16	EXT. OF OFFICE AREA WITHIN EX. BUILDING	2.1.91	APP

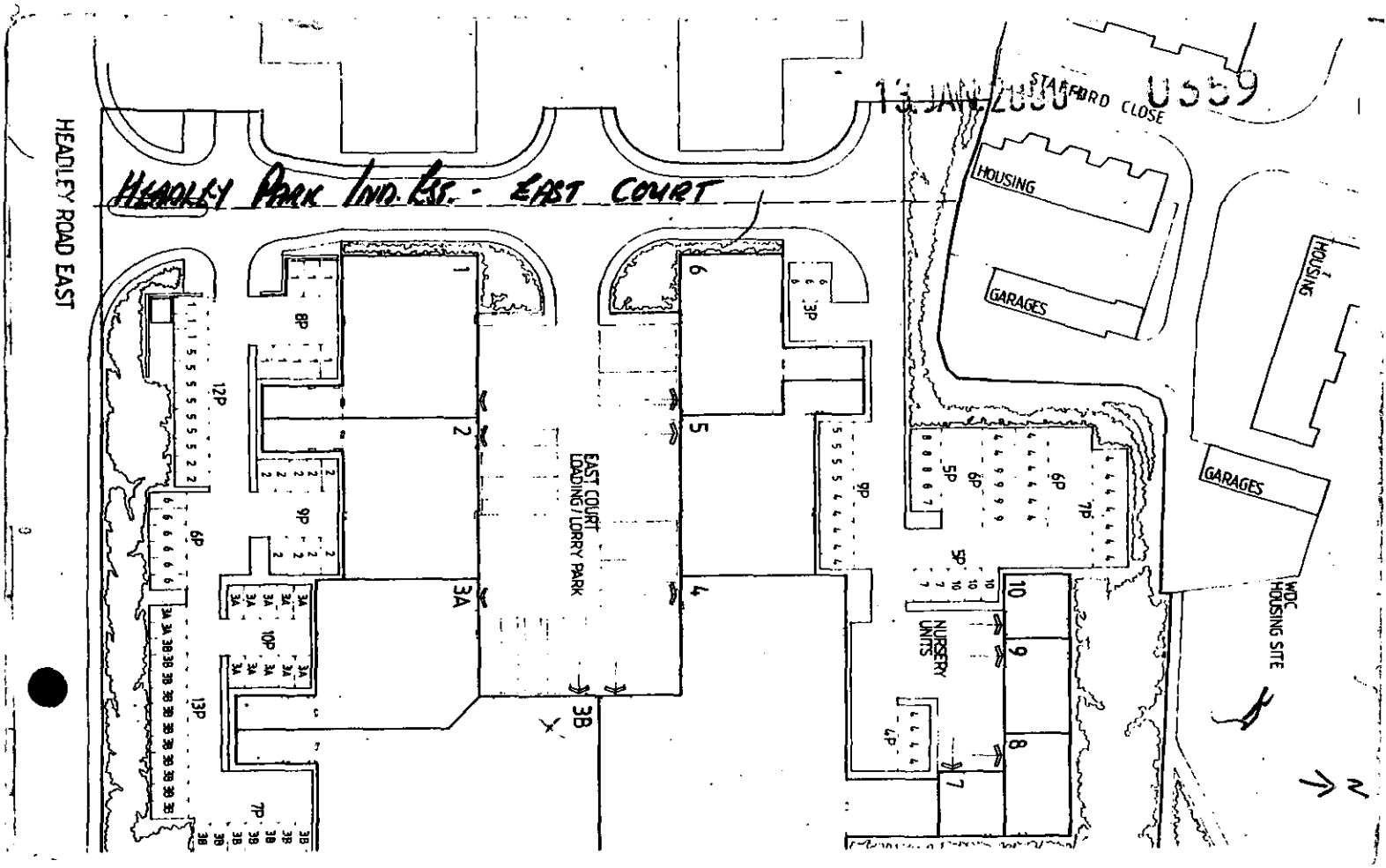
DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

2.5.91. UNIT 23 - KENNEDY INT. LTD. UNIT 24 - ZAKRON EUROPE LTD - 2.14.93



① HEADLEY PARK INDUSTRIAL ESTATE - EAST COURT

ADDRESS HEADLEY ROAD EAST PARISH WOODLEY

PLOT No. AREA 10 PHASE I ORD. SHEET No. SU.7673 42

BUILDER 08308

Plan No.	Applicant	Description of Development	Date of Decision	Decision
0/119/64	WOODLEY DEVS LTD.	O/L.-COMPREHENSIVE DEV.	28.2.66	N/A R
448/73	ADWEST PROPERTIES	W/HOUSE DEV. AREAS	8.2.74	DEEMED R
449/73		9 & 10		" "
16581	"	L.IND.DEV. W/HOUSING WITH	17.12.81	N/A OA
BR 18732	"	STARTER UNITS FOR SMALL FIRMS	22.8.83	APP N/A
BR 22608	TV FRESH FOODS UNIT 8	FITTING OUT	9.5.84	APP N/A
BR 23781	BRAYTHORNE PACKAGING LTD " 3B	RAISED STORAGE PLATFORM	20.12.84	APP N/A
BR 24136, BR25053	HARLEQUIN WINDOWS " 1	" , OFFICES	12.2.85, 18.4.86	APP, APP N/A
BR 24706	" " 1	OFFICES ON EX. MEZZANINE	10.6.85	REF N/A
24888	ADWEST	4 NEW WINDOWS IN EACH	27.1.86	OA
25357	4	UNIT. SIGN	19.5.86	TP
BRA 1097	BRAYTHORN 3B	MEZZ. FLOOR	6.8.86	APP
BRA 1453	HARLEQUIN WINDOWS 1	"	2.10.86	APP
BRA 1876	BRAYTHORN 3B	" EXT.	8.12.86	APP
091074 BRA2420	" "	OFFICE & WC	10.3.87	APP

DATE OF COMPLETION

MINISTRY DECISION

APPEAL ORDERS

DRAINAGE

1782/a

13.JAN.2000* U55

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: NORWICH UNION INVESTMENT MANAGEMENT

Address: PO BOX 432, SENTINEL HOUSE 37 SURREY ST, NORWICH Post Code NR1 3PW

Tel. No. TELEX 975733

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

Full Name CRANE + ASSOCIATES

Address: 1 DAWES COURT, HIGH STREET ESHER, SURREY Post Code KT10 9QD

Tel. No. 01372 470524

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

HEADLEY PARK 10
HEADLEY ROAD EAST
WOODLEY, READING RG5 4SW

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

INDUSTRIAL ESTATE.

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.)

(A) 2x ESTATE PYLON SIGN
(B) 1x TENANTS DIRECTORY BOARD
(C) 1x HORIZONTAL ESTATE 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.)

(c) Will the illumination be static or intermittent?

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

5 YEARS

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

*** Delete as appropriate**

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ 50

Signed V.J. Needham (~~applicant~~/agent) Date 12/1/2000

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.'

Received by Wokingham District Council

Application No: A/2000/0359

Proposal:

Proposed erection of non illuminated industrial estate signs.

Location:

Headley Park Industrial Estate Headley Road East Woodley.

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)

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Nicola Lake P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 17/02/2000. Written comments submitted will become available for public inspection.

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

Head Planning and Transportation

WORK SHEET FOR : Nicola Lake

Application Number : A/2000/0359

Applicant : Norwich Union Investment Management C/O Crane And Associates.

Location : Headley Park Industrial Estate Headley Road East Woodley.

Proposal : Proposed erection of non illuminated industrial estate signs.

Site Notice Displayed ? :	YES	NO	DATE
	✓		23.3.2000

Date of Neighbour Notifications : .....

Date of Site Visit : .....23.3.2000.....

Date Registered : 13/01/2000

Earliest Date for Decision : 17/02/2000

Latest Consultation Date/Site Notice Expiry Date : 17/02/2000

Application Expiry Date: 09/03/2000

Consultation Responses :

Highways - no objection

Woodley T.C - Concerned about Highways and character

Planning Issues :

Site Designation - within the identified Settlement
- Core Employment area.

i) Impact upon the visual appearance of the surrounding area.

ii) Impact upon the Highway Safety.

Application Number: A/2000/0359

Appraisal :

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

The proposed development is for the location of 14 signs along the frontage of the site. The two signs at the frontage / entrance of the site are low level at a height of 2.42 for the estate directory list and 1.2m for Brick plinth sign. These signs are in keeping with the character of the area and will have no detrimental impact upon the visual appearance of the surrounding area.

The two pylon signs have a proposed height of 4.4m with a width of 1m. These signs would be located on the far edges of the site and would form obtrusive features to the detriment of the visual appearance of the surrounding area.

2.) Impact upon the Highway Safety.

The ~~proposed development~~ Highway Authority are satisfied that the proposed advertisements would have no detrimental impact upon Highway safety.

Recomendation : Part Approval: ☑ **Part Refusal:** ☑

(tick appropriate box)

IMPORTANT NOTE:

This application requires two decision Notices
Split Decision

Application Number A/2000/0359
Conditions/Reasons for Refusal

Description: Vertical Pylon Sign

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
1	→		The proposed 4.4m high pylon Signs would by reason of their Scale and location would form obtrusive features, to the detriment of the visual amenity of the Surrounding Area. As such the proposed pylon Signs are contrary to policy LBE10 of the Haddon Area Local Plan. and policies WOS3, WBE1, and WBE16 of the Wokingham District Local plan.
			SPLIT DECISION
Description: The tenants Directory Board and Brick Plinth Sign			
1	SC69	SR29.	Delete (a) and (b)

RECORD OF SITE VISIT

SITE ADDRESS: Headley Park Industrial Estate Headley Road East Reading.

APPLICATION NUMBER: A/2000/0359

OFFICER: Nicola Lake

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

Tel: (0118) 974 6481

Date: 18th April 2000

My ref: A/2000/0359

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: 33505 – Wokingham

CONFIDENTIAL

Councillor T McCann
5 Seaford Gardens
Woodley
RG5 3LN

Dear Councillor

Application Number: A/2000/0359
Headley Park Industrial Estate Headley Road East Woodley.
Proposed erection of non illuminated industrial estate signs.

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

If you have any questions please do not hesitate to contact Nicola Lake on **(0118) 974 6481**. If you then feel the application needs to be transferred to the next available Development Control Sub-Committee for decision please fill in the form below.
This form must be received no later than 28th April 2000

Yours faithfully

John Hutton pp

Head of Planning and Transportation

LISTING FORM
Case officer: **Nicola Lake** Application Number: **A/2000/0359**
Headley Park Industrial Estate Headley Road East Reading.
Proposed erection of non illuminated industrial estate signs.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Print Name: _____

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

Tel: (0118) 974 6481

Date: 18th April 2000

My ref: A/2000/0359

CONFIDENTIAL

Councillor L Ferris
The Corner House
Station Road
Twyford
RG10 9NG

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

Dear Councillor

Application Number: A/2000/0359
Headley Park Industrial Estate Headley Road East Woodley.
Proposed erection of non illuminated industrial estate signs.

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

If you have any questions please do not hesitate to contact Nicola Lake on **(0118) 974 6481**. If you then feel the application needs to be transferred to the next available Development Control Sub-Committee for decision please fill in the form below.
This form must be received no later than 28th April 2000

Yours faithfully

John Mitchell pp

Head of Planning and Transportation

LISTING FORM
Case officer: **Nicola Lake** Application Number: **A/2000/0359**
Headley Park Industrial Estate Headley Road East Reading.
Proposed erection of non illuminated industrial estate signs.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Print Name: _____

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

Tel: (0118) 974 6481

Date: 18th April 2000

My ref: A/2000/0359

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: 33505 – Wokingham

CONFIDENTIAL

Councillor T Dredge
67 Welford Road
Woodley
RG5 4QS

Dear Councillor

Application Number: A/2000/0359
Headley Park Industrial Estate Headley Road East Woodley.
Proposed erection of non illuminated industrial estate signs.

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

If you have any questions please do not hesitate to contact Nicola Lake on **(0118) 974 6481**. If you then feel the application needs to be transferred to the next available Development Control Sub-Committee for decision please fill in the form below.
This form must be received no later than 28th April 2000

Yours faithfully

John Mitchell pp

Head of Planning and Transportation

LISTING FORM
Case officer: **Nicola Lake** Application Number: **A/2000/0359**
Headley Park Industrial Estate Headley Road East Reading.
Proposed erection of non illuminated industrial estate signs.

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Print Name: _____

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

Date: 10 February 2000

To: Highways

We have received Additional Plans for the following planning application:

Application Number: A/2000/0359

Location: Headley Park Industrial Estate , Headley Road East, Woodley, Reading.

Proposal: Proposed erection of non illuminated industrial estate signs.

Applicant: Norwich Union Investment Management C/O Crane And Associates.

Case Officer: Nicola Lake

The new plans show the following: Width of proposed pylon signs.

Comments are required by 21/02/2000.

Should you have any queries regarding this application please contact the case officer Nicola Lake on (0118) 974 6481.

COMMENTS AS PREVIOUS.

N.S. Trotter

21-2-00

Plan No. F/1999/0255: Proposed single storey side extension to dwelling and replacement garage – 33 Duncan Road
The committee particularly asked that any neighbours' comments were taken into account for this application.

Plan No. A/2000/0359: Proposed erection of non-illuminated industrial estate signs – Headley Park Industrial Estate, Headley Road East
The committee was concerned that the vertical pylon sign was too high and would be distracting for drivers coming from the roundabout. It would also disrupt the visual amenity of nearby residents. However, members could see no problem with the other signs at the vehicular entrance to the industrial estate.

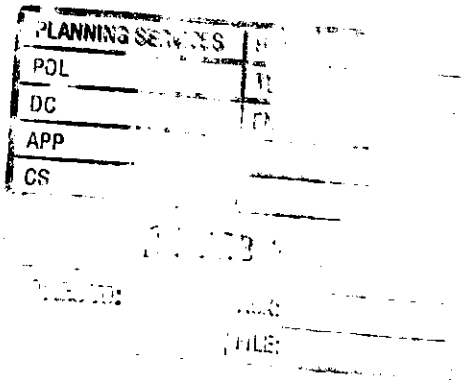
Plan No. F/2000/0381: Proposed two storey side extension to dwelling and single storey rear extension – 29 Fawcett Crescent
The committee particularly asked that any neighbours' comments were taken into account for this application.

Plan No. F/2000/0383: Proposed single storey front extension to dwelling – 10 Bodmin Road
Members expressed concern at the possible effect of loss of light to the kitchen at No. 8 Bodmin Road and particularly asked that any neighbours' comments were taken into account.

Plan No. F/2000/0390: Proposed alterations and extension to vehicle maintenance workshop – Allied Bakeries of Reading Ltd., Viscount Way.
Members noted and fully supported the objections raised by residents as it would appear that the movement of the operation of vehicle maintenance would be moved closer to residential properties in Vauxhall Drive.

The committee expressed the following serious concerns:

- the resultant increase in activity from additional onsite maintenance of lorries
- the increase in noise levels from the increase in workshop activity
- the risk of contamination when moving the oil tanks
- increase in pollution levels from the vehicles and testing of the vehicles
- possible increase in pollution from the re-location of the vehicle exhaust outlet
- the new position of the doors will bring the maintenance work much closer to residents
- the development will bring noxious pollution closer to residents



Date: 10 February 2000

To: Case Officer

We have received Additional Plans for the following planning application:

Application Number: A/2000/0359

Location: Headley Park Industrial Estate , Headley Road East, Woodley, Reading.

Proposal: Proposed erection of non illuminated industrial estate signs.

Applicant: Norwich Union Investment Management C/O Crane And Associates.

Case Officer: Nicola Lake

The new plans show the following: Width of proposed pylon signs.

Comments are required by 21/02/2000.

Should you have any queries regarding this application please contact the case officer Nicola Lake on (0118) 974 6481.

(RING ONE)

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

App No. (Planaps) /A/2000/0359 (Ludhouse) Date Rec. 31/11/2000

Location: Woodley Park Industrial Estate, Woodley Road East, Woodley

Parish Woodley

Applicant: Norwich Union Investment Management

Description of attached plans Additional plans showing width of proposed pylon signs

Drawing No's:

CONSULTEES

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

Please tick which of the following you wish consulted.

OTHERS:

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

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

NEIGHBOURS:

Date for Responses 10 Days

FURTHER ACTION

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

Redate Application Y / (N) From

New Site Notice Y / (N)

New Description

CASE OFFICER NL

Consultations Sent by Admin. on 10.02.B

Yellow - Part One Copy
Green - Officer's Copy

CRANE & ASSOCIATES

architecture interiors graphics

1 Dawes Court, High Street, Esher, Surrey KT10 9QD Tel 01372 470524 Fax 01372 470525
email @ craneassoc.demon.co.uk

HPT 25343
POL
DC ✓ NL
FUF
APP
CORRECT TO:

Ms. N. Lake,
Environmental Services Department,
Planning Services,
Shute End,
Wokingham,
Berkshire,
RG40 1WR.

28th January 2000

648/8296

Re:Directory Board & Pylon Sign - Headley Park Industrial Estate.

Dear Ms Lake,

Further to the submission of the signage proposals, **ref no: A/2000/0359**, please find enclosed, as requested in your letter dated 24 Jan; 1no. revised drawing and 2no. additional detail drawings to be included with the previously issued drawings. I hope these will provide any extra information you may require.

If you have any queries, please contact me.

Yours sincerely,

Victoria Needham

ADDITIONAL PLAN

Victoria Needham,
on behalf of Crane and Associates

0359

FROM: Nicola Lake

DATE: 24 January 2000

PLANNING SERVICES
POL
DC
CS

Woodley Town Council Consultation Sheet

Application Number: A/2000/0359

Proposal: Proposed erection of non illuminated industrial estate signs..

Site Address: Headley Park Industrial Estate Headley Road East Woodley.

Applicant: Norwich Union Investment Management C/O Crane And Associates.

Your observations are required in respect of this application **by 17/02/2000** .

0359

The committee was concerned that the vertical pylon sign was too high and would be distracting for drivers coming from the roundabout. It would also disrupt the visual amenity of nearby residents.

However, Members could see no problem with the other signs at the vehicular entrance to the industrial estate.

SIGNED: _____ DATE: 10.2.00.

CLERK TO Woodley Town Council

To:
Highways

From: Nicola Lake

Date: 24 January 2000

Application Number: A/2000/0359

Proposal: Proposed erection of non illuminated industrial estate signs..

Site Address:
Headley Park Industrial Estate, Headley Road East, Woodley.

Applicant:
Norwich Union Investment Management C/O Crane And Associates.

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

THE HIGHWAY AUTHORITY DOES NOT WANT TO RESTRICT THE GRANT OF PERMISSION.

N.S. Tatler

7-2-00

WOKINGHAM D.C. DEVELOPMENT CONTROL

Start date: 13 JAN 2000	
Officer: NL	Application No. A/2000/0359

Map No. 42 Site 3:5
Easting: ..... Flood Pln .....
Northing: ..... Mineral .....

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

Description:
(A) PROPOSED ERECTION OF NON ILLUMINATED INDUSTRIAL ESTATE SIGNS

Location: HEADLEY PARK 10 HEADLEY ~~PARK~~ ROAD EAST

Parish: WOODLEY Ward: Coronation 24.1.2000

Applicant: NORWICH UNION INVESTMENT MANAGEMENT

Fee Received 50-00 (5) Required ..... Additional ..... Refund .....

Enforcement Section to be notified ☐ tick if required

Additional information required for validation

		Reason	Requested	Received
1	1:2500 OS location plan showing property edged in blue/red			
2	1:500 block plan showing existing & proposed dev. + adj. Properties			
3	Forms unsigned			
4	Correct S 66 certificate			
5	Elevation plans	Side elevations of signs?		
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 : 24.1.2000 Parish Council Informed - YES / NO

INTERNAL CONSULTATIONS

Building Control	NF: .....
Landscape	NK: .....
Trees	NK: .....
Conservation Officer	NK: .....
Environmental Health	NA: .....
Housing	NA: .....
Leisure & Cultural services	PA: .....
Public Rights of Way	PA: .....
Property	NG: .....
District Secretary (only if called in by SOS)	MA: .....
Policy & Plans	QA: .....
Strategic Planning (JSPU)	HA: .....
Minerals (BABTIE)	GA: .....
Archaeological Site (BABTIE)	: .....
Education	AP: .....
Social Services	BT: .....
Highways	XA: ..... ✓

EXTERNAL CONSULTATIONS

Adjacent D P A	: .....
Adjacent Parish	: .....
Southern Electricity Board	BN: .....
British Gas	BM: .....
PSA Oil Pipeline	BD: .....
Transco	: .....
Environment Agency	BP: .....
Rail Track	BI: .....
Police Arch. Liaison Officer	PC: .....

HERITAGE BODIES

The Georgian Group	KC: .....
Ancient Monuments Society	KA: .....
Council for British Arch.	KB: .....
RCHME	KF: .....
Telecommunications (NRPB)	: .....
Sport England	: .....

OTHERS:

.....

.....

No pre-apps

NEIGHBOURS:

3x site notices (at the 3 locations on Headley Rd East where permanent signs will be located - See map.)

CRANE
&
ASSOCIATES
architecture interiors graphics

1 Dawes Court, High Street, Esher, Surrey KT10 9QD Tel 01372 470524 Fax 01372 470525
email @ craneassoc.demon.co.uk

13.JAN.2000* 0559

Wokingham District Council
Planning Department
P O Box No 157
Civic Offices
Shute End
Wokingham
Berkshire
RG40 1WR

12th January 2000

648/8240

Dear Sir or Madam,

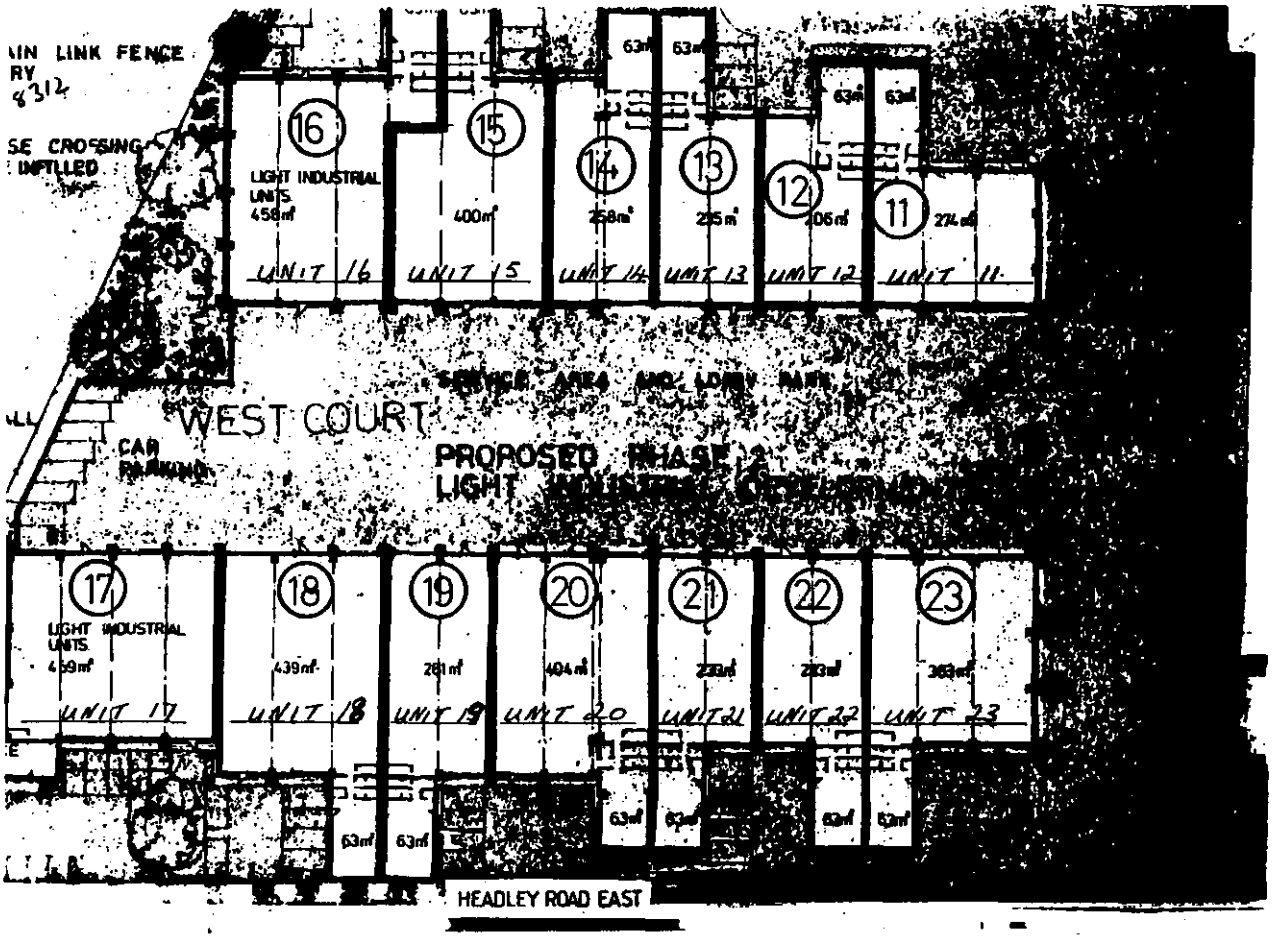
Please find enclosed copies of plans and sign details being submitted for advertisement consent, along with the required cheque.
If you have any queries please contact me.

Yours faithfully

V. I. Needham

Victoria Needham,
on behalf of Crane and Associates

13.JAN.2000* U559



① HEADLEY PARK INDUSTRIAL ESTATE - WEST COURT

ADDRESS HEADLEY ROAD EAST PARISH WOODLEY

PLOT No. AREA 10 PHASE II ORD. SHEET No. SU. 7673 42

BUILDER 08308

Plan No.	Applicant		Description of Development	Date of Decision	Decision
0/119/64	WOODLEY ASSNS.		O/L COMPREHENSIVE DEV.	28.2.66	N/A R
446/73	RONEST		W/HOUSE DEV. AREAS 9 & 10	8.2.74	REFUSED R
449/73	"				" "
18312	"		12 L.IND. UNITS, OFFICE ACC.	21.10.82	N/A CIA
BR 20602	"		" "	17.6.83	APP N/A
22795	"		13 "	8.1.85	N/A CIA
BR242560	"		13 L.IND./WAREHOUSE UNITS	4.6.85	APP N/A
23544	"		EXTERNAL LIGHTING SCHEME	19.6.85	N/A CIA
BRA 316	SCHAFFNER EMC LTD	11	INT. PARTITIONING & OFFICE SPACES	3.3.86	APP N/A
BRA 1685	PARADYNE LTD	16	STORAGE PLATFORM	10.10.86 25.11.86	REF APP
24338	CAR GLASS LTD	14	SERVICING & REPAIR	20.1.88	CIA
BRA 3664	SCHAFFNER EMC	11	RAISED FLOOR PRESS	30.1.88 12.11.91	REF APP

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

0910743 2223	CAR GLASS	14	M.O.T. TESTING FACILITIES	14.12.88	CIA

1764

ADDRESS (2) HEADLEY PARK IND. ESTATE - WEST COURT PARISH WOODLEY

PLOT No. ORD. SHEET No. 42

BUILDER

Plan No.	Applicant		Description of Development	Date of Decision	Decision
BRA 6818	VOTEX	13	1ST FLOOR	14.6.89	REF
BRA 7148	"	13	"	6.6.89	APP
BRA 7862	ANCHOR PRESS	19	"	25.9.89	APP
BRA 9813	AGT PARADYNE	16	EXT. OF OFFICE AREA WITHIN EX. BUILDING	2.1.91	APP

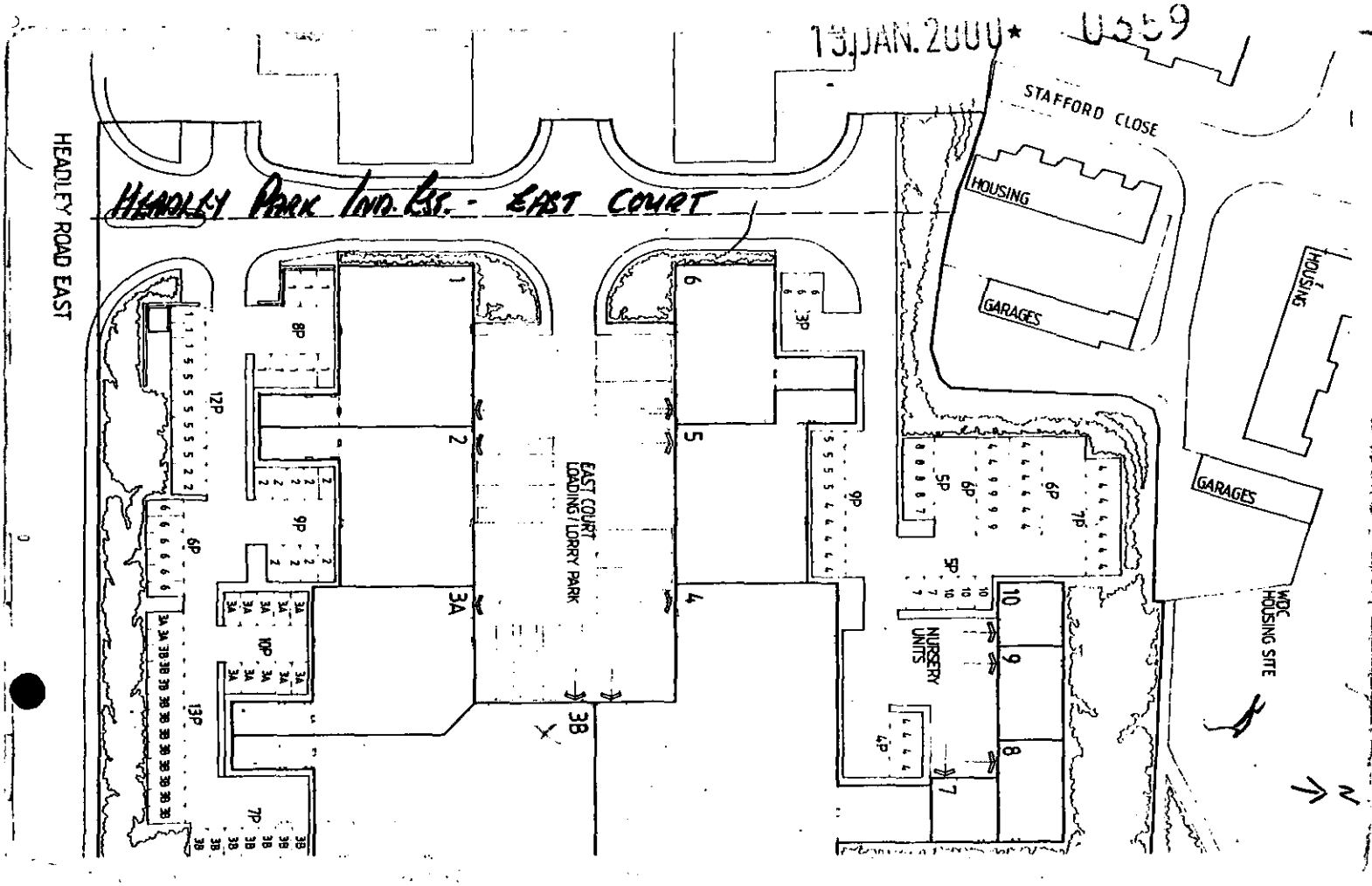
DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

2.5.91 UNIT 23 - KENNEDY INT. LTD. UNIT 21 - ZARRON EUROPE LTD - 2.1.93



① HEADLEY PARK INDUSTRIAL ESTATE - EAST COURT

ADDRESS HEADLEY ROAD EAST PARISH WOODLEY

PLOT No. AREA 10 PHASE I ORD. SHEET No. SU.7673 42

BUILDER 08308

Plan No.	Applicant	Description of Development	Date of Decision	Decision
0/119/64	WOODLEY DEVS. LTD.	O/L.-COMPREHENSIVE DEV.	28.2.66	N/A R
448/73 }	ADWEST PROPERTIES	W/HOUSE DEV. AREAS	8.2.74	DEEMED R
449/73 }		9 & 10		" "
16581	"	L. IND. DEV. W/HOUSING WITH	17.12.81	N/A O/A
BR 18732	"	STARTER UNITS FOR SMALL FIRMS	22.8.83	APP N/A
BR 22608	T.V. FRESH FOODS UNIT 8	FITTING OUT	9.5.84	APP N/A
BR 23781	BRAYTHORNE PACKAGING LTD " 3B	RAISED STORAGE PLATFORM	20.12.84	APP N/A
BR 24136, BR25053	HARLEQUIN WINDOWS " 1	" , OFFICES	12.2.85, 18.4.86	APP, APP N/A
BR 24706	" " 1	OFFICES ON EL. MEZZANINE	10.6.85	REF N/A
24888	ADWEST	4 NEW WINDOWS IN EACH	27.1.86	O/A
25357		4 UNIT.		
DATE OF COMPLETION		SIGN	19.5.86	TP
MINISTRY DECISION	BRAYTHORN 3B	MEZZ. FLOOR	6.8.86	APP
BRA 1453	HARLEQUIN WINDOWS 1	"	2.10.86	APP
DRAINAGE BRA 1876	BRAYTHORN 3B	" EXT.	8.12.86	APP
091074 BRA2420	" "	OFFICE & WC	10.3.87	APP

(2) ADDRESS East Court PARISH Woodley

PLOT No. Headley Road East ORD. SHEET No. SU 7673 4

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
BRA 7478	BRAYTHORNE 3B	INT. ALTS.	14.9.89	APP
39203	INVALID & DISPOSED OF 28/5/93 4			
FP/93/1236	OGEL LTD "	ALTS.	8.4.93	APP
FP96/5270	MICKS 2	MEZZ FLOOR	15.5.96	C/APP
FP97/6153	SALLY HAIR NB BEAUTY 4	"	6.5.97	C/APP

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS Unit 3B - C/O/USE TO WAREHOUSING - 27.3.96

DRAINAGE P.D. Eng. Gordons - Town & Court Plan. (Use Classes) Order 87 2/3/98

091074

1782/a

You are advised to read the accompanying notes before completing any part of this form. 12 JAN 2000 * U359

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: NORWICH UNION INVESTMENT MANAGEMENT

Address: PO BOX 432, SENTINEL HOUSE 37 SURREY ST, NORWICH Post Code NR1 3PW

Tel. No. TGEX 975733

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

Full Name CRANE + ASSOCIATES

Address: 1 DAWES COURT, HIGH STREET ESHER, SURREY Post Code KT10 9QD

Tel. No. 01372 470524

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

HEADLEY PARK 10
HEADLEY ROAD EAST
WOODLEY, READING RG5 4SW

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

INDUSTRIAL ESTATE.

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.)

(A) 2x ESTATE PYLON SIGN
(B) 1x TENANTS DIRECTORY BOARD
(C) 1x HORIZONTAL ESTATE 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.)

(c) Will the illumination be static or intermittent?

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

5 YEARS

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

*** Delete as appropriate**

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ 50

Signed V.J. Needham (~~applicant~~/agent) Date 12/1/2000

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

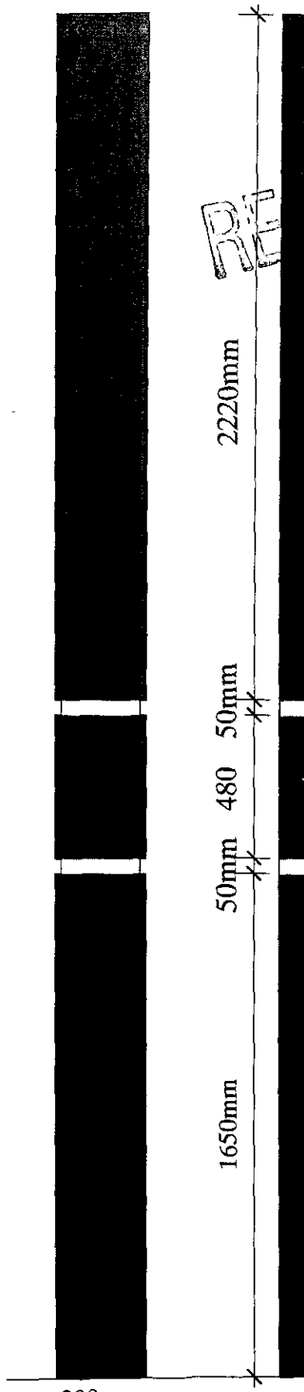
6. Regulation 11 of the Town and Country Planning (Fees for Applications and Deemed Applications) Regulations 1997 requires a fee to be paid to the Council with the advertisement application. The fee is related to each site on which it is proposed to display one or more advertisements. The appropriate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

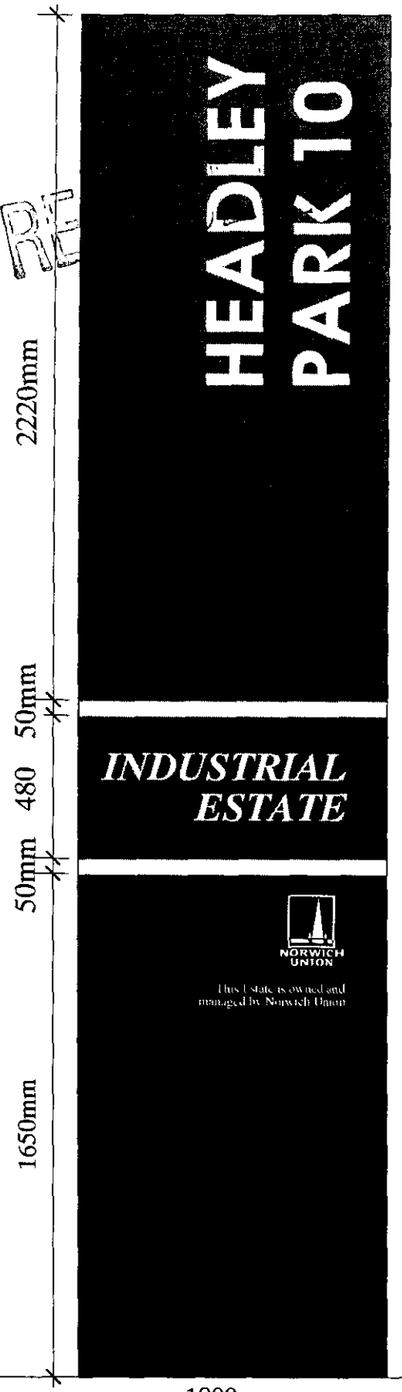
   1. Advertisements displayed on business premises, on the forecourt of business premises or on other land within the curtilage of business premises, wholly with reference to all or any of the following matters:- **£50.00**

      (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**

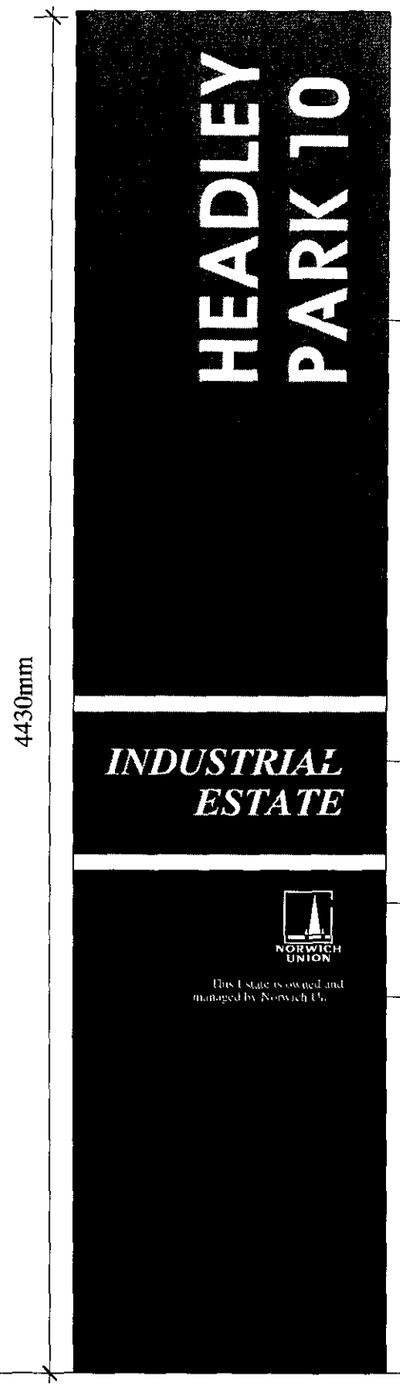
   3. All other advertisements. **£190.00**





Side elevation

Single sided pylon sign. Taller than standard in order to clear fence.



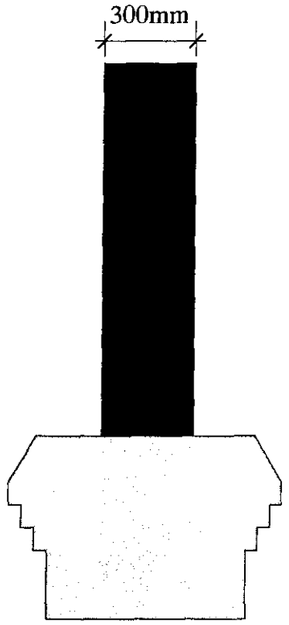
White lettering in *Avant Garde* Font at 185mm

White lettering in *Times* Font (italics) at 90mm

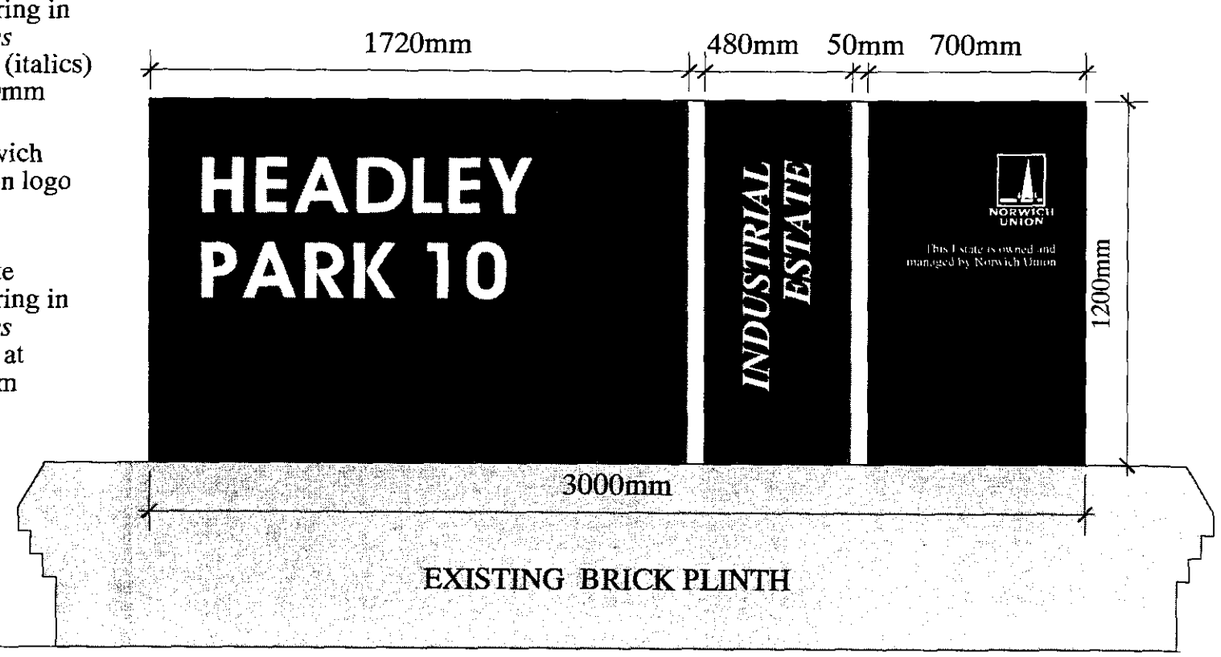
Norwich Union logo

White lettering in *Times* Font at 28mm

Single sided pylon sign. Taller than standard in order to clear fence.



Side elevation



Double sided horizontal pylon sign, to fit on existing plinth

0359

1:20

CRANE & ASSOCIATES

NORWICH UNION

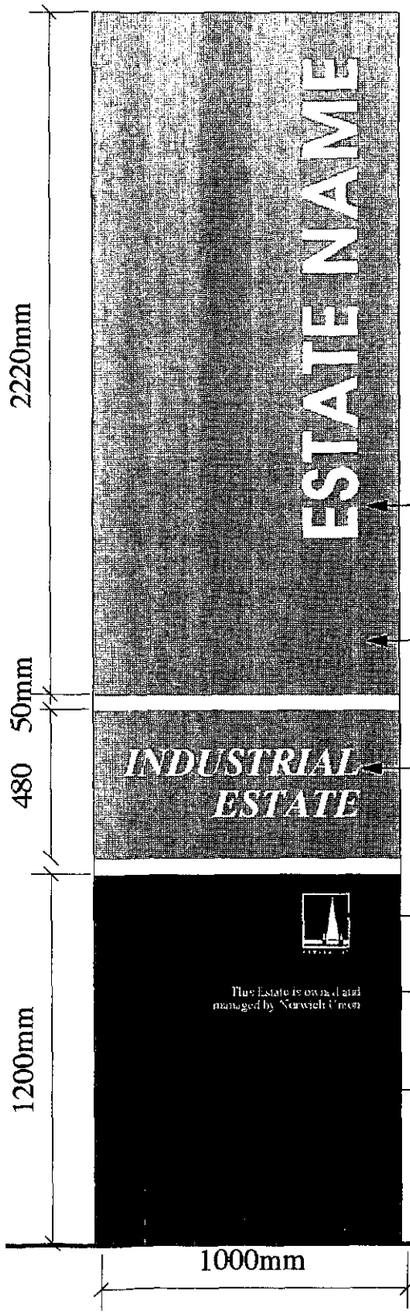
HEADLEY PARK 10, Reading

ADDITIONAL PLAN

Pylon Sign Details

REFUSED

VERTICAL PYLON SIGN 1:20



White Vinyl lettering; Avant Garde font bold @ 185mm

Colour Ref: BS 20 E 51 Light Blue

White Vinyl lettering; Times font, bold italics @ 90mm

Norwich Union Logo, 155 x 175mm, lettering @ 23mm

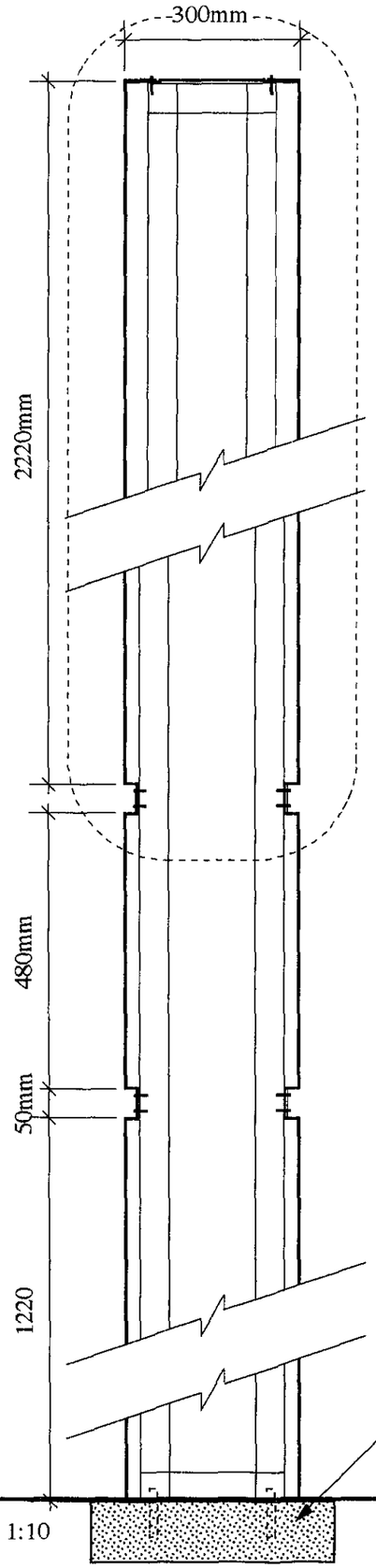
White Vinyl lettering; Times font @ 28mm

Colour Ref: BS 20 D 45 Dark Blue

N.U. Logo

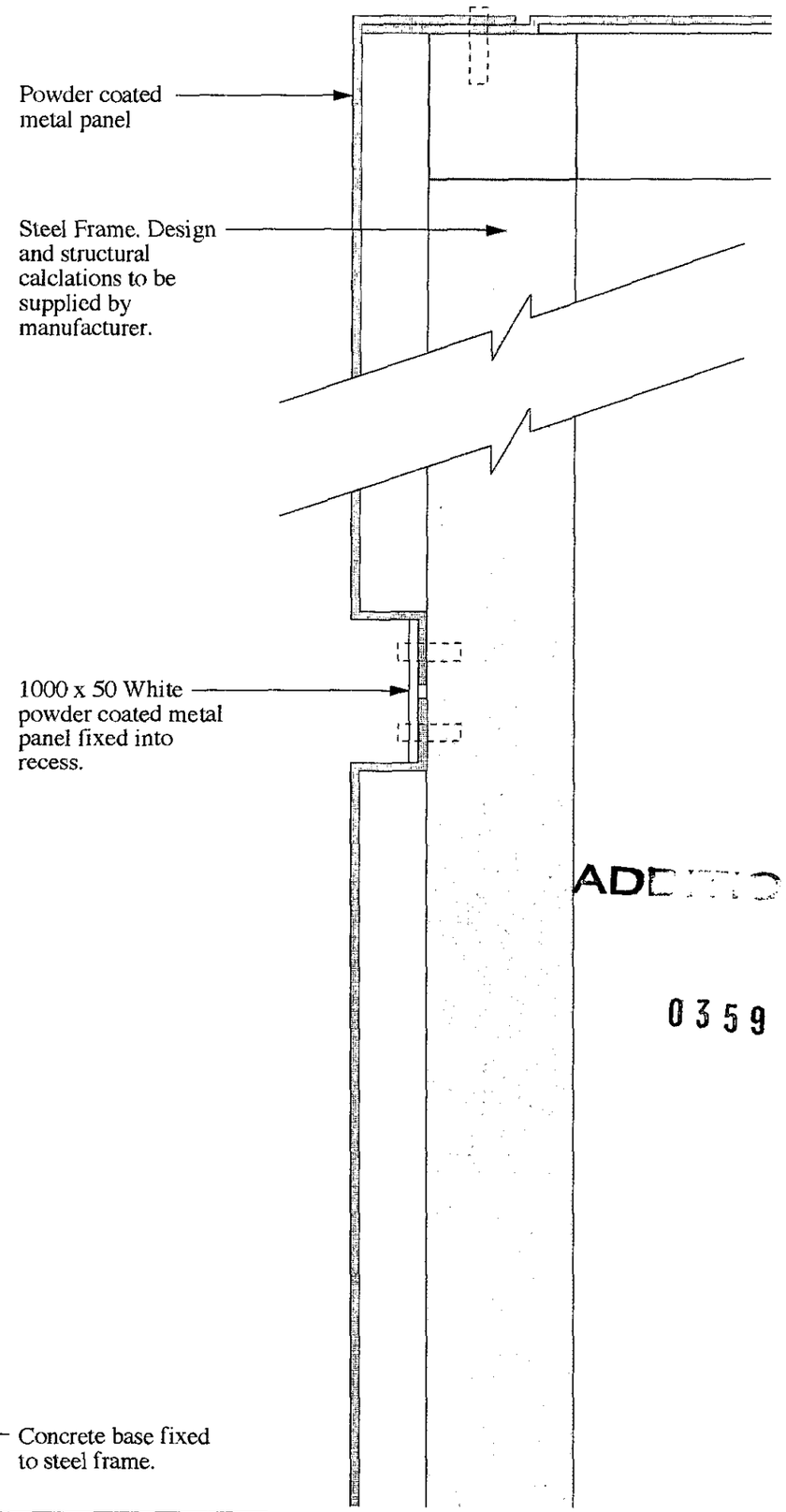
Colour Ref; BS 20 D 45 Semi Gloss Blue, or nearest match to Pantone 540

NORWICH UNION



Concrete base fixed to steel frame.

DETAIL 1:2



Powder coated metal panel

Steel Frame. Design and structural calclations to be supplied by manufacturer.

1000 x 50 White powder coated metal panel fixed into recess.

ADDITIONAL PLAN

0359



1:1250

HEADLEY PARK 10

CRANE & ASSOCIATES

NORWICH UNION



1:1250

APPROVED

HEADLEY PARK 10

CRANE & ASSOCIATES

NORWICH UNION

3520mm

80mm | 1200mm | 80mm | 1000mm | 80mm | 1000mm | 80mm

2420mm

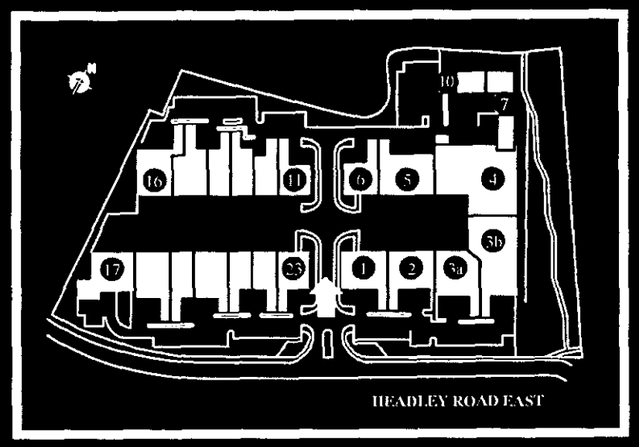
250mm

1100mm

1070mm

HEADLEY PARK 10

INDUSTRIAL ESTATE



1	12
2	13
3a	14
3b	15
4	16
5	17
6	18
7	19
8	20
9	21
10	22
11	23

ADOPTED

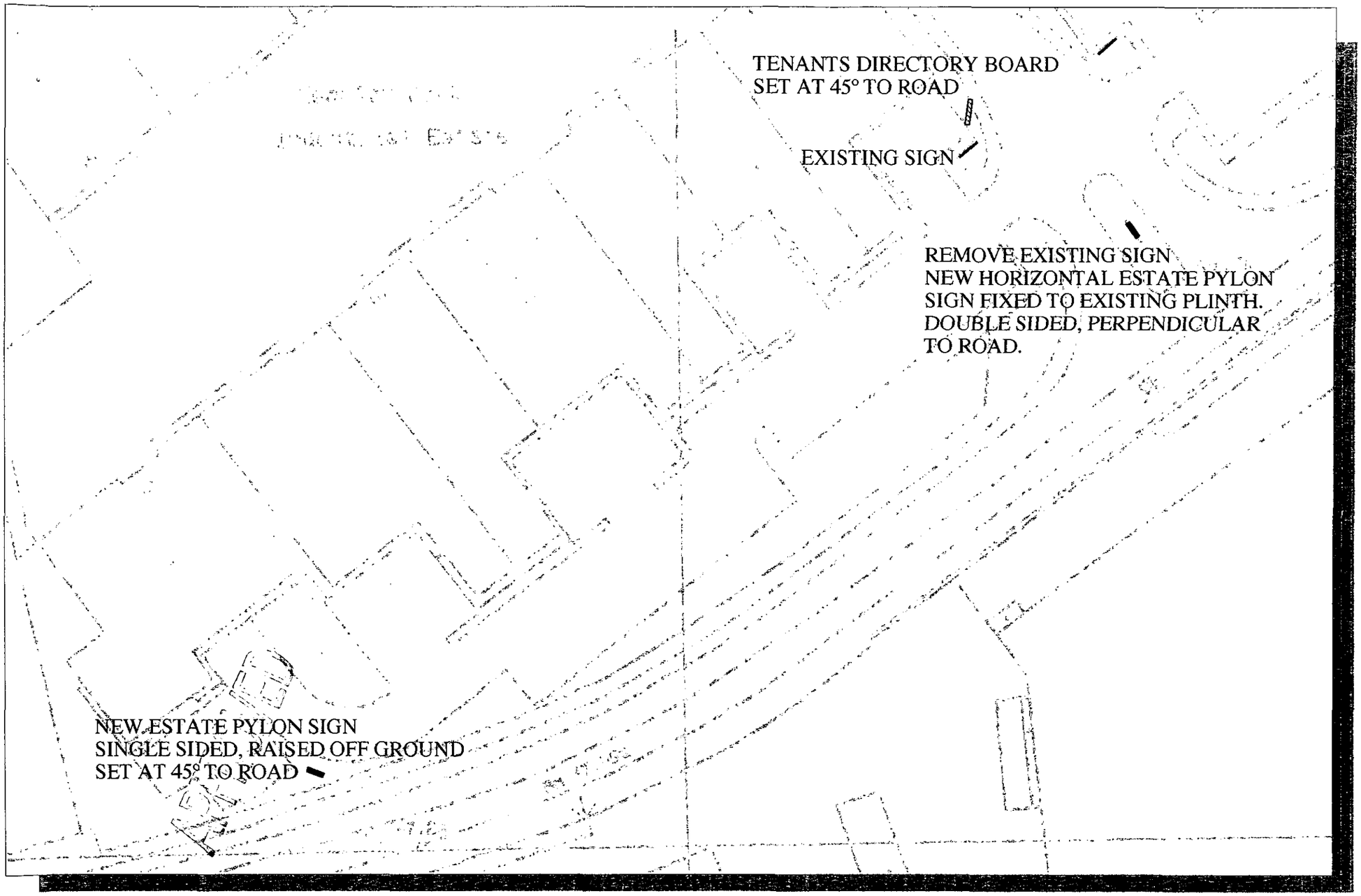
1:10

INDUSTRIAL ESTATES

NORWICH UNION

HEADLEY PARK 10, Reading

CRANE & ASSOCIATES



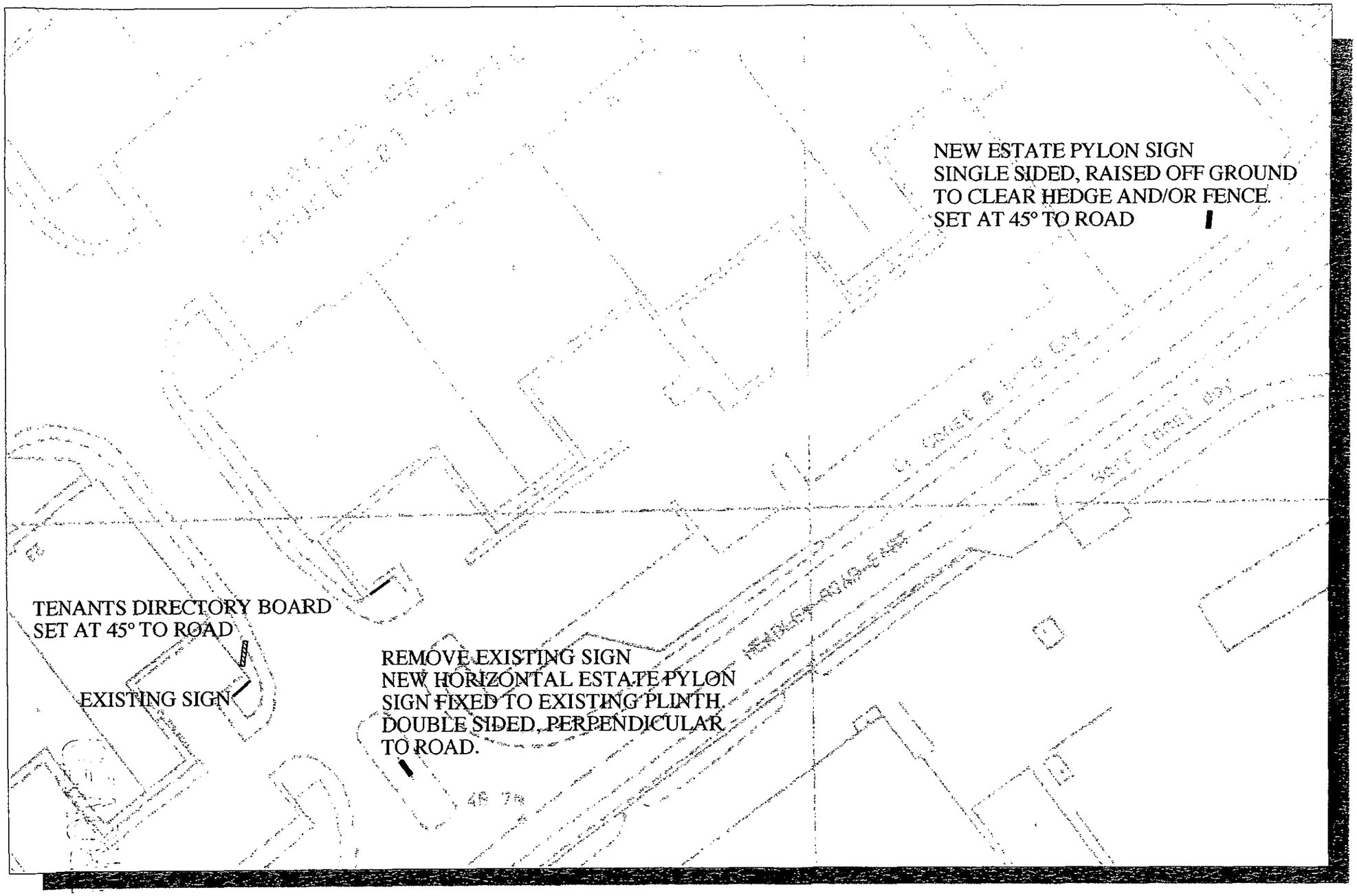
INDUSTRIAL

HEADLEY PARK 10, Reading (Detail)

1:500

CRANE & ASSOCIATES

NORWICH UNION



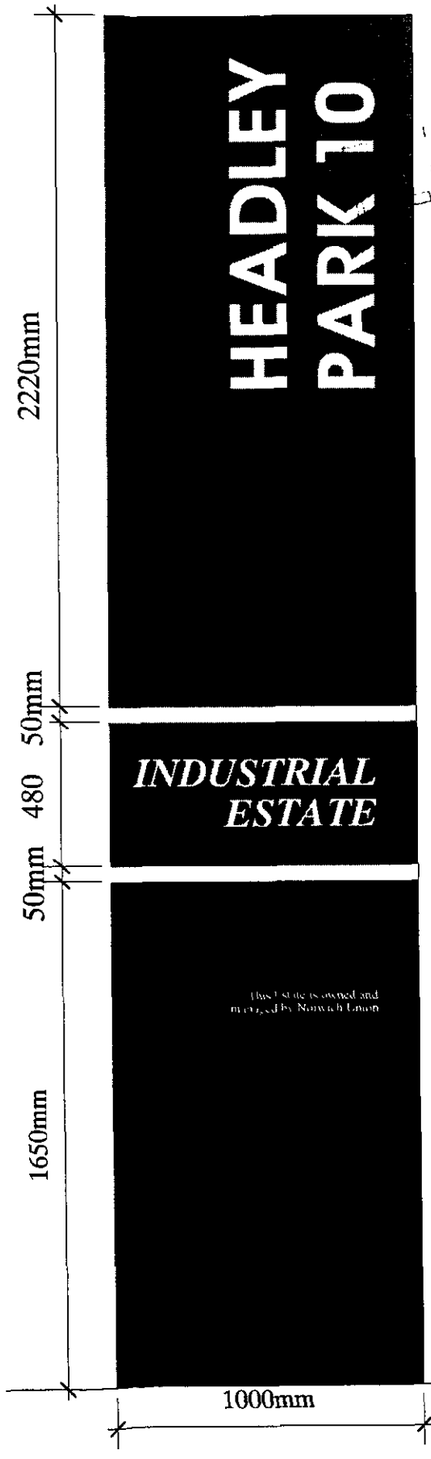
HEADLEY PARK 10, Reading (Detail)

1:500

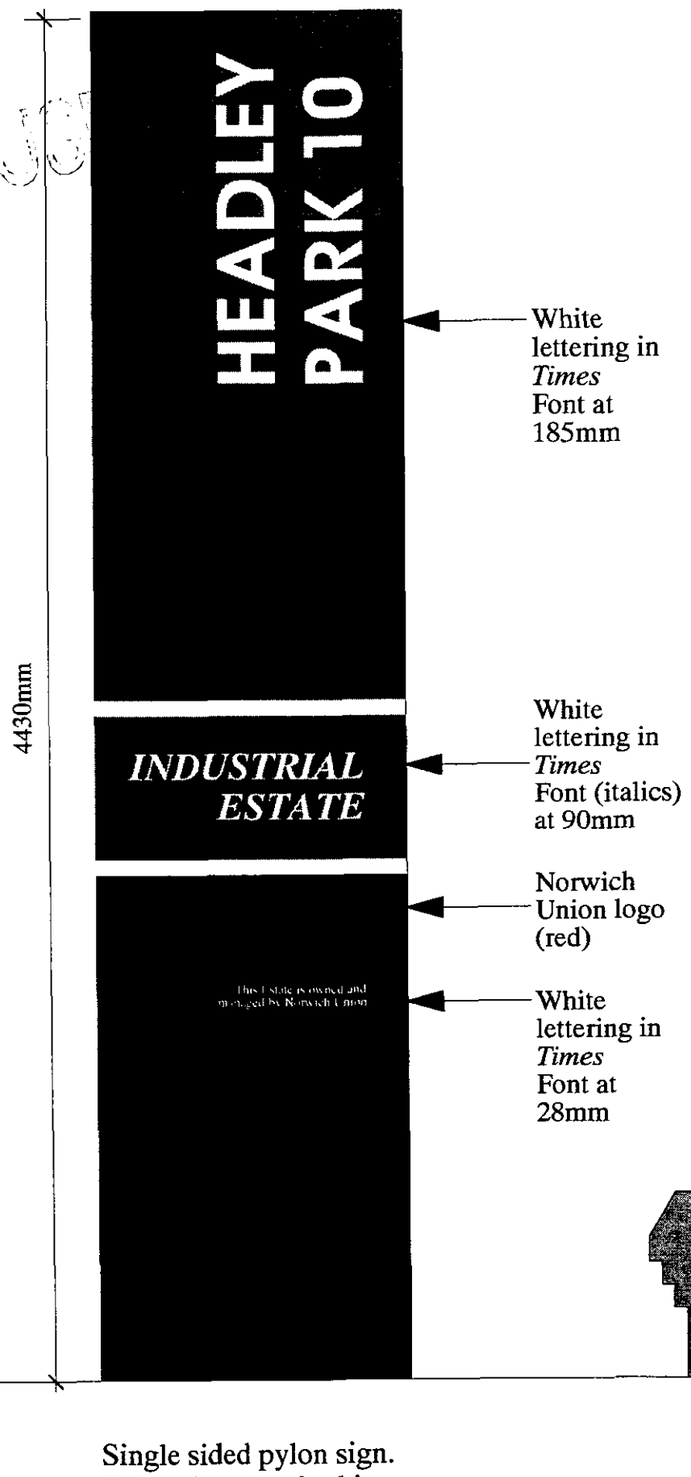
CRANE & ASSOCIATES

NORWICH UNION

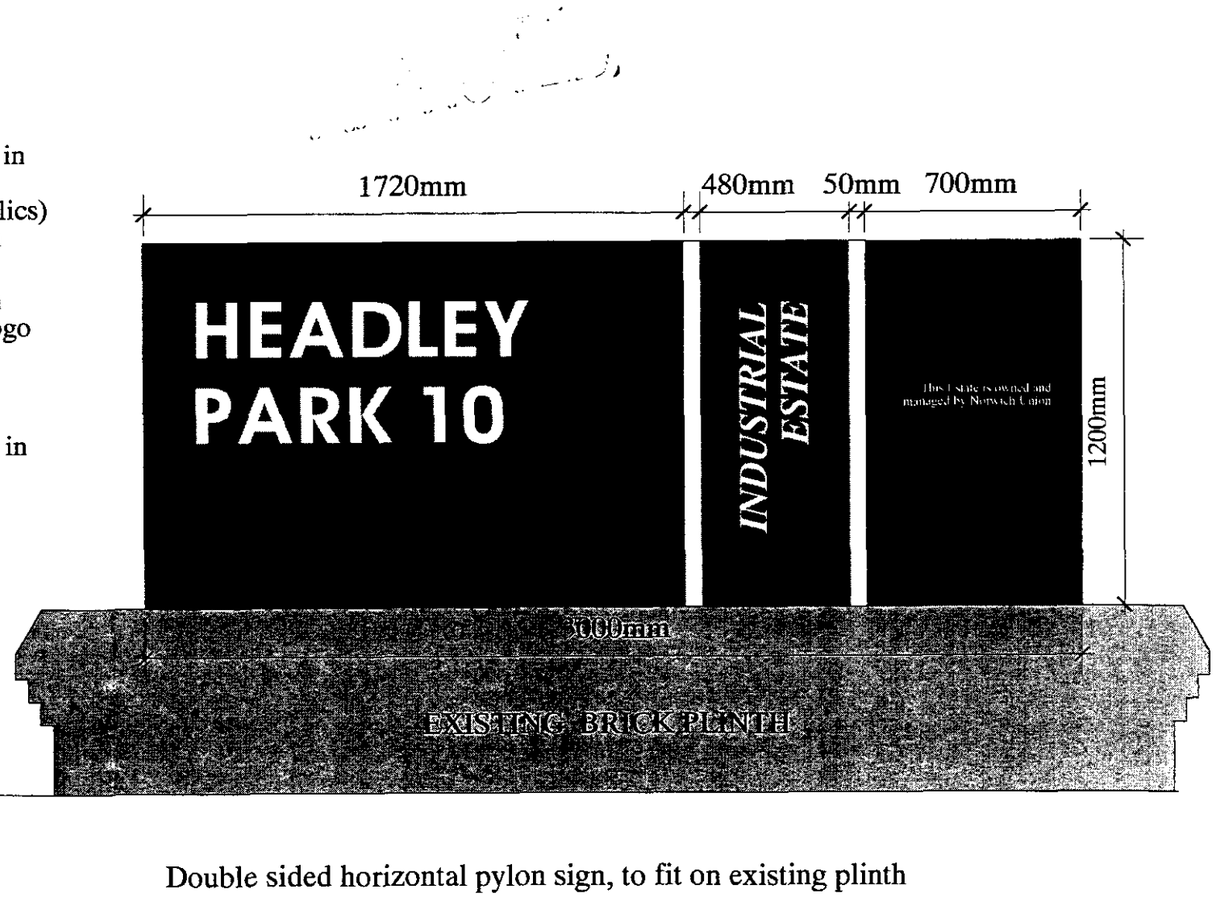
HEADLEY PARK



Single sided pylon sign.
Taller than standard in
order to clear fence.



Single sided pylon sign.
Taller than standard in
order to clear fence.



Double sided horizontal pylon sign, to fit on existing plinth

1:20

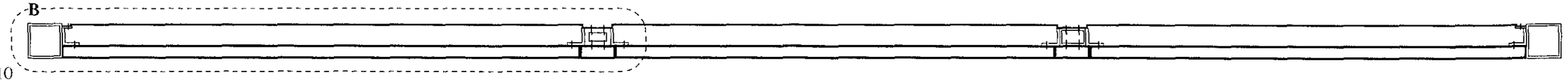
CRANE & ASSOCIATES

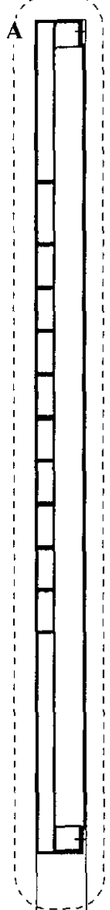
HEADLEY PARK 10, Reading

INDUSTRIAL ESTATES

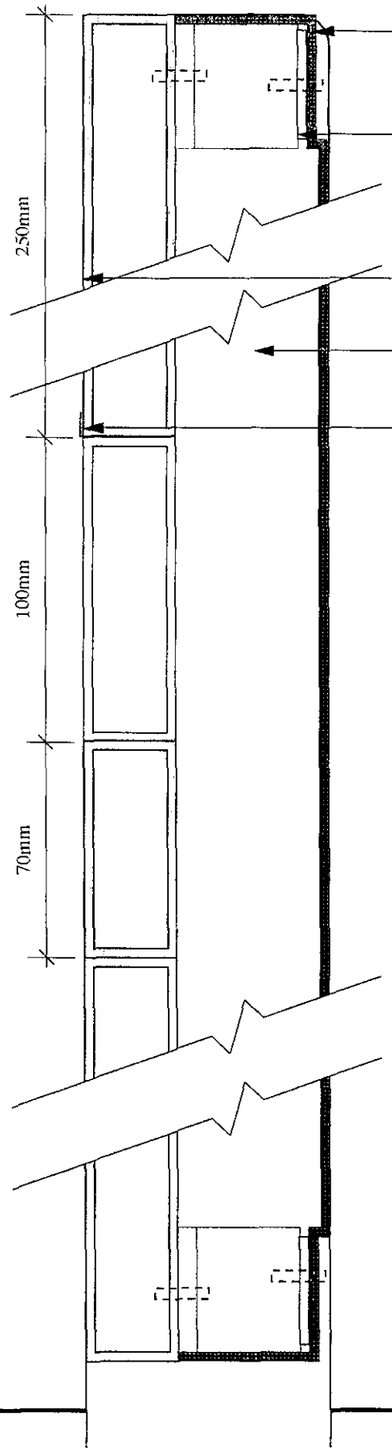
NORWICH UNION

Tenants Directory Board Details





DETAIL A 1:2



Powder coated metal back panel fixed to steel beam or fixing lug

Fixing Lugs welded to 40 x 40 angle

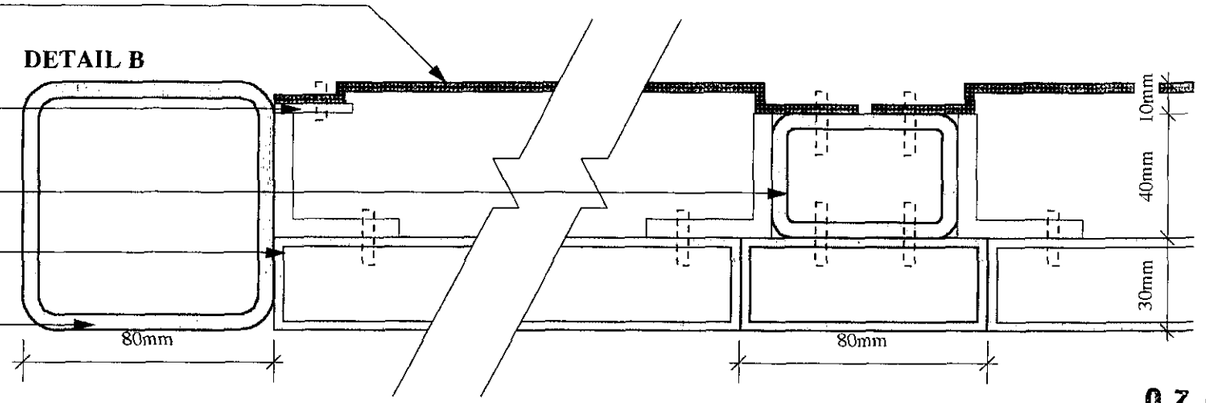
40 x 60 RHS

Powder coated metal panels

80 x 80 SHS

Dark Blue Vinyl strip @ 8mm

DETAIL B

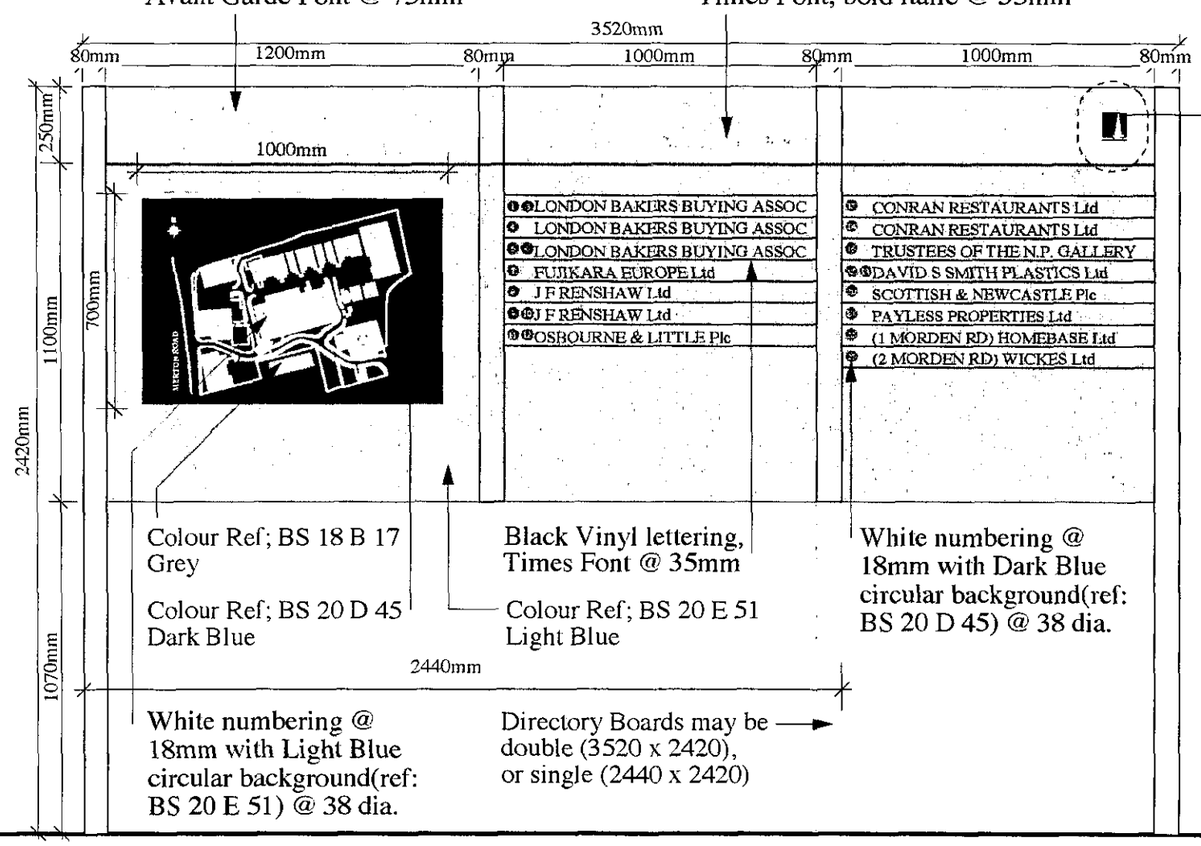


0359

TENANTS DIRECTORY BOARD (double) 1:20

White vinyl lettering, Avant Garde Font @ 75mm

White vinyl lettering, Times Font, bold italic @ 35mm



Colour Ref; BS 18 B 17 Grey

Colour Ref; BS 20 D 45 Dark Blue

Black Vinyl lettering, Times Font @ 35mm

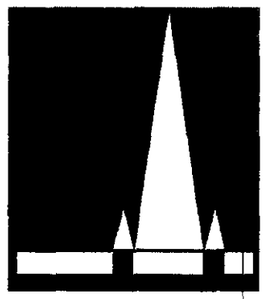
Colour Ref; BS 20 E 51 Light Blue

White numbering @ 18mm with Dark Blue circular background(ref: BS 20 D 45) @ 38 dia.

White numbering @ 18mm with Light Blue circular background(ref: BS 20 E 51) @ 38 dia.

Directory Boards may be double (3520 x 2420), or single (2440 x 2420)

N.U. Logo
100 x 85mm



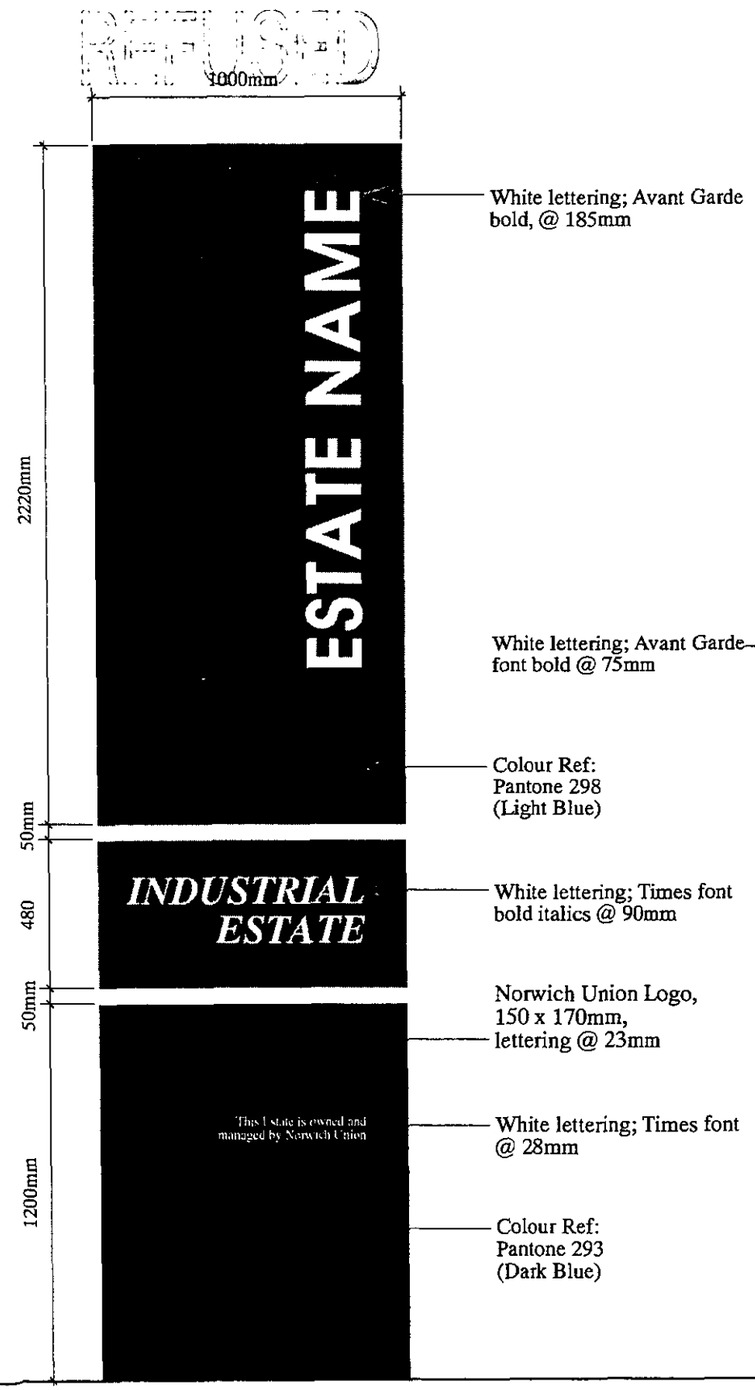
Coluor Ref; BS 20 D 45 Semi Gloss Blue, or nearest match to Pantone 540

ADDITIONAL PLAN

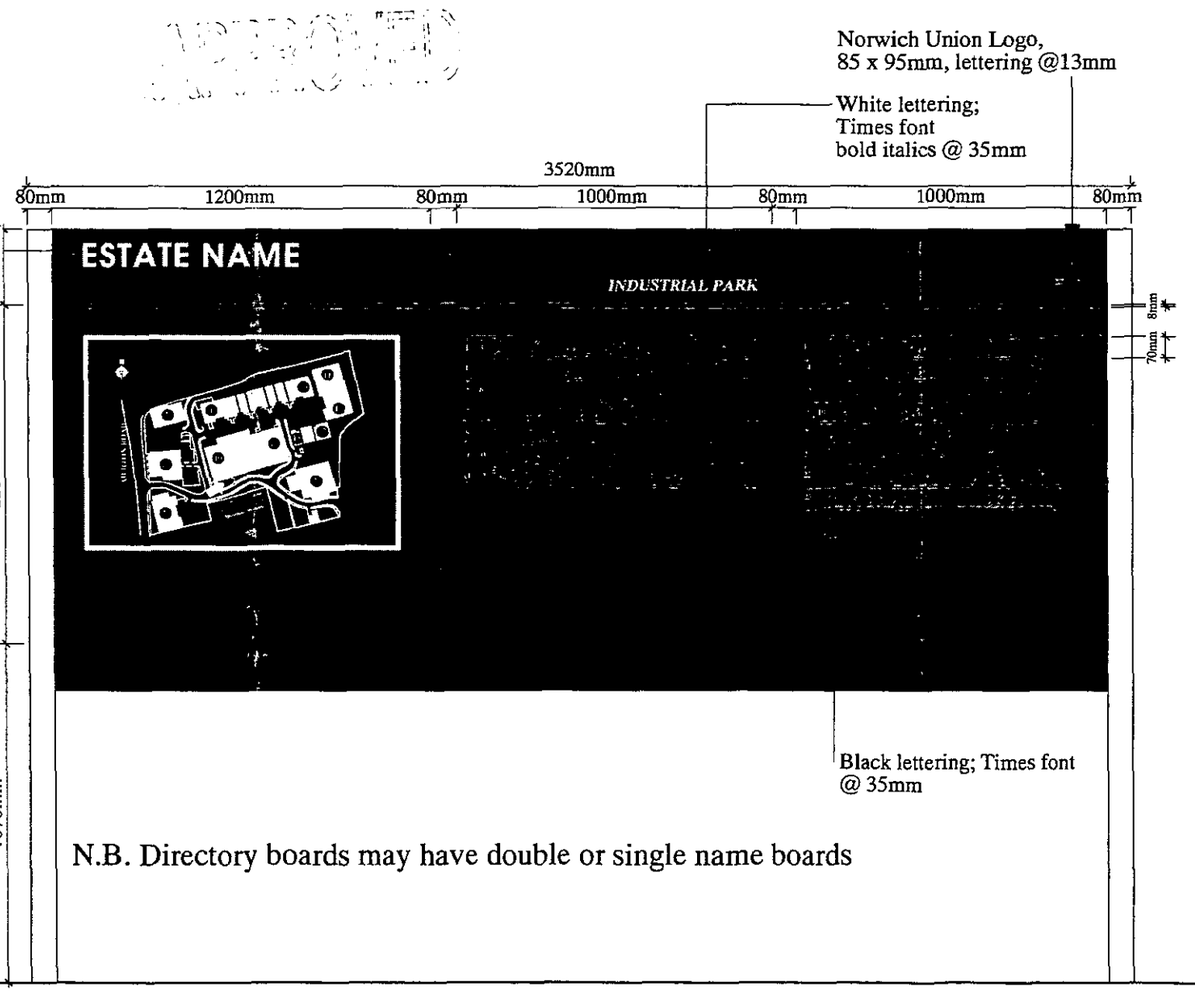
SOME DIMENSIONS MAY VARY ACCORDING TO SITE CONDITIONS

CRANE & ASSOCIATES architects and design consultants

VERTICAL PYLON SIGN



TENANTS DIRECTORY BOARD (double)



N.B. Directory boards may have double or single name boards

INDUSTRIAL ESTATES

1:10

Headley Park 10

25 units
22 tenants

