APPLICATION NO:
A/2000/0837

LOCATION:
Cobra Catering Ltd 12 Wargrave Road, Twyford Reading.

APPLICANT:
Waitrose C/O G Dayrat

PROPOSAL:
Proposed erection of non illuminated sign board

EARLIEST DATE FOR DECISION: **07/04/2000**

APPLICATION EXPIRY DATE: **08/05/2000**

CASE OFFICER: **Heather Morgan**

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Approval of Permission

Waitrose
C/O G Dayrat
John Lewis Partnership
171 Victoria Street
London
SW1E 5NN

Application Number: A/2000/0837

Parish: **TWYFORD**

Location: **Cobra Catering Ltd 12, Wargrave Road, Twyford, Reading.**

Proposal: **Proposed erection of non illuminated sign board**

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

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

Condition
2. a) The sign(s) shall be illuminated only while the premises are open for business.

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

Reason
2. In the interests of visual amenity.

John Mitchell
Development Control Manager
Date: 05/06/2000

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

WORK SHEET FOR : Heather Morgan

Application Number : A/2000/0837

Applicant : Waitrose C/O G Dayrat.

Location : Cobra Catering Ltd 12, Wargrave Road, Twyford, Reading.

Proposal : Proposed erection of non illuminated sign board

Site Notice Displayed ? :

YES	NO	DATE
✓		4/4/00

Date of Neighbour Notifications : N/A

Date of Site Visit : 4/4/00

Date Registered : 13/03/2000

Earliest Date for Decision : 07/04/2000

Latest Consultation Date/Site Notice Expiry Date : 07/04/2000

Application Expiry Date: 08/05/2000

Consultation Responses :

① Highways - Recommend approval with no conditions.

② Twyford PC — No comments.

③ Conservation — This is a large sign to be located on this building. Waitrose are acting in an insensitive + unprofessional manner. An elevation is needed to assess its visual impact - Too many signs for the store in the Conservation Area.

Issues

Highways have advised that there is no objection to the sign on the basis of highway safety. The other issue to be considered is that of visual amenity and Twyford Village Conservation Area. The sign is to be white with dark green lettering, but is not to be illuminated. The sign would be 2.4m wide and 0.48m deep, and is located 3m off the ground on the flank wall of 12 Wargrave Road.

Application Number: A/2000/0837

Appraisal :

Whilst the sign is relatively large and predominant in the streetscene, it is not considered that the sign is sufficiently detrimental to the visual amenity of the streetscene to substantiate a reason for refusal.
It is regrettable that Wantrose have not thought through on and off site signage. However, ~~[illegible]~~ the new has been taken that due to the dispersed nature of signage it is not considered that an agreement regarding the proliferation and clutter of signage could reasonably be sustained.
Reluctantly recommend approval

Recomendation : Approval: ☑ ~~Refusal~~ ☐
(tick appropriate box)

Application Number A/2000/0837
Conditions/~~Reasons for Refusal~~

No	Std Con	Std Reas	Non Std Conditions / ~~Reasons for Refusal~~
①	SC01	SR02	
②	SC69	SR09	Delete B.

Ad lands.

RECORD OF SITE VISIT

SITE ADDRESS: Cobra Catering Ltd 12 Wargrave Road Twyford Reading.

APPLICATION NUMBER: A/2000/0837

OFFICER: Heather Morgan

DATE OF SITE VISIT: 4/4/00

1 SITE/STATUTORY NOTICE DISPLAYED ? YES - on corner of bldg by the car pk



2. DESCRIPTION OF SURROUNDINGS Retail - All other signage is fascia level. Bell corner opposite has discreet black lettering - corner property has temporary banner.

3. DESCRIPTION OF SITE/BUILDING Restaurant building sign already been erected - A bore 100 floor fascia level no other high level signage.

4. RELATIONSHIP TO ADJOINING PROPERTIES N/A

5. SITE CONSTRAINTS

TREES N/A

ACCESS/PARKING N/A

LEVELS N/A

BOUNDARY TREATMENT N/A

OTHERS N/A

Received by Wokingham District Council

Application No: A/2000/0837

Proposal:
Proposed erection of non illuminated sign board

Location:
Cobra Catering Ltd 12, Wargrave 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 letter for delivery of plans.

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Heather Morgan P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 07/04/2000. 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

FOR MAIN PLANS, SEE PART 1

Register

To:
Harold Sanders
Urban Design And Conservation Officer

16 MAR 2000

From: Heather Morgan

Date: 14 March 2000

Application Number: A/2000/0837

Proposal: Proposed erection of non illuminated sign board.

Site Address:
Cobra Catering Ltd 12, Wargrave Road, Twyford, Reading.

Applicant:
Waitrose C/O G Dayrat.

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

---

1 THIS IS A LARGE SIGN TO BE LOCATED ON THIS BUILDING. (2400 MM LONG.)

2. I CONSIDER WAITROSE ARE ACTING IN AN INSENSITIVE AND UNPROFESSIONAL MANNER IN RELATION TO SIGNS FOR THEIR NEW STORE

3 I DO NOT CONSIDER THIS INFORMATION IS ADEQUATE TO MAKE A JUDGEMENT ON THE ACCEPTABILITY, OR NOT, OF THIS SIGN.

AN ELEVATION / PHOTOGRAPH SHOULD BE PROVIDED TO ILLUSTATE ITS VISUAL IMPACT.

4. THIS APPLICATION REINFORCES MY CONCERN ON THE OVER-PROVISION OF SIGNS FOR THE NEW STORE WITHIN THE CONSERVATION AREA.

5. THE RESOLUTION AND CONTROL OF THESE PROPOSALS IS BECOMING A FULL TIME PROJECT FOR ONE PLANNING OFFICER, PLUS THE WORKS TO APSLEY HOUSE.

H Sanders. CONSERVATION ARCHITECT - 21/03/00.

1782/a

13 MAR 2000 0837

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. 0171 828 1000.

2. AGENT (if any) (Block capitals please)
Full Name G. DAURAT.
Address: JOHN LEWIS PARTNERSHIP.
171 VICTORIA ST. LONDON Post Code SW1E 5NN
Tel. No. 0171 828 1000

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.)
BLACK LETTERING ON WHITE BOARD
MEASURING. 2400 x 480M.
SEE DWG. NO. 6020/DS-022 & 6020/DE-00

(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 YRS 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

Signed [signature] (applicant/agent) Date 28.2.00

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.'



Black lettering on white background
Text height to be advised.
Size of panel 2400wx480h

LOCATED @ APPROX 3M OFF GROUND LEVEL ON BUILDING FACE.

13.MAR2000* 0837

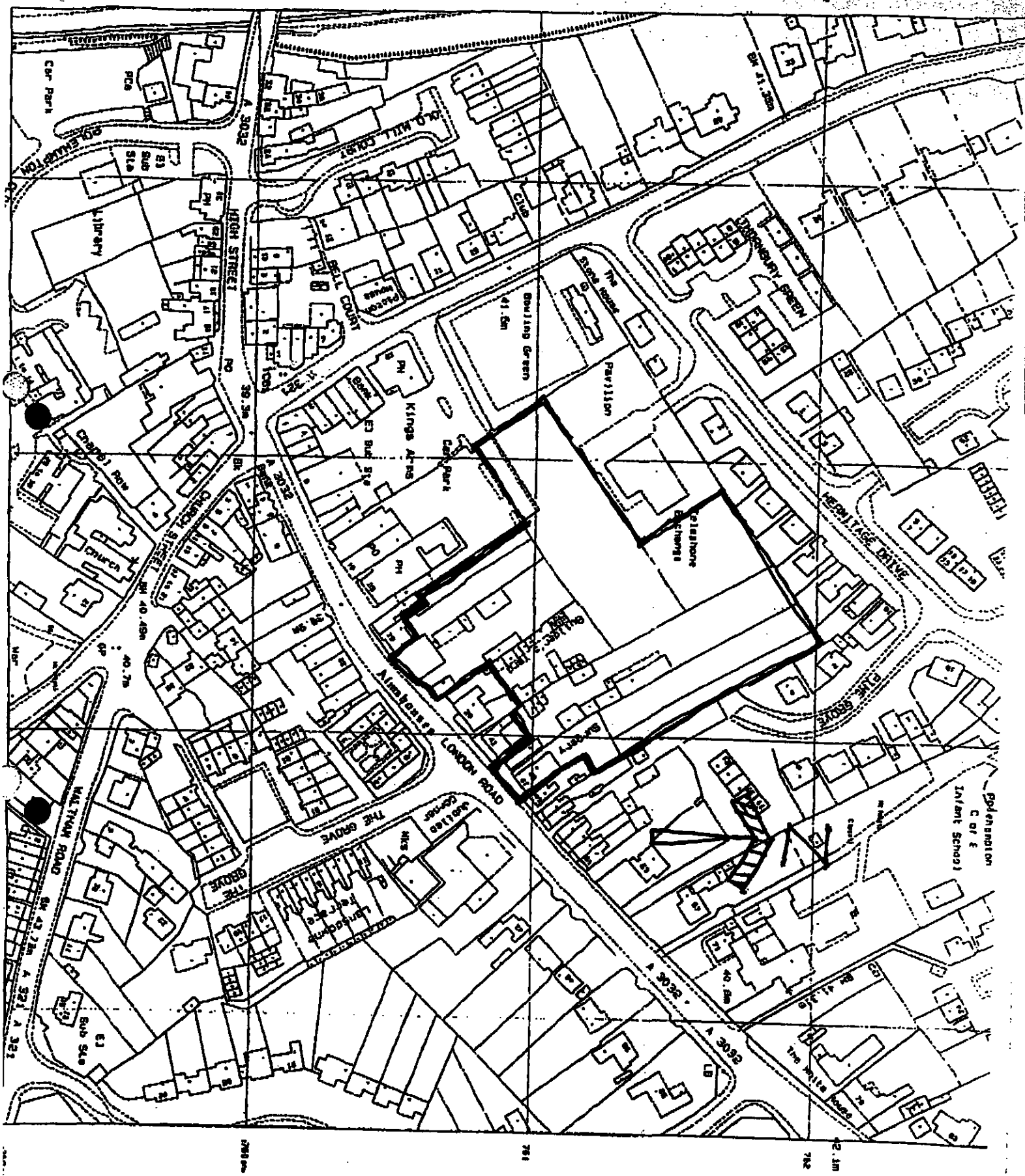
WAITROSE
food shops of the John Lewis Partnership
171 Victoria Street *tel 0171 828 1000*
London SW1E 5NN *fax 0171 592 6530*

drawing title
TWYFORD
WAITROSE LOGO & ARROW PANEL SIGN T

drawing number	6020/DS-022
revision	
scale	1:4
date	10/01/00

TWYFORD

13.MAR2000 0837



WAITROSE - TWYFORD.

LOCATION PLAN

FROM: Heather Morgan

DATE: 14 March 2000

DELEGATED

TWYFORD PARISH CONSULTATION SHEET

Application Number: A/2000/0837

Proposal: Proposed erection of non illuminated sign board.

Site Address: Cobra Catering Ltd 12, Wargrave Road, Twyford, Reading.

Applicant: Waitrose C/O G Dayrat.

Your observations are required in respect of this application **by 07/04/2000** .

No Comment.

SIGNED: _____ DATE: 25-3-00

Clerk To Twyford Parish/Town Council.

HIGHWAYS CONSULTATION SHEET

From: Heather Morgan

Date: 14 March 2000

Application Number: A/2000/0837

Proposal: Proposed erection of non illuminated sign board

Site Address:
Cobra Catering Ltd 12, Wargrave Road, Twyford, Reading.

Applicant:
Waitrose C/O G Dayrat.

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

✓ below as applicable;

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

Signed: N S Trotter **Print name:** N TROTTER

24-3-00

WOKINGHAM D.C. DEVELOPMENT CONTROL

Start date: ~~29 FEB 2000~~ VALID 13-03-00	Map No 29 Site 0.03
Officer: HM | Application No. A/2000/0837	Easting: ..... Flood Pln .....
	Northing: ..... Mineral .....

Level: ☐ Sub Committee ☑ Delegated ☐ Sec. State

☐ Incorrect Fee ☐ Invalid ☐ PD

Description:
(A) PROPOSED ERECTION OF NON ILLUMINATED SIGN BOARD

Location: 12 WARGRAVE ROAD

Parish: TWYFORD Ward: Twyford

Applicant: WAITROSE LTD

Fee Received 50-00 (10) 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	red line No scale.	8/3	✓ 13/3
2	1:500 block plan showing existing & proposed dev. + adj. Properties	mark position of sign	8/3	✓ 13/3
3	Forms unsigned			
4	Correct S 66 certificate			
5	Elevation plans	require 4 plans	8/3	✓ 13/3
6	Floor plans			
7	Metric scale disclaimer			
8	Encroachment letter			
9	Miscellaneous			

APPLN NO. _____

ACTION REQUIRED BY DEVELOPMENT CONTROL

Conservation Area Ilmington

Listed Building 1 2 2*

Advertisement Required Conservation (not listed)

Date Site Notice Sent : ..... 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: SIN sufficient

KINGS ARMS P.H.

ADDRESS 12 WARGRAVE ROAD PARISH TWYFORD

PLOT No. ORD. SHEET No. SU. 7876 29

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision	
0/106/64	BREAKSPEAR & SONS	RE-DEV'T P.H. SHOPS, RES & GARAGES, CAR PARK	19.3.64	N/A	RET
0/211/64	"	"	1.10.64	N/A	CIA
0/154/65	SAMUEL ROYSTON DEES.	"	5.8.65	N/A	CIA
0/223/65	"	DEM/RE-DEV'T OF SITE, SHOPS, OFFICE, RES	30.9.65	N/A	CIA
R/270/65	"	P.H., SHOPS, STORAGE OVER	30.12.65	APP	CIA
A/16/66	BREAKSPEAR	2 SIGNS	6.9.66	N/A	CIA
A/1/67	"	"	8.3.67	N/A	RET
A/2/67	"	CAR-PARK DIR. SIGN	15.3.67	N/A	CIA
23372	"	3 ILL SIGNS & 1 NON-ILL SIGN			
23373	"	ALTERATIONS TO FOOD BAR & KITCHEN; STORM PORCH TO BAR ENTRANCE	24.8.5	N/A	CIA
CR 21504	"	INT. ALTS.	27.6.55	APP	N/A

~~DATE OF COMPLETION~~

~~MINISTRY DECISION~~ 97/66759/A MR & MRS SALIB ILL. SHOPSIGNS 3.2.98 CIA

SPECIAL ORDERS

DRAINAGE

091074

13.MAR2000* C007

1782/a

13.MAR2000* 0837

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.

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1. APPLICANT (Block capitals please)

Full Name: SAN ROSA LTD.

Address: 171, VICTORIA STREET.

LONDON Post Code SW1E 5NN

Tel. No. 0171 828 1000.

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

Full Name G. DAVIES.

Address: JOHN LOBB'S PARTNERSHIP,

171, VICTORIA ST. LONDON Post Code SW1E 5NN.

Tel. No. 0171 828 1080

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.)

BLACK LETTERING ON WHITE BOARD MEASURING. 2400 x 480M. See drg. No. 6020/DS-022 & 6020/DE-0018.

(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 YRS 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

Signed ..... (applicant/agent) Date 28.2.00

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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 drawin[redacted] 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.

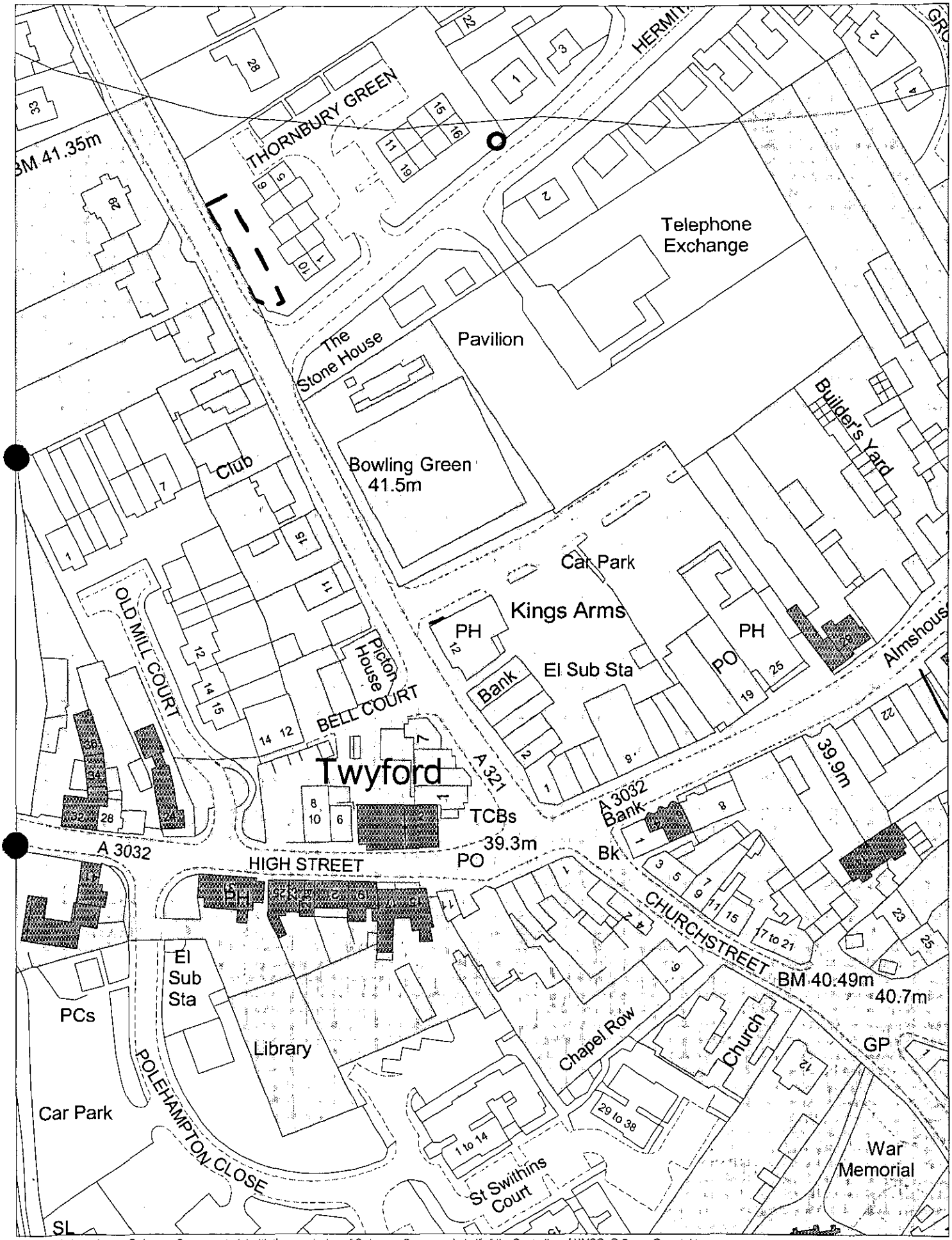
Other Consents

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) Regulati[redacted] 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:- (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.	**£50.00**
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**



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Development Control Section, Environmental Services, Wokingham District Council.

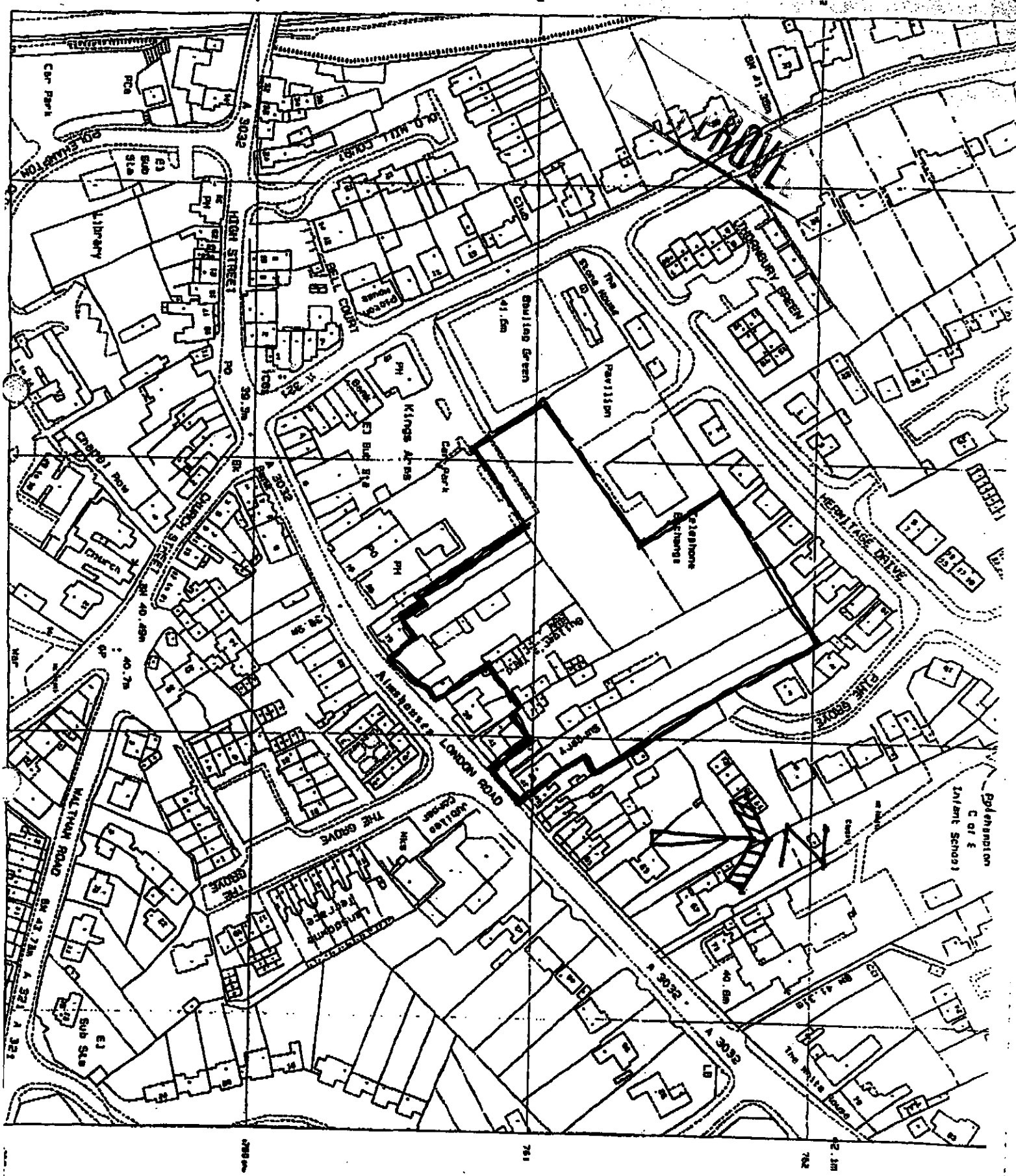
6 March 2000

Scale: 1 : 1250

13.MAR2000* 0837

TWYFORD

13.MAR2000 0837



WAITROSE - TWYFORD.

LOCATION