APPLICATION NO:
A/2000/1198

LOCATION:
Winnersh Service Station 271 - 271A Reading Road, Winnersh Wokingham.

APPLICANT:
Margram C/O 305 Management Services

PROPOSAL:
Proposed erection of internally illuminated gantry sign and 3 fascia signs (Retrospective)

EARLIEST DATE FOR DECISION: **22/05/2000**

APPLICATION EXPIRY DATE: **06/06/2000**

CASE OFFICER: **Lynette Baker**

Joss Miller

RAILEX
Marbleboard

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Part Approval and Part Refusal of Permission

Margram
C/O 305 Management Services
York House
Valley Court, Canal Road
Bradford
BD1 4SP

Application Number: A/2000/1198

Parish:	**WINNERSH**
Location:	**Winnersh Service Station 271 - 271A, Reading Road, Winnersh, Wokingham.**
Proposal:	**Proposed erection of internally illuminated gantry sign and 3 fascia signs (Retrospective)**

The Wokingham District Council in pursuance of their powers under the above Acts and Regulations hereby **Refuse permission for signs B and C & Approve permission for sign A** 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.

1. Sign A (Gantry Sign) – **APPROVED**

2. Signs B and C (Tiger Car Wash Signs) - **REFUSED**

Reason;
These signs, if permitted, would by virtue of their size, bulk and relationship to the existing structure, have an adverse effect detrimental to the street scene, surrounding area and amenity. The proposal is contrary to LBE2 of the Loddon Area Local Plan and WBE1 of the Wokingham District Local Plan (Deposit Draft).

John Mitchell
Development Control Manager
Date: 15/08/2000

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 : Lynette Baker

Application Number : A/2000/1198

Applicant : Margram C/O 305 Management Services.

Location : Winnersh Service Station 271 - 271A, Reading Road, Winnersh, Wokingham.

Proposal : Proposed erection of internally illuminated gantry sign and 3 fascia signs (Retrospective)

Site Notice Displayed ? :

YES	NO	DATE
✓		15/5/00 .

Date of Neighbour Notifications : 27/4

Date of Site Visit : 15/5/00

Date Registered : 11/04/2000

Earliest Date for Decision : 22/05/2000

Latest Consultation Date/Site Notice Expiry Date : 22/05/2000

Application Expiry Date: 06/06/2000

Consultation Responses :

Winnersh PC - No comment

Highways - No objection providing visibility splays OK.

Planning Issues :

Effect on street scene & neighbouring properties WBC1.

Identified Settlement.

Application Number: A/2000/1198

Appraisal :

This application is for the retrospective permission for a gantry sign and 3 fascia signs
Neighbours.
The signs are a sufficient distance from the neighbours for any impact to be minimised (26m)
Street scene.
The gantry sign has a height of 6.5m It is situated adjacent to the shop. It is a sufficient distance from the road. and the edge of the identified settlement Therefore any impact on the street is minimised. There are 3 car wash signs all of which are 0.1m higher than the .75m fascia. The south-west and south east sign are internally illuminated and the north-east sign is non-illuminated. The n-e sign is 2m in width whereas the s-w & s-e signs are 4m wide. All of the signs look awkward in their relationship with the fascia of the car wash and, as such, result in the detimental impact of the visual amenity of the street scene and surrounding area.

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

Application Number A/2000/1198
Conditions/Reasons for Refusal

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
1.			Sign A – Gantry sign
			APPROVE.
2			Signs B & C – Tiger Car Wash Sign
			REFUSE.
	Reason.		This proposal, if permitted, would by virtue of their size, bulk, and relationship to the existing structure, have an adverse effect detrimental to the street scene & surrounding area and amenity. The proposal is contrary to LBE2 of the LALP and LBE1 of the WDLP.

John Mitchell
15/8/00.

RECORD OF SITE VISIT

SITE ADDRESS: Winnersh Service Station 271 - 271A Reading Road Winnersh Wokingham.

APPLICATION NUMBER: A/2000/1198

OFFICER: Lynette Baker

DATE OF SITE VISIT: 15/5

1 SITE/STATUTORY NOTICE DISPLAYED ? Yes on telegraph pole

2. DESCRIPTION OF SURROUNDINGS
Edge of settlement.

3. DESCRIPTION OF SITE/BUILDING
Garage with various internally illuminated signs.

4. RELATIONSHIP TO ADJOINING PROPERTIES
flats across road from entry sign.
fields to rear & A329(M).

5. SITE CONSTRAINTS

TREES ~

ACCESS/PARKING ~

LEVELS OK.

BOUNDARY TREATMENT open.

OTHERS ~

FROM: Lynette Baker Joss.

DATE: 27 April 2000

MAY

WINNERSH PARISH CONSULTATION SHEET

Application Number: A/2000/1198

Proposal: Proposed erection of internally illuminated gantry sign and 3 fascia signs (Retrospective).

Site Address: Winnersh Service Station 271 - 271A, Reading Road, Winnersh, Wokingham.

Applicant: Margram C/O 305 Management Services.

Your observations are required in respect of this application **by 22/05/2000** .

No comment

SIGNED: _____ DATE: 09.05.00

Clerk To Winnersh Parish/Town Council.

HIGHWAYS CONSULTATION SHEET

From: ~~Lynette Baker~~ JSS

Date: 27 April 2000

Application Number: A/2000/1198

Proposal: Proposed erection of internally illuminated gantry sign and 3 fascia signs (Retrospective)

Parish: WINNERSH PARISH

Site Address:
Winnersh Service Station 271 - 271A, Reading Road, Winnersh, Wokingham.

Applicant:
Margram C/O 305 Management Services.

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).

NO OBJECTION PROVIDED THE SITE GANTRY SIGN (A) IS NOT LOCATED WITHIN ANY FURTHER VISIBILITY SPLAY AS REQUIRED BY THE ORIGINAL CONSENT FOR DEVELOPMENT AND RECOMMENDED CONDITION IMPOSED ON PA. 99/70825/A. DATED 29/12/99.

Signed: TR 2/5/00 **Print name:** _____

Received by Wokingham District Council

Application No: A/2000/1198

Proposal:
Proposed erection of internally illuminated gantry sign and 3 fascia signs (Retrospective)

Location:
Winnersh Service Station 271 - 271A, Reading Road, Winnersh, 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 letter for delivery of plans.

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Lynette Baker P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 22/05/2000. 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

Tel: (0118) 974 6447

Date:

My ref: A/2000/1198

CONFIDENTIAL

Councillor R Turner
Rosedale
Beech Hill Road
Spencers Wood
Reading
RG7 1HL

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/2000/1198
Winnersh Service Station 271 - 271A, Reading Road, Winnersh, Wokingham.
Proposed erection of internally illuminated gantry sign and 3 fascia signs (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 **Lynette Baker** on **(0118) 974 6447**. 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 _____

Yours faithfully

Head of Planning and Transportation

LISTING FORM

Case officer: **Lynette Baker** Application Number: **A/2000/1198**
Winnersh Service Station 271 - 271A, Reading Road, Winnersh, Wokingham.
Proposed erection of internally illuminated gantry sign and 3 fascia signs (Retrospective)

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor R Turner

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 6447

Date:

My ref: A/2000/1198

CONFIDENTIAL

Councillor E Siggery
Willow
375 Reading Road
Winnersh
RG41 5LT

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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Head of Planning and Transportation

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Case officer: **Lynette Baker** Application Number: **A/2000/1198**
Winnersh Service Station 271 - 271A, Reading Road, Winnersh, Wokingham.
Proposed erection of internally illuminated gantry sign and 3 fascia signs (Retrospective)

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____
_____

Signed: _____ Date: _____

Councillor E Siggery

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Tel: (0118) 974 6447

Date:

My ref: A/2000/1198

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 Ball
7 Grovelands Avenue
Winnersh
RG41 5JU

Dear Councillor

Application Number: A/2000/1198
Winnersh Service Station 271 - 271A, Reading Road, Winnersh, Wokingham.
Proposed erection of internally illuminated gantry sign and 3 fascia signs (Retrospective)

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If you have any questions please do not hesitate to contact **Lynette Baker** on **(0118) 974 6447**. 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 _____

Yours faithfully

Head of Planning and Transportation

LISTING FORM
Case officer: **Lynette Baker** Application Number: **A/2000/1198**
Winnersh Service Station 271 - 271A, Reading Road, Winnersh, Wokingham.
Proposed erection of internally illuminated gantry sign and 3 fascia signs (Retrospective)

Transfer: Yes ☐ No ☐
Reason for Transfer:
_____
_____

Signed: _____ Date: _____

Councillor D Ball

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

Received by Wokingham District Council

Application No: A/2000/1198

Proposal:
Proposed erection of internally illuminated gantry sign and 3 fascia signs (Retrospective)

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Head Planning and Transportation

WOKINGHAM D.C. DEVELOPMENT CONTROL

Start date: ~~24 MAR 2000~~ VALID 11 APR 2000	Map No. ..... Site ...O:114...
Officer: LEB | Application No. A/2000/1198	Easting: ..... Flood Pln .....
	Northing: ..... Mineral .....

~~£80~~ £160

Level: ☐ **Sub Committee** ☑ **Delegated** ☐ **Sec. State**

☐ **Incorrect Fee** ☐ **Invalid** ☐ **PD**

Description:
(A) PROPOSED ERECTION OF INTERNALLY ILLUMINATED GANTRY SIGN AND 3 FASCIA SIGNS (RETROSPECTIVE)

Location: 271 - 271A READING ROAD

Parish: WINNERH Ward: Winnersh ✓ 2714

Applicant: MARGRAM

RE-SUBMISSION

Fee Received 00-00 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		11 APR 200	
5	Elevation plans	Height above ground of Signs B & C.	phoned 7/4	to follow
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 : 27.11.4 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/N of Winnersh Service Station, 271-271A Reading Road.
1-14 Saddlers Court, Winnersh
274 & 284 Reading Road
Adjacent Garage (see * on map)

11.APR.2000* 1198

305 Management Services

Our Ref: SAM/MAJ/305/Apr.089

11 APR 2000

10 April 2000

Wokingham District Council
Shute End
Wokingham
Berks
RG40 1BN

For the attention of Mrs Hirst

Dear Madam

Re: Proposed redevelopment at Winnersh Service Station, Reading Road, Winnersh on behalf of Margram PLC

Further to your telephone call on Friday 7.4.00 please find attached 4 no. copies of our drawing no. 980415/50 (revision A) being our layout plan revised as requested to indicate internal layout of store.

Also attached is 4 no. copies of details for signs B and C revised to indicate height of sign above slab level.

We trust the attached is in order.

Yours faithfully

M A JOWETT

Encs

York House · Valley Court
Canal Road · Bradford · BD1 4SP
Telephone · 01274 395422
Fax · 01274 395427
Partners: N J Jennings P Stanworth

VAT NO 362 0402 96

11.APR.2000* 1198

305 Management Services

Our Ref: SAM/MAJ/305/Mar.234

22 March 2000

Wokingham District Council
Planning Department
P O Box 157
Shute End
Wokingham
Berks
RG40 1WR

Dear Sirs

Re: Proposed signage at 271 - 271A, Reading Road, Winnersh on behalf of Margram PLC - Application No. 99/70825/A

Further to refusal of car wash and price change unit signage at the above please find attached our new application for retaining signs erected at the above comprising:-

1. Copies of duly completed and signed application forms.

2. 4 no. copies of drawing no. 980415/51.

3. Location Plan.

4. A4 sign details.

No fee is attached as this is a resubmission of the above mentioned application.

Details submitted are for the retention of the price change gantry sign (noted 'Sign A') which has been relocated and reduced in size from the original application and for signs to the car wash (noted 'Sign B & C'). The extent of the signage to the wash has been reduced and sign noted 'C' will now be non-illuminated.

We trust that the attached is in order however should you have any queries or require any further information please do not hesitate to contact the writer.

Yours faithfully

M A JOWETT

Encs

York House · Valley Court
Canal Road · Bradford · BD1 4SP
Telephone · 01274 395422
Fax · 01274 395427
Partners: N J Jennings P Stanworth

VAT NO 362 0402 96

THE PADDOCKS

(1)

ADDRESS 271 READING ROAD PARISH WINNERSH

PLOT No. ORD. SHEET No. SU7870

BUILDER

Plan No.	Applicant		Description of Development	Date of Decision	Decision
O/208/58	Mr R J Schubert	O/A	Petrol filling station on site of 271	19. 11. 58	N/A R
R 68/60	Mr R F. Riddington		Addition	5. 5 60	app R
R 101/60	"		Revised plan.	16. 6 60	app a
PD 526/60	"		Garage	1 12. 60	app N
R 34/62	Mrs S. Mrozek		Conservatory & WC	19 4 62	app R
O/105/62	Mr R J Schubert	O/A	Petrol filling station on site of 271.	21. 5. 62	N/A R
O/173/62	" "		as above.	14. 8. 62	N/A R
O/283/63	" "		" "	8 11. 63	N/A R
O/287/63	Mrs M S Mrozek		Private Club	7. 5 64	N/A R

DATE OF COMPLETION

MINISTRY DECISION Appeals dismissed O/173/62, O/283/63

SPECIAL ORDERS

DRAINAGE

091074

THE PADDOCKS

(2)

ADDRESS 271 READING ROAD PARISH WINNERSH

(60

PLOT No. ORD. SHEET No. SU7870

BUILDER

Plan No.	Applicant		Description of Development	Date of Decision	Decision
R/174/65	Mr M Webb		Petrol filling station	12. 7. 65	N/A R
R/4/66	Walter Davis & Son (Rlds)		use of site & out bldgs as Builders Yard	2. 2. 66	N/A Ref
O/137/68	Mr M Webb	O/A	Convert house into flats.	8. 8 68	N/A C
225/78	Mr M Webb		change of use to car parking purpos	16. 3. 68	N/A Ref
2009/72	Riddling Webb & Kendrews	O/A	Petrol filling station & 8 det houses	25. 1. 73	N/A Ref
2075/72	" " "	O/A	demolish house 8 det houses & 6 flats	25 1. 73	N/A Re

~~3988896~~

DATE OF COMPLETION

MINISTRY DECISION 225/72 appeal dismissed 13.12.73. 2009/72 Appeal dismissed 8. 5.

SPECIAL ORDERS

DRAINAGE

091074

THE PADDOCKS Bulldog Service Station

(3)

ADDRESS 271 READING ROAD PARISH WINNERSH

PLOT No. ORD. SHEET No. SU7870

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decisi
*BR 244	Mr M Webb	Convert house to 4 flats & outbldg.	19. 3. 74	app
*BR 1401	Bulldog Services Station	" " "	18 9. 74	app
02303	" "	as above	15 5 75	N/A
BR 5152	Mr Mrs Saunders	S/s extension	5 8. 76	app
05100	" "	" "	26. 8. 76	N/A
05468	" "	" "	28 10. 76	N/A
39838	SAINSBURY	a/l SHOP/CARPARK/ACCESS	9.9.92	
39839	"			
96/63382/A	BULLDOG SERVICE STATION	DEPT FOR SHOWROOM		
97/66305/A	McDonalds Restaurant	Elev. of illum Signs	5.1.98	
97/66146/A				
97/61471/A				

MINISTRY DECISION

SPECIAL ORDERS *BR 244 Cancelled by WDC *BR1401 Cancelled by WDC.

DRAINAGE

091074

THE CROFTERS

(1)

ADDRESS 271A READING ROAD PARISH WINNERSH

PLOT No. ORD. SHEET No. SU7870

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decisio
BR 4204.	Mr G A Saunders	Ext alt. to coach h		
		form flat let	26 9. 77	Ref
04252	Bulldog S. S.	parking & unloadi		
		to west of 271A.	24. 11. 77	N/A
BR 4652.	Mr G. A Saunders	alterations	20. 12. 77	app
BR 4974	R. G Andrews	Grounds & 1st floor ex	23. 2. 78.	Ref
04912	" "	alteration extn.	16. 3 78	N/A
BR 8142	Mr P Newbury	S/s flat to 2/s house	21. 3. 78	app
08744.	" "	alteration 1st floor ad	6. 7. 78	N/A
BR 8869	" "	" "	10. 7. 78	Ref
09110	Mr G Saunders	Ped & Veh access	28. 9 78	N/A

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

091074

THE CROFTERS

(2)

ADDRESS 271A READING ROAD PARISH WINNERSH

PLOT No.

BUILDER

ORD. SHEET No. SU7870.

Plan No.	Applicant	Description of Development	Date of Decision	Decisio
09435	Mr P Newbury	alter & addn.	14. 12. 78	N/A
10163	Mr R Pratley O/A	Demolish Crofters		
		erect Det hs on site	15. 3. 79	N/A
BR 11049	Wendy Woodcock	Provs of water supply		
		drainage to kitchen &	27. 6. 79	Ref
		bathroom		
BR 11103	" "	Int alt etc	8. 7. 79	app
BR 15337	Mrs W Lindsay Davies	Weather Porch	8. 8 80	app
BR 15529	" "	Ext to form bedroom	8. 9 80	app
14159	" " "	[illegible]	25-9-80	N/A
BR 9921	"	bedroom & [illegible]	23. 9. 83	N/A
18793	"	"	10. 2. 83	N/A

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

091074 30639 " STORE/GARAGE/ACCESS 9.9.88

(3) ADDRESS 271A Reading Road PARISH Winnersh

PLOT No.

BUILDER

ORD. SHEET No. SU 7870

Plan No.	Applicant	Description of Development	Date of Decision	Decisio
39838	SAINSBURY O/L	SHOP/CANOPY/ADVER	9.9.92	REF
39839	"			ON APPEAL
96/63382/A	BULLDOG SERVICE STATION	ALT. FOR SHOWROOM		CIAL
97/66147/F 66146	MCDONALDS 271/271A	RESTAURANT	3.11.97	RE
97/66305/A	"	Erec. of Illumin Signs	5. 1. 98	RE
97/66306/A	"	" "	"	RE
99/70825/A	Petromar Plc	Int. Ill. Petrol Signs	6. 1. 00	

DATE OF COMPLETION * Grant Signs 2, 4 + 6 + Ref. Signs 1, 3 + 4

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

091074

1782/a

11.APR.2000* 1198

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: MARGRAM PLC

Address: SUITE 17, CHALLENGE HOUSE, SHERWOOD DR, BLETHCLEY, M KEYNES Post Code MK3 6DP

Tel. No.

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

Full Name 305 MANAGEMENT SERVICES

Address: YORK HOUSE, VALLEY COURT, CANAL RD, BRADFORD Post Code BD1 4SP

Tel. No. 01274 395422

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

WINNERSH SERVICE STATION
271-271A READING ROAD, WINNERSH

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

PETROL FILLING STATION

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) N/A YES / NO *

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

PRICE CHANGE GANTRY SIGN AND
3 NO. FASCIA SIGNS TO WASH BAY

(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

(c) Will the illumination be static or intermittent?

STATIC

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

5 YEARS

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

RE-SUBMISSION OF APPLICATION NO. 99/70825/A

* **Delete as appropriate**

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ ——— - RE-SUBMISSION

Signed ..... (~~applicant~~/agent) Date 22.3.00

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.'

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, th 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:-

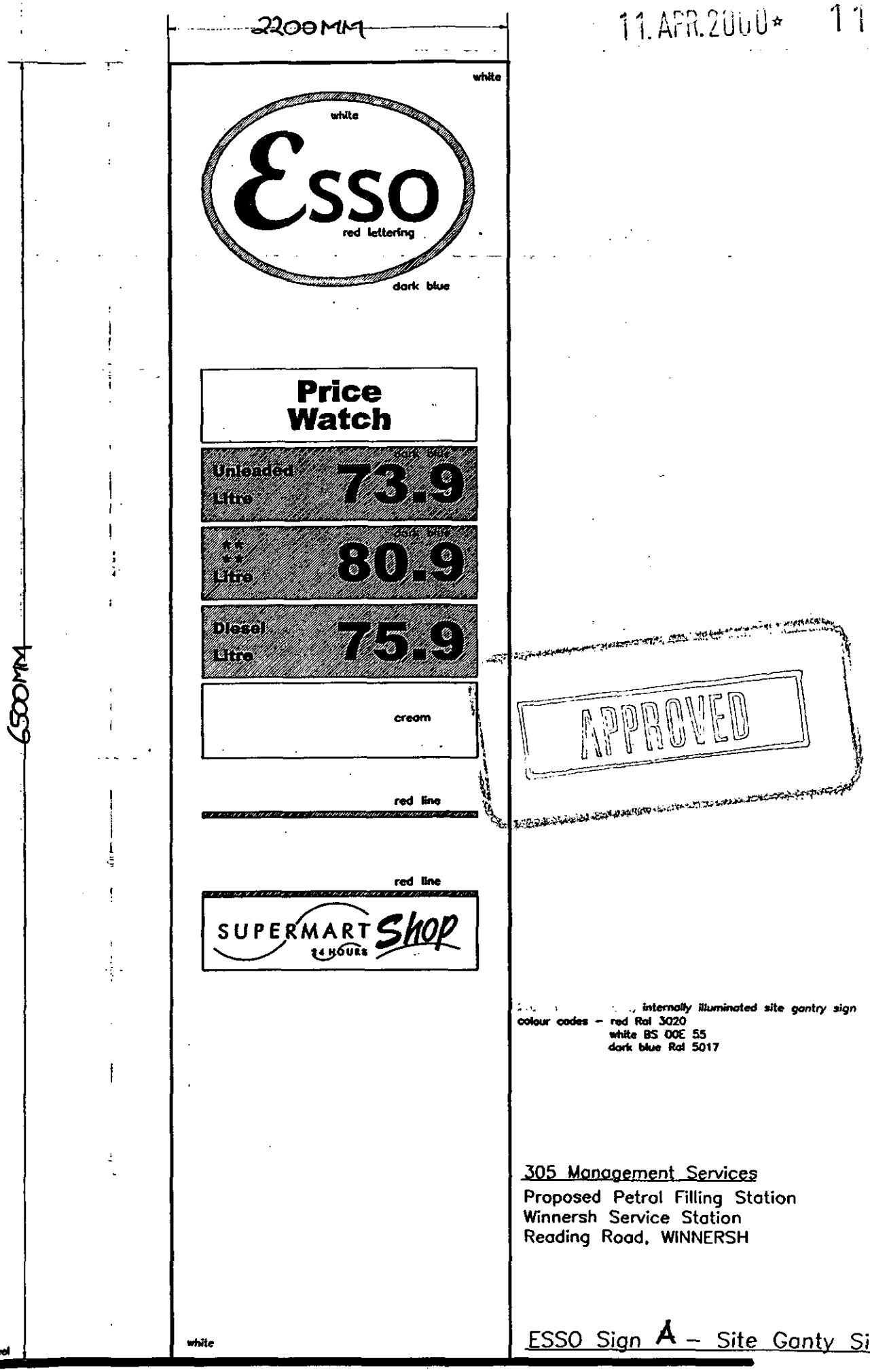
   1. Advertisements displayed on business premises, on the forecourt of business premises or on other land within the curtilage of business premises, wholly with reference to all or any of the following matters:- **£50.00**

      (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**

11.APR.2000* 1198



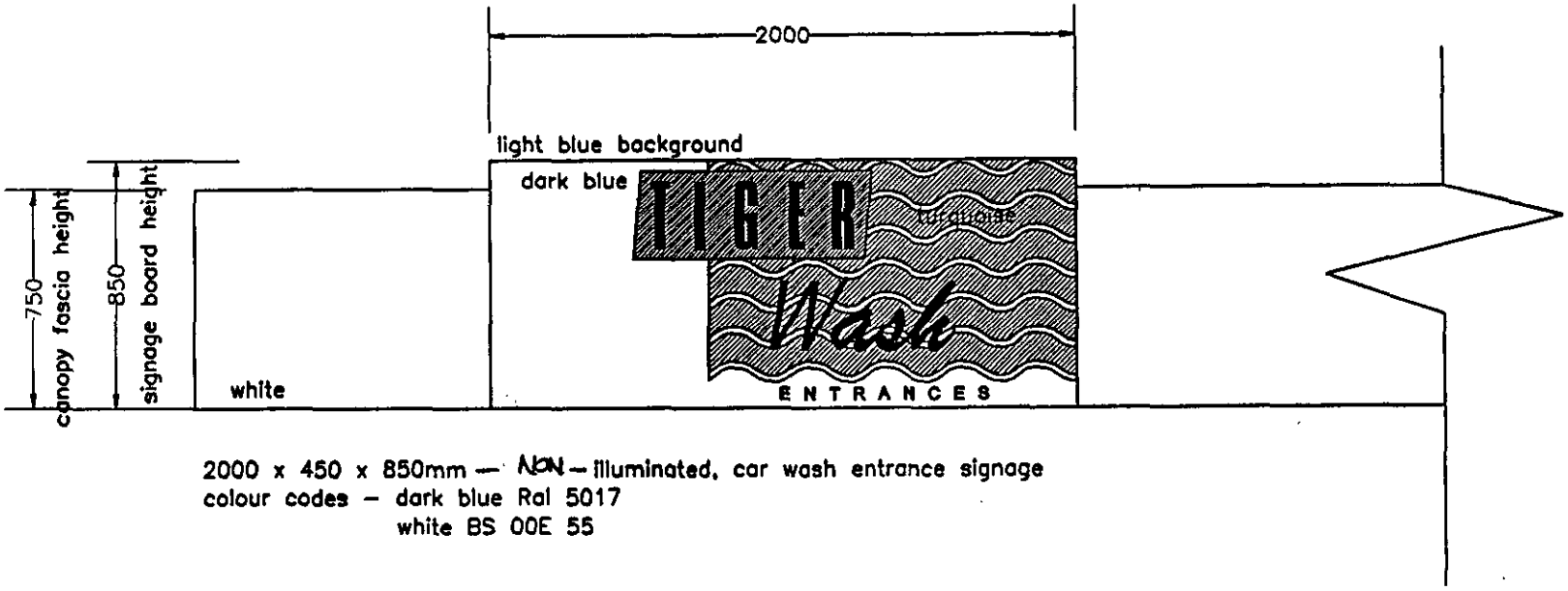
APPROVED

internally illuminated site gantry sign

colour codes – red Ral 3020
white BS 00E 55
dark blue Ral 5017

305 Management Services
Proposed Petrol Filling Station
Winnersh Service Station
Reading Road, WINNERSH

ESSO Sign A – Site Ganty Sign



2000 x 450 x 850mm — NON – illuminated, car wash entrance signage
colour codes – dark blue Ral 5017
white BS 00E 55

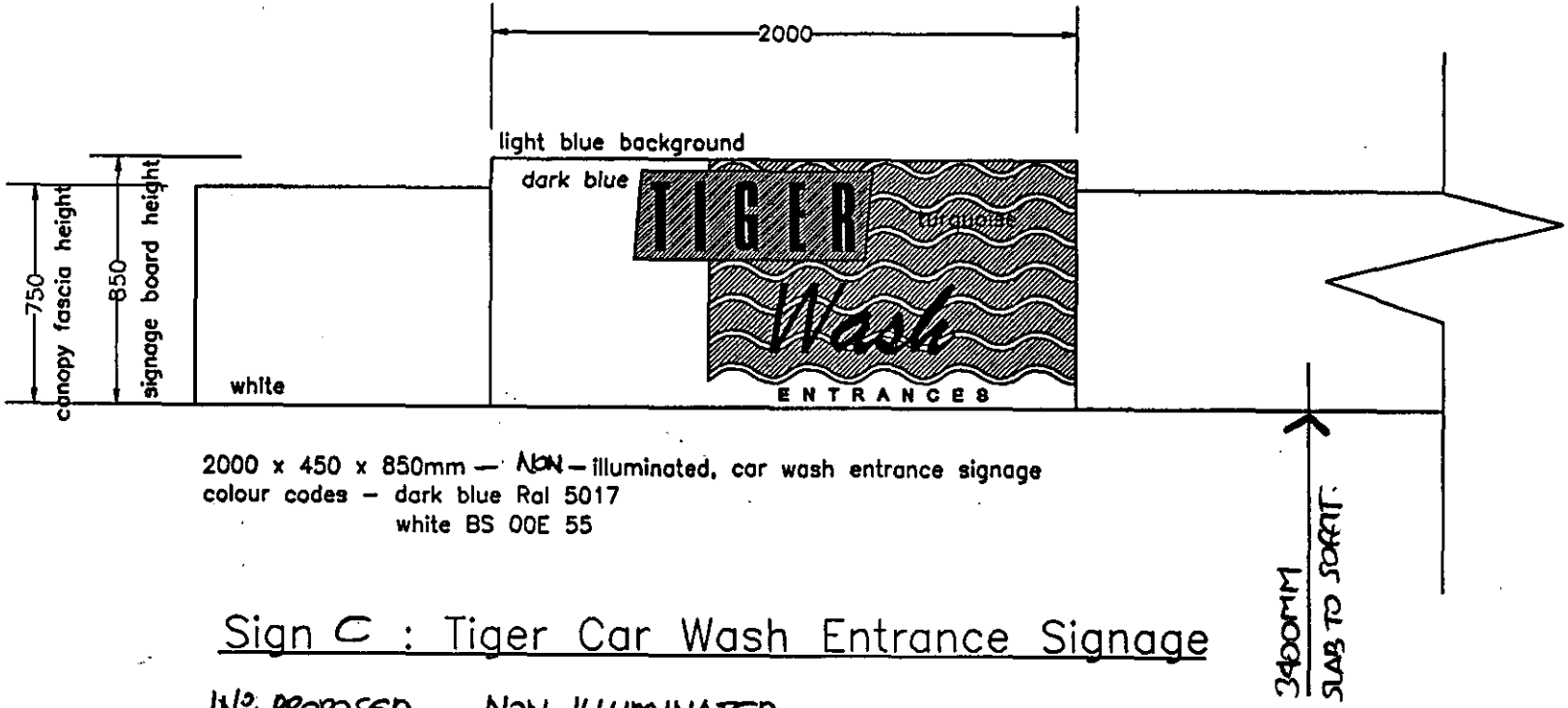
Sign C : Tiger Car Wash Entrance Signage

IN° PROPOSED - NON ILLUMINATED

REVISED

305 Management Services
Proposed Petrol Filling Station
Winnersh Service Station
Reading Road, WINNERSH

11.APR.2000* 1158



2000 x 450 x 850mm — NON — illuminated, car wash entrance signage
colour codes – dark blue Ral 5017
white BS 00E 55

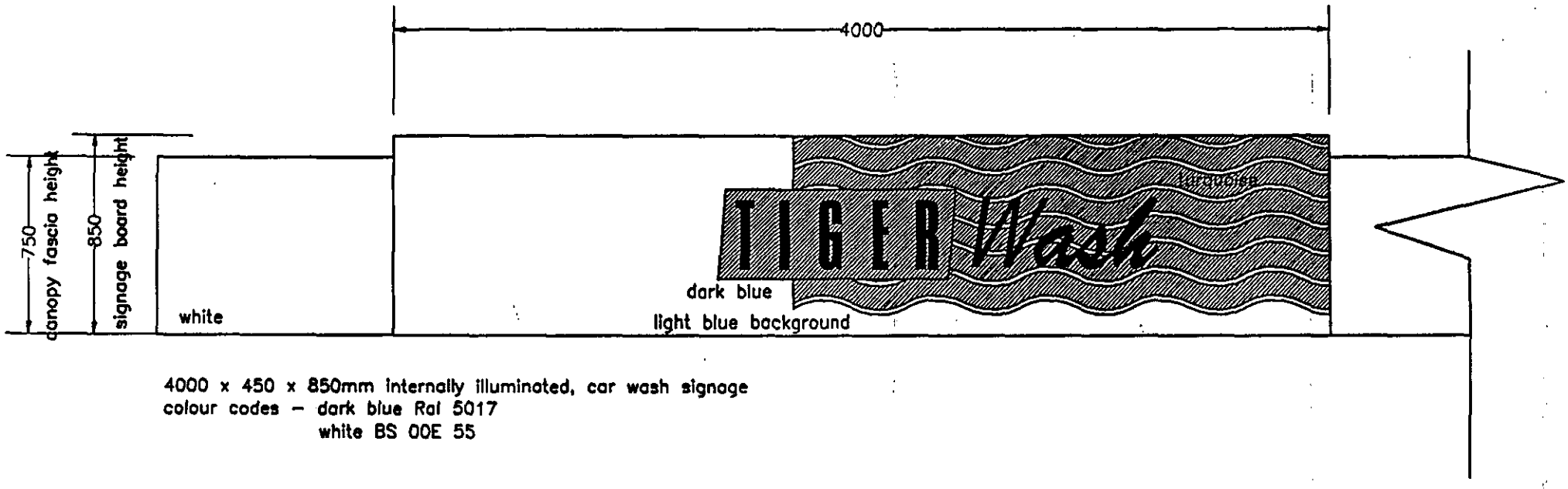
Sign C : Tiger Car Wash Entrance Signage

IN°. PROPOSED - NON ILLUMINATED

REFUSED

305 Management Services
Proposed Petrol Filling Station
Winnersh Service Station
Reading Road, WINNERSH

11.APR.2000* 1148



4000 x 450 x 850mm internally illuminated, car wash signage
colour codes – dark blue Ral 5017
white BS 00E 55

Sign B : Tiger Car Wash Signage

2No. proposed.

REVISED

305 Management Services

Proposed Petrol Filling Station
Winnersh Service Station
Reading Road, WINNERSH

11 APR 2000 * 1158

"THE POSITION OF APPARATUS SHOWN ON THIS PLAN IS
... THAMES ...
... PIPES WHICH ARE NOT
SHOWN ON THE PLAN MUST BE ESTABLISHED ON SITE"

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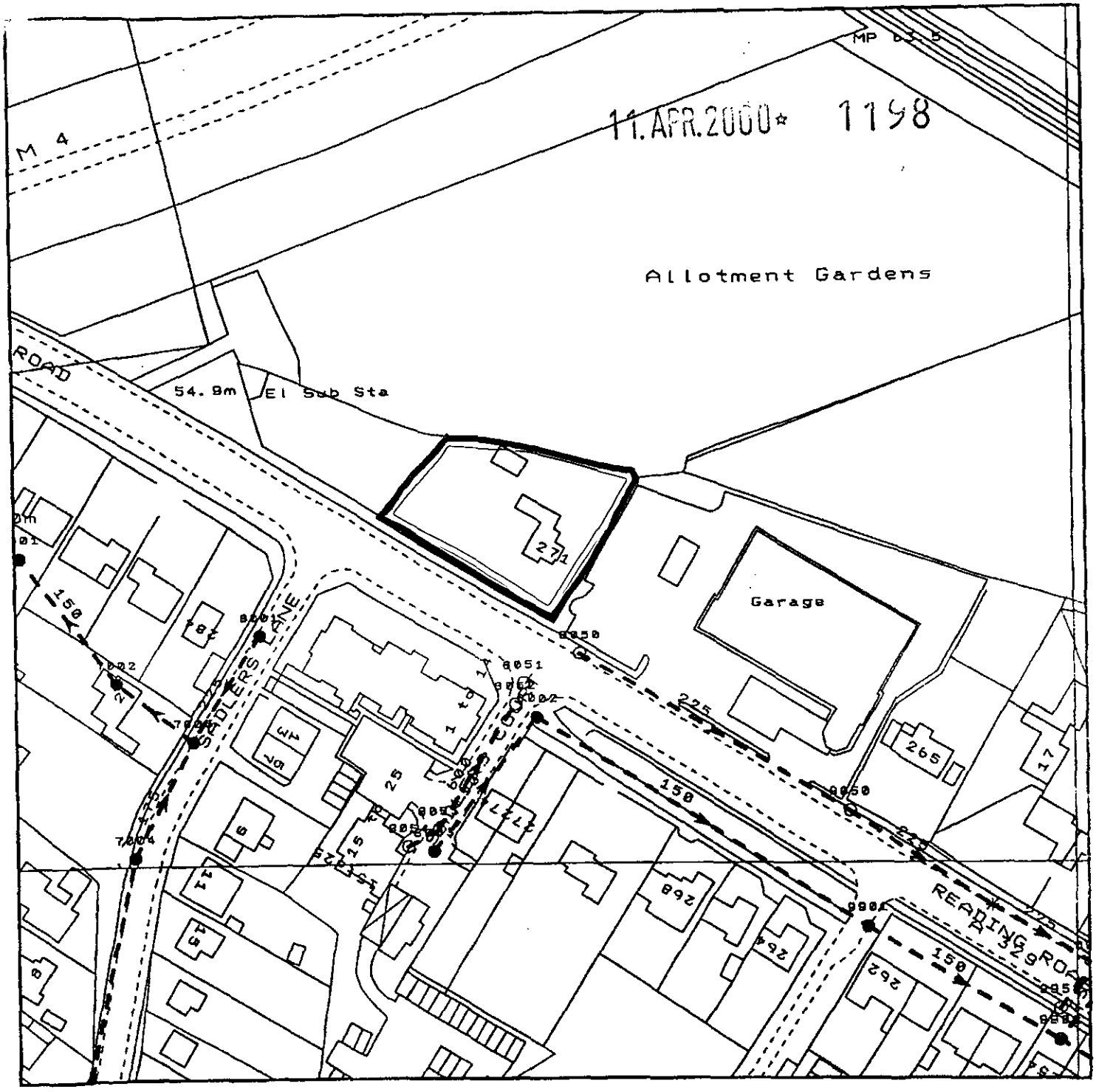


50 m intervals

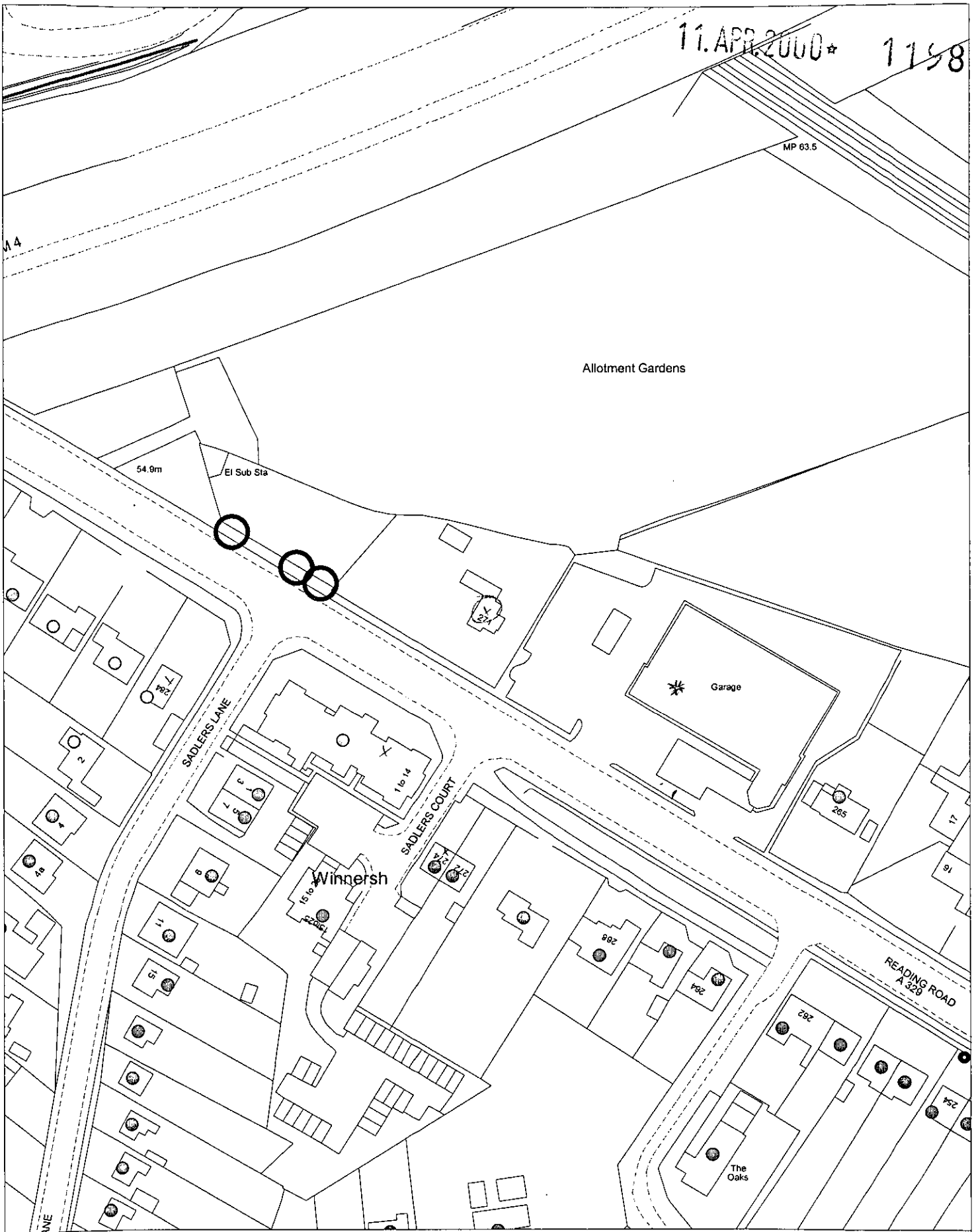
Quick Geographic Hardcopy Facility.

Plot centred on (478878,170075), which is in SU7870SE.

Requested by UMNB, on Thu Jul 23 10:23:12 1998

23 07 '98 THU 09:28 FAX 0118 925 1516 TECHNICAL INFORMATION 002

11. APR. 2000 ☆ 1158



Site Plan, Scale: 1 to 1250

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Date: 3 April 2000

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