APPLICATION NO:
A/2000/0838

LOCATION:
39 London Road, Twyford Reading.

APPLICANT:
Waitrose C/O G Dayrat

PROPOSAL:
Proposed erection of non illuminated shop sig

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/2000/0838

Parish: **TWYFORD**

Location: **39, London Road, Twyford, Reading.**

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

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/2000/0838

Applicant : Waitrose C/O G Dayrat.

Location : 39, London Road, Twyford, Reading.
Proposal : Proposed erection of non illuminated shop sign

Site Notice Displayed ? :

YES	NO	DATE
✓		7/4/00

Created by case officer

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 comment

③ Conservation - Elevation needed to illustrate the position of the sign. It's in a Conservation Area and any signage not directly associated with the supermarket should be modest and discreet. Are the signs design objectives?

~~Planning Issues~~

Issues

Non - illuminated directional signage is proposed on the flank wall of No 39 London Road. The sign is white with dark green lettering and background to Waitrose sign. The panel would be 1.5m wide and 0.635m high. ~~[illegible]~~ The sign would be located 3m off the ground floor.

Application Number: A/2000/0838

Appraisal :

The Sign is reasonably discreet in its location and size, and is not deemed to be visually intrusive to visual amenity of the streetscene or the Twyford Village Conservation Area. Whilst it is not directly linked to the store it is not considered to be detrimental to the area.

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

Application Number A/2000/0838
Conditions/~~Reasons for Refusal~~

No	Std Con	Std Reas	Non Std Conditions ~~/ Reasons for Refusal~~
①	SC01	SR02	
②	SC69	SR09	Delete 8

RECORD OF SITE VISIT

SITE ADDRESS: 39 London Road
Twyford Reading.

APPLICATION NUMBER: A/2000/0838

OFFICER: Heather Morgan

DATE OF SITE VISIT: 4/4/00

1 SITE/STATUTORY NOTICE DISPLAYED ? NO

2. DESCRIPTION OF SURROUNDINGS Retail

3. DESCRIPTION OF SITE/BUILDING Side of A3 bldg. Blank façade.
Logo to be illuminated.
Question visibility of sign to drivers.
Why needed. If one is not 4 to allowed ?

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

Tel: (0118) 974 6446

Date: 18/5/00

My ref: A/2000/0838

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 S Conway
20 Arnside Close
Twyford
RG10 9BS

Dear Councillor

Application Number: A/2000/0838
39, London Road, Twyford, Reading.
Proposed erection of non illuminated shop sign

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

If you have any questions please do not hesitate to contact **Heather Morgan** on **(0118) 974 6446**. 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 29/5/00

Yours faithfully

John Hutchison pp

Head of Planning and Transportation

LISTING FORM
Case officer: **Heather Morgan** Application Number: **A/2000/0838**
39, London Road, Twyford, Reading.
Proposed erection of non illuminated shop sign

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor S Conway

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

Tel: (0118) 974 6446

Date: 18/5/00

My ref: A/2000/0838

CONFIDENTIAL

Councillor C A Ferris
The Corner House
Station Road
Twyford
RG10 9NG

Environmental Services Department
Planning Services
P.O. Box 157
Shute End, Wokingham
Berkshire RG40 1WR
Tel: (0118) 974 6000
Fax: (0118) 974 6484
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Application Number: A/2000/0838
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If you have any questions please do not hesitate to contact **Heather Morgan** on **(0118) 974 6446**. If you then feel the application needs to be transferred to the next available Development Control Sub-Committee for decision please contact the Councillor for your area responsible for planning matters as soon as possible

Yours faithfully

John Morgan pp

Head of Planning and Transportation

Tel: (0118) 974 6446

Date: 18/5/00

My ref: A/2000/0838

WOKINGHAM DISTRICT COUNCIL

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 D Tomlin
3 Swanscourt
Twyford
Berks
RG10 0AZ

Dear Councillor

Application Number: A/2000/0838
39, London Road, Twyford, Reading.
Proposed erection of non illuminated shop sign.

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

If you have any questions please do not hesitate to contact **Heather Morgan** on **(0118) 974 6446**. If you then feel the application needs to be transferred to the next available Development Control Sub-Committee for decision please contact the Councillor for your area responsible for planning matters as soon as possible

Yours faithfully

John Mitchell pp

Head of Planning and Transportation

Received by Wokingham District Council

Application No: A/2000/0838

Proposal:
Proposed erection of non illuminated shop sign

Location:
39, London Road, Twyford, Reading.

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

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

WOODLEY LIBRARY HEADLEY ROAD WOODLEY (9.30am - 7.00pm Mon, Thurs & Fri. 9.30am - 5.00pm Tues, 9.30am - 1.00pm Saturday. closed all day Wednesday). If you intend to view this application at Woodley Library (see details above) please allow 4 days from the date of this 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/2000/0838

Proposal: Proposed erection of non illuminated shop sign.

Site Address:
39, London 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.

SEE COMMENTS ON SIMILAR.

ELEVATION / PHOTOGRAPH TO ILLUSTRATE POSITION OF 1500 LONG SIGN TO BE PROVIDED.

THIS IS A CONSERVATION AREA. AND ANY SIGNAGE NOT DIRECTLY LOCATED ~~ASSOCIATED~~ WITHIN SUPERMARKET SITE SHOULD BE MODEST AND DISCRETE.

WHAT ARE THE AGENTS PHILOSOPHY ON SIGNAGE. IE. DESIGN OBJECTIVES?

H Sanders

21.03.00

1782/a

13.MAR2000- 0838

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: WATTROSE LTD

Address: 171, VICTORIA ST.

LONDON Post Code SW1E 5NN

Tel. No. 0171 828 1000.

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

Full Name G. DALEY

Address: JOHN LOBB'S PARTNERSHIP 171, VICTORIA ST 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.

39, LONDON ROAD. SLOUGH BERKS.

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

RESTAURANT.

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

~~YES~~ / NO *

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

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

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

SHOP SIGN.

(b) Is the advertisement already being displayed?

~~YES~~ / NO *

7. (a) Will the advertisement be illuminated?

~~YES~~ / NO *

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

(c) Will the illumination be static or intermittent?

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

5 YEARS OR LESS.

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

—

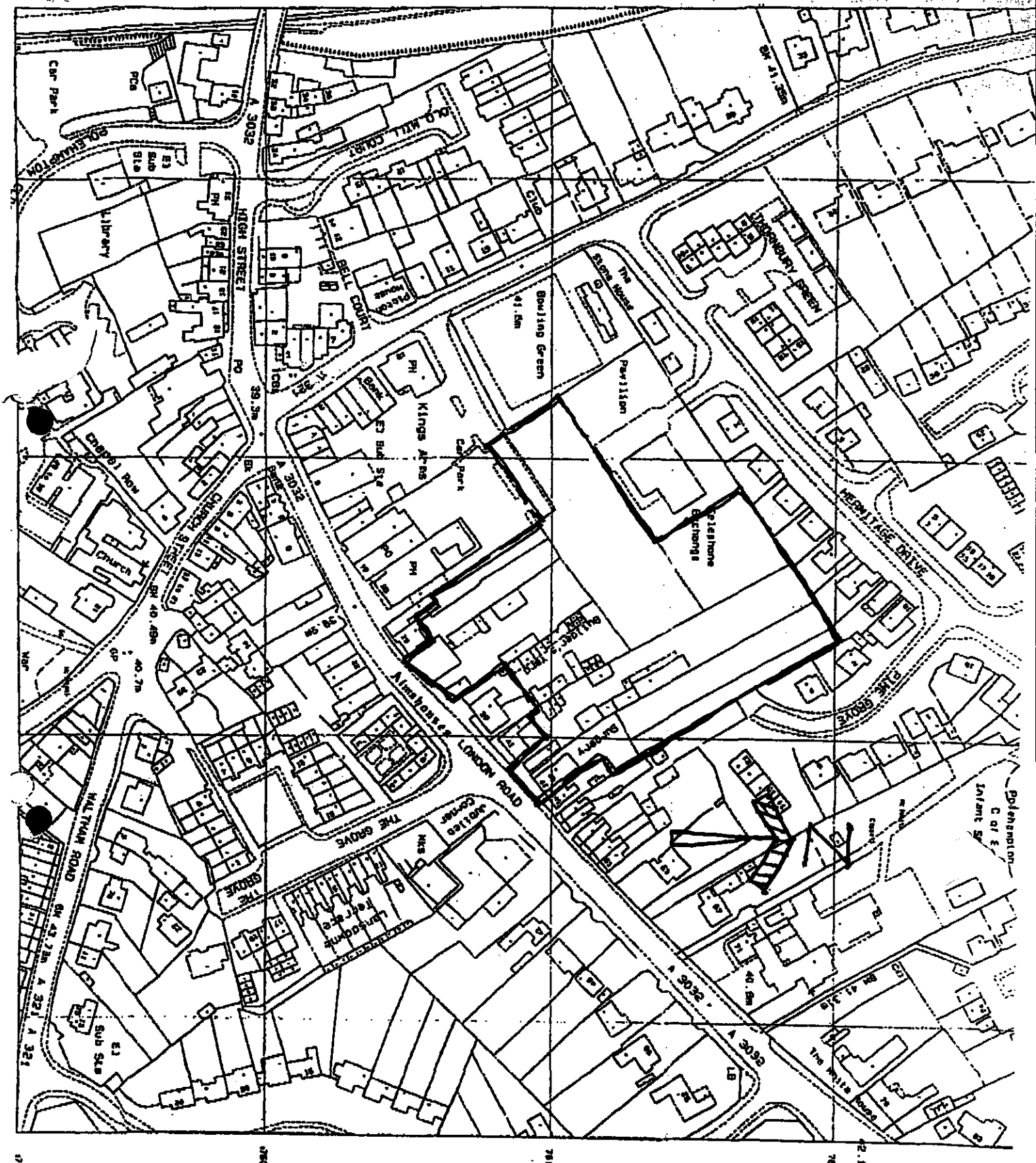
* **Delete as appropriate**

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

Signed ..... (applicant/agent) Date 8.3.00

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.'

TWYFORD



13.MAR2000* 0838

WAITROSE - TWYFORD.

LOCATION PLAN

FROM: Heather Morgan

DATE: 14 March 2000

TWYFORD PARISH CONSULTATION SHEET

Application Number: A/2000/0838

Proposal: Proposed erection of non illuminated shop sign.

Site Address: 39, London 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.

Received by Wokingham District Council

Application No: A/2000/0838

Proposal:
Proposed erection of non illuminated shop sign

Location:
39, London Road, Twyford, Reading.

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

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Head Planning and Transportation

Received 7/4/00

HIGHWAYS CONSULTATION SHEET

From: Heather Morgan

Date: 14 March 2000

Application Number: A/2000/0838

Proposal: Proposed erection of non illuminated shop sign

Site Address:
39, London 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: ~~16 MAR 2000~~ VALID 13-03-00	Map No. 29 Site 0.01
Officer: HM | Application No. A/2000/0838	Easting: ..... Flood Pln .....
	Northing: ..... Mineral .....

Level: ☐ Sub Committee ☑ Delegated ☐ Sec. State

☐ Incorrect Fee ☐ Invalid ☐ PD

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

Location: 39 LONDON ROAD

Parish: TWYFORD Ward: Twyford.

Applicant: WAITROSE LTD

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

Enforcement Section (2) 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	None	10/3	✓
2	1:500 block plan showing existing & proposed dev. + adj. Properties	highlight sign.	10/3	✓
3	Forms unsigned			
4	Correct S 66 certificate			
5	Elevation plans	Colours sign.	10/3	✓
6	Floor plans			
7	Metric scale disclaimer			
8	Encroachment letter			
9	Miscellaneous			

APPLN NO. [redacted]

ACTION REQUIRED BY DEVELOPMENT CONTROL

Conservation Area ...Twyford...

Listed Building 1 2 2*

Advertisement Required ...Cons area...

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:

S/W

1933

ADDRESS 39 LONDON ROAD PARISH TWYFORD

PLOT No. OLD PROPERTY ORD. SHEET No. SU 7876 2

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decis
39223	TWYFORD MOWER SERVICES	S/ST. EXT. TO BUILDING TO PROVIDE WORKSHOP C/O/USE BUILDERS YARD AT REAR TO LAWN MOWER REPAIRS.	22.5.92	C/
41963 APPEAL	MITA TANDOORI	C/O/USE RES. FLAT TO RESTAURANT.	10.1.94	Ro
97/65015/F APPEAL	KIMBERLEY SECURITIES	A1 RETAIL DEV ETC	6.11.97	Ro
97/66681/F	"	" PARKING, S DWELLINGS	22.12.98	C/A
97/66714/LC				

MINISTRY DECISION 41963 - APPEAL ALLOWED - 6-5-94

SPECIAL ORDERS PLEASE SEE CARD FOR 39 WHICH IS ATTACHED TO 39

1782/a

13 MAR 2000 * 0838

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)

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1. APPLICANT (Block capitals please)

Full Name: WATTROSE LTD

Address: 171, VICTORIA ST.

LONDON Post Code SW1E 5NN

Tel. No. 0171 828 1000

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

Full Name G. HANLAN

Address: JOHN LEWIS PARTNERSHIP. 171, VICTORIA ST. 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.

39, LONDON ROAD. TWYFORD BERKS

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

RESTAURANT.

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

~~YES~~ / NO *

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

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

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

SHOP SIGN

(b) Is the advertisement already being displayed?

~~YES~~ / NO *

7. (a) Will the advertisement be illuminated?

~~YES~~ / NO *

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

(c) Will the illumination be static or intermittent?

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

5 YEARS OR LONGER.

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

—

* **Delete as appropriate**

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

Signed ..... (applicant/agent) Date 8.3.00

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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 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:-

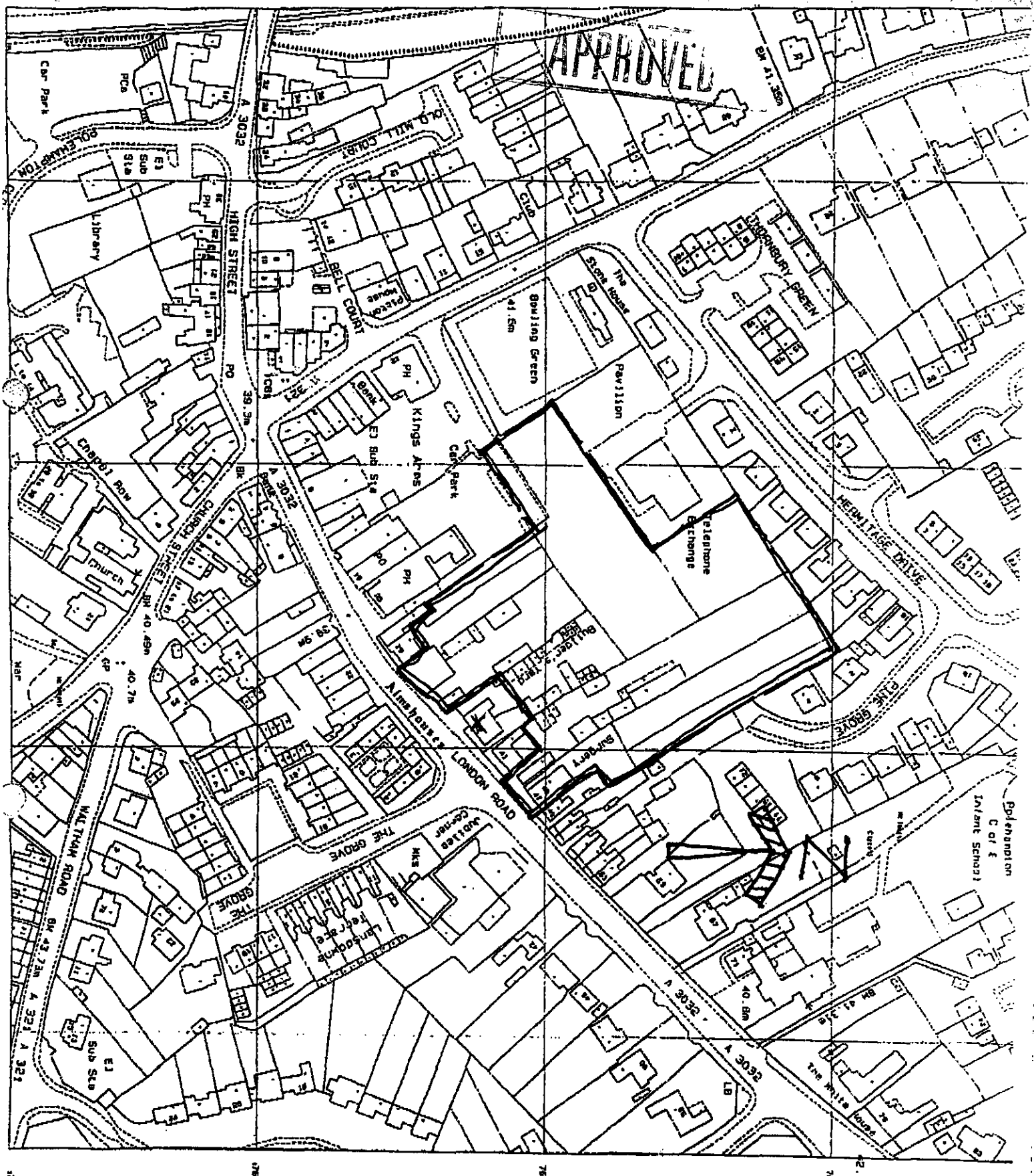
   1. Advertisements displayed on business premises, on the forecourt of business premises or on other land within the curtilage of business premises, wholly with reference to all or any of the following matters:- **£50.00**

      (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**

TWYFORD



13.MAR2000* 0638

WAITROSE - TWYFORD.

LOCATION PLAN SCALE: 1:1250