APPLICATION NO:
A/2000/1199

LOCATION:
Berrys News 25 School Green, Shinfield Reading.

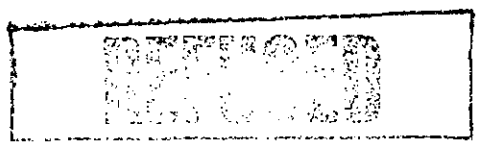
APPLICANT:
Primelight Advertisements Ltd

PROPOSAL:
Proposed erection of internally illuminated double sided display unit (Retrospective).

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

APPLICATION EXPIRY DATE: **07/06/2000**

CASE OFFICER: **Elaine Connor**



(EC)

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Refusal of Permission

Primelight Advertisements Ltd
3 Waterhouse Square
142 High Holborn
London
EC1N 2NH

Application Number: A/2000/1199

Parish: **SHINFIELD**

Location: **Berrys News, 25 School Green, Shinfield, Reading.**

Proposal: **Proposed erection of internally illuminated double sided display unit (Retrospective).**

The Wokingham District Council in pursuance of their powers under the above Acts and Regulations hereby **Refuse Permission** for carrying out the above development in accordance with the application and the accompanying plans submitted to the Council, the reason for which is specified hereunder.

Reason

1. It is considered that the internally illuminated free-standing sign has an adverse impact upon the amenity of the surrounding area. As such the sign is contrary to policy WBE16 of the Wokingham District Local Plan (Deposit Draft).

John Mitchell
Development Control Manager
Date: 27/02/2001

Notice checked by: _____

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

Primelight
14/15 LOWER GROSVENOR PLACE
LONDON SW1W 0EX
TEL: 020 7393 4900 FAX: 020 7630 5915

11.APR.2000* 1199

PLANNING SERVICES	HPT
POL	TLS
DC	SHF
APP	
CS	
17 JAN 2000	
COPIES TO:	ACK:
	RLB:

Wokingham Council
Council Offices
Shute End
Wokingham
RG40 1BN

Dear Sir/Madam

13th January 2000

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
RE-SUBMISSION OF APPLICATION FOR ADVERTISEMENT CONSENT AT 25 SCHOOL GREEN

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

I have taken time to carefully assess the previous reason for refusal I am of the opinion that this display would stand an excellent chance of gaining consent in its revised form.

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

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

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

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

Yours Faithfully

REFUSED

Natalie Morris
Planner

RNIB
challenging blindness
Registered charity no 226227
WE ARE PROUD TO BE
ASSOCIATED WITH RNIB

Planning Application



A TYPICAL FREESTANDING PANEL

Address of Proposed Site:

25 SCHOOL GREEN

Statement

25 School Green

AMENITY CONSIDERATION

The unit is an identical size to that found on bus shelters throughout the borough. According to our records the council has granted consent for 18 similar sized advertising panels in the borough.

The unit has been located in line with the edge of a forecourt, so as not to appear obtrusive. Together with the 4.4 metres wide forecourt and the 1.24 metres wide pavement, there is an abundance of space for the free flow of pedestrians. It is a high quality fabricated metal unit. Only the finest metals are selected for the design and manufacture of the unit. The unit has been designed to harmonise with the best of traditional and modern architecture. It has radius corners for an aesthetically pleasing appearance with public safety in mind, with a mirror surround on each display area. The unit is cleaned and maintained every two weeks to ensure a quality display which is expected by advertisers and landlords alike.

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

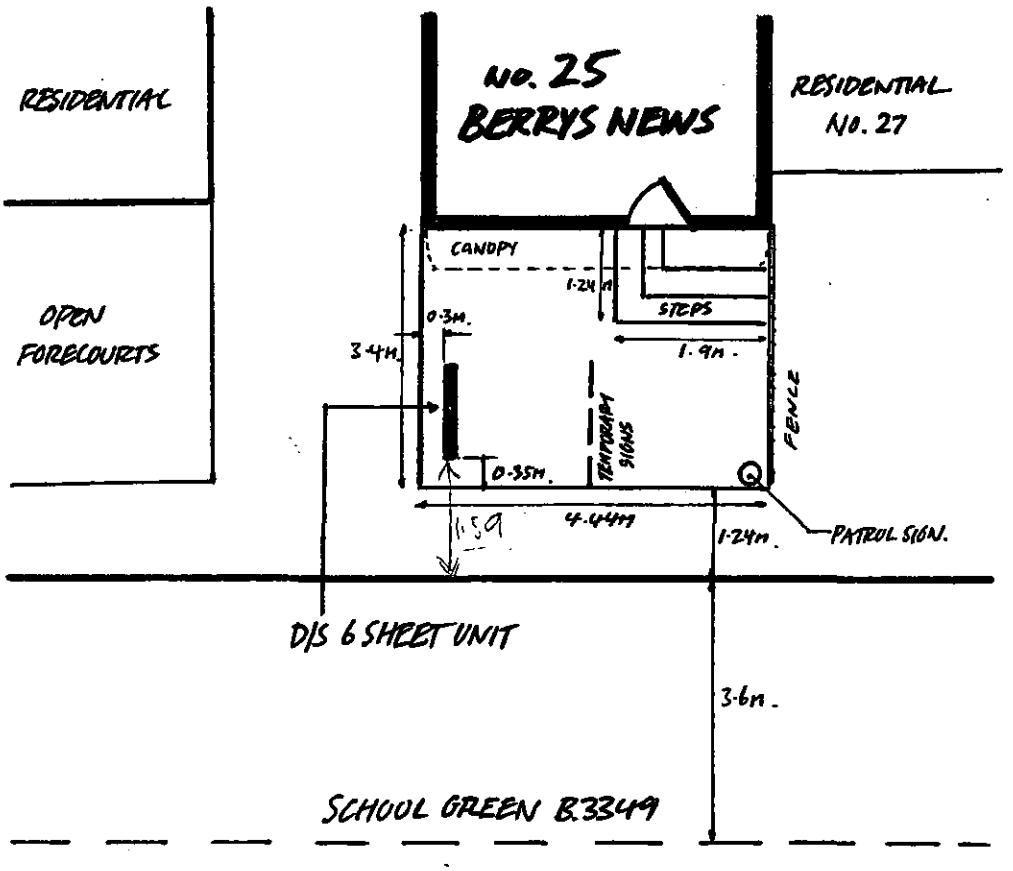
PUBLIC SAFETY CONSIDERATION

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

ECONOMIC CONSIDERATION

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

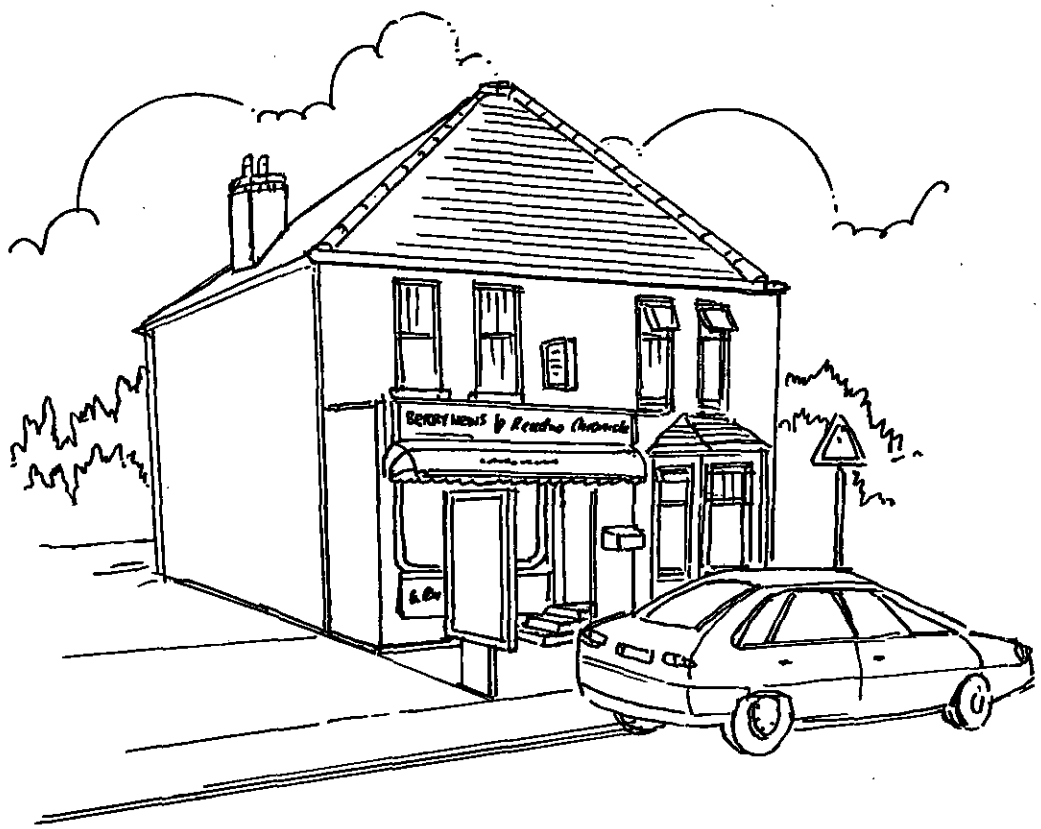
Site Plan



REFUSED

Notes	Address	Scale 1:100
	BERRYS NEWS 25 SCHOOL GREEN, SHINFIELD BERKS	
	Site No.	

Elevation



REFUSED

	Address	Scale 1:100
	BERRY'S NEWS 25 SCHOOL GREEN, SHINFIELD.	

HIGHWAYS CONSULTATION SHEET

SMA.

From: Elaine Connor

Date: 27 April 2000

Application Number: A/2000/1199

Proposal: Proposed erection of internally illuminated double sided display unit (Retrospective).

Parish: SHINFIELD PARISH

Site Address:
Berrys News 25, School Green, Shinfield, Reading.

Applicant:
Primelight Advertisements Ltd .

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

✓ below as applicable;

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

Comment :

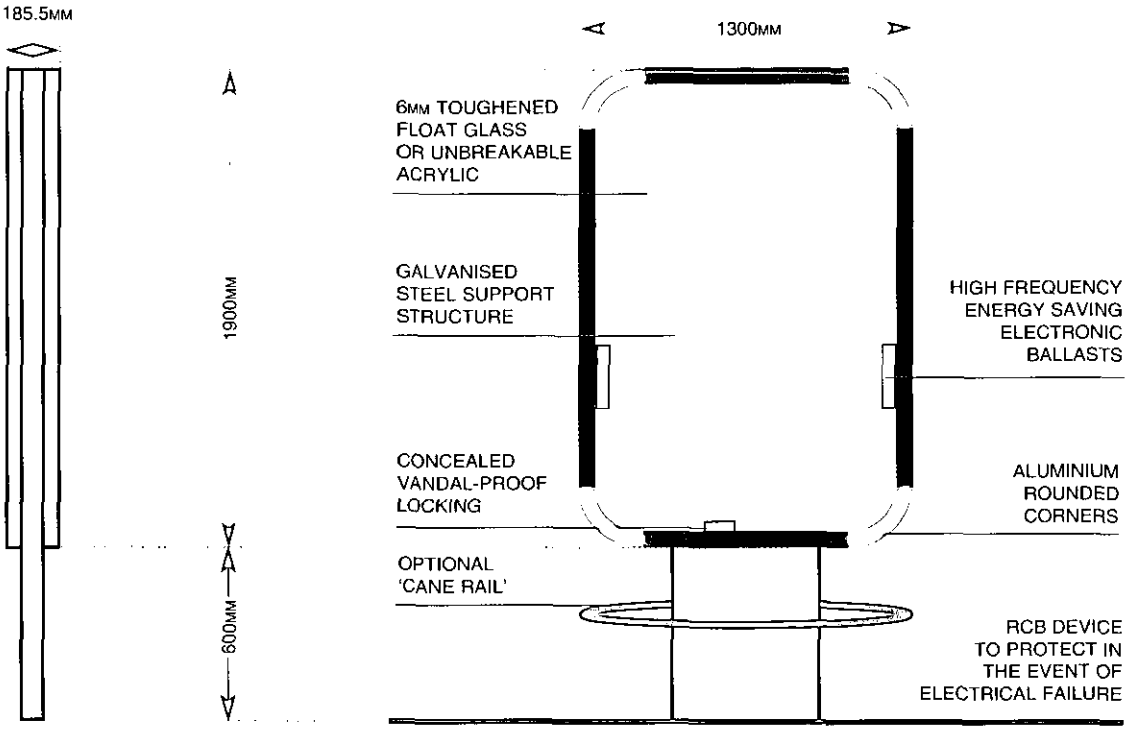
I AM CONCERNED THAT THE POSITIONING OF THIS SIGN WILL REDUCE VISIBILITY BETWEEN VEHICLES EXITING THE ADJACENT ALLEYS AND PEDESTRIANS, PARTICULARLY AS THE FOOTWAY IS WELL USED BY CHILDREN FROM NEARBY SCHOOLS.

IT IS RECOMMENDED THAT THE SIGN BE RELOCATED ELSEWHERE WITHIN THE SITE FRONTAGE SO THAT MINIMUM PED VISIBILITY SPLAYS OF 2.0 x 2.0 METRES ARE PROVIDED. THE APPLICANT IS ADVISED TO CONTACT HIGHWAYS DIRECT TO AGREE THE NEW LOCATION OF THE SIGNS.

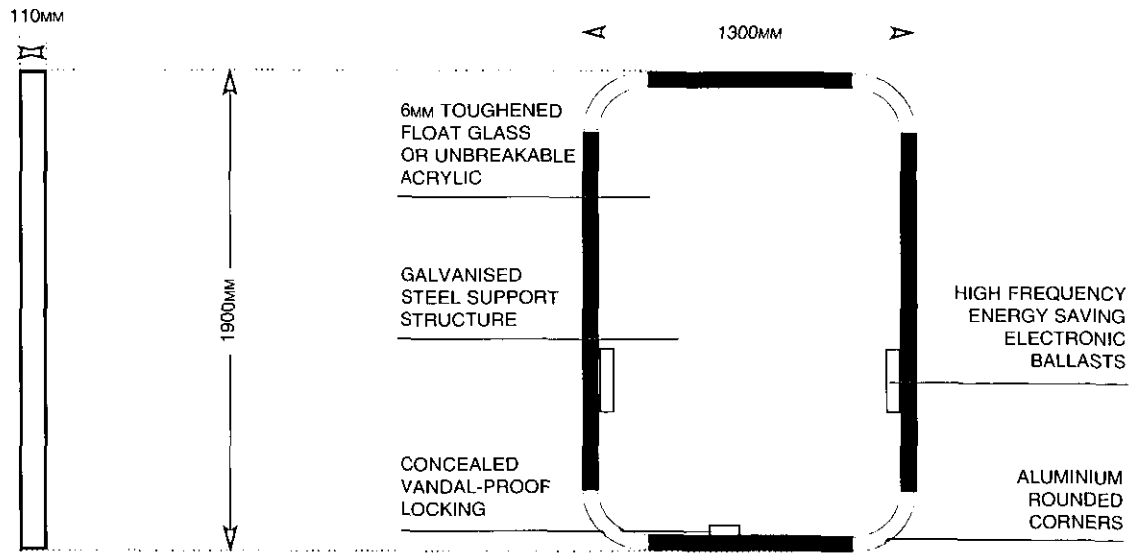
Signed: _____ 8/5/00 **Print name:** _____

Unit Specifications

Free-Standing Unit



Wall Mounted Unit



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

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

Tel: (0118) 974 6451

Date: 16/2/01

My ref: A/2000/1199

CONFIDENTIAL

Councillor B Patman
Meadow View
Basingstoke Road
Spencers Wood
Reading
RG7 1AL

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/2000/1199
Berrys News 25, School Green, Shinfield, Reading.
Proposed erection of internally illuminated double sided display unit (Retrospective).

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

If you have any questions please do not hesitate to contact **Elaine Connor** on **(0118) 974 6451.** 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 26/2/01

Yours faithfully

Head of Planning and Transportation

LISTING FORM

Case officer: **Elaine Connor** Application Number: **A/2000/1199**
Berrys News 25, School Green, Shinfield, Reading.
Proposed erection of internally illuminated double sided display unit (Retrospective).

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor B Patman

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 6451

Date: 16/2/01

My ref: A/2000/1199

CONFIDENTIAL

Councillor M Bryant
Rosebry
19 Salmond Road
Shinfield
RG2 8QN

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/2000/1199
Berrys News 25, School Green, Shinfield, Reading.
Proposed erection of internally illuminated double sided display unit (Retrospective).

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If you have any questions please do not hesitate to contact **Elaine Connor** on **(0118) 974 6451**. 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 26/2/01

Yours faithfully

Head of Planning and Transportation

LISTING FORM

Case officer: **Elaine Connor** Application Number: **A/2000/1199**
Berrys News 25, School Green, Shinfield, Reading.
Proposed erection of internally illuminated double sided display unit (Retrospective).

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor M Bryant

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 6451

Date: 16/2/01

My ref: A/2000/1199

CONFIDENTIAL

Councillor A Pollock
8 Halfacre Close
Spencers Wood
Reading
RG7 1DZ

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/2000/1199
Berrys News 25, School Green, Shinfield, Reading.
Proposed erection of internally illuminated double sided display unit (Retrospective).

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

If you have any questions please do not hesitate to contact **Elaine Connor** on **(0118) 974 6451**. 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 26/2/01

Yours faithfully

Head of Planning and Transportation

LISTING FORM
Case officer: **Elaine Connor** Application Number: **A/2000/1199**
Berrys News 25, School Green, Shinfield, Reading.
Proposed erection of internally illuminated double sided display unit (Retrospective).

Transfer: Yes ☐ No ☐
Reason for Transfer:

Signed: _____ Date: _____

Councillor A Pollock

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

WORK SHEET FOR : Elaine Connor

Application Number : A/2000/1199

Applicant : Primelight Advertisements Ltd .

Location : Berrys News 25, School Green, Shinfield, Reading.

Proposal : Proposed erection of internally illuminated double sided display unit (Retrospective).

Site Notice Displayed ? :	YES	NO	DATE
	✓		24-5-00

Date of Neighbour Notifications : .....

Date of Site Visit : .....

Date Registered : 12/04/2000

Earliest Date for Decision : 22/05/2000

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

Application Expiry Date: 07/06/2000

Consultation Responses :

SHINFIELD P. COUNCIL : object to proposal.

HIGHWAYS: See file for comments.

Planning Issues :

IMPACT UPON CHARACTER OF AREA

Application Number: A/2000/1199

Appraisal:

The application being considered is a retrospective application for a free standing internally illuminated sign at 25, School Green, Shinfield. This is a re-submission of an application, which was refused permission on 21st December 1999. According to the plans submitted as part of the present application the scheme is exactly the same.

Impact upon the character of the area:

The area in which this application is located is designated as 'a local shopping centre,' which lies adjacent to an area of 'Special Character.' The area of Special Character includes 'School Green' and Shinfield School, which is a listed building. Although the area is a local shopping centre and is also included within the identified settlement, Shinfield is largely characterised by its countryside setting, particularly to the south of School Green, towards Hyde End Road.

It is considered that the proposed illuminated free-standing sign, which stands less than 2m away from the adjacent highway, to the front of 'Berry's News' is out of character with the surrounding area, and represents intrusive development in this area.

RECOMMENDATION: Refusal

Application Number A/2000/1199
Conditions/Reasons for Refusal

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
			It is considered that the internally illuminated free-standing sign has an adverse impact upon the amenity of the surrounding area. As such the sign is contrary to Policy WBE16 of the WDLP (Deposit Draft).

RECORD OF SITE VISIT

SITE ADDRESS: Berrys News 25 School Green Shinfield Reading.

APPLICATION NUMBER: A/2000/1199

OFFICER: Elaine Connor

DATE OF SITE VISIT: 24.5.00

1 SITE/STATUTORY NOTICE DISPLAYED ?

2. DESCRIPTION OF SURROUNDINGS

Shinfield village, opposite to School Green mixed use area.

3. DESCRIPTION OF SITE/BUILDING

Newsagent/Shop. advert. adjacent to highway

4. RELATIONSHIP TO ADJOINING PROPERTIES

5. SITE CONSTRAINTS

TREES

ACCESS/PARKING

LEVELS

BOUNDARY TREATMENT

OTHERS

Received by Wokingham District Council

Application No: A/2000/1199

Proposal:
Proposed erection of internally illuminated double sided display unit (Retrospective).

Location:
Berrys News 25, School Green, Shinfield, 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 Elaine Connor 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

WOKINGHAM D.C. DEVELOPMENT CONTROL

Start date: ~~17 JAN 2000~~ 12 APR 2000 VALID	Map No. 79 Site 0:05
Officer: EC Application No. A/2000/1199	Easting: ..... Flood Pln .....
	Northing: ..... Mineral .....

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

Description:
(A) PROPOSED ERECTION OF INTERNALLY ILLUMINATED DOUBLE SIDED DISPLAY UNIT. (RETROSPETIVE)

Location: 25 SCHOOL GREEN

Parish: SHINFIELD Ward: SHINFIELD ✓ 27/4

Applicant: PRIMELIGHT ADVERTISING LTD
resubmission

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

Enforcement Section to be notified ☑ tick if required PW 27/4

Additional information required for validation

		Reason	Requested	Received
1	1:2500 OS location plan showing property edged in blue/red	Scale?	phoned 24/1	
2	1:500 block plan showing existing & proposed dev. + adj. Properties		again 8/3	
3	Forms unsigned	only 3.	phoned 24/1	
4	Correct S 66 certificate		again 8/3	
5	Elevation plans	Sent letter 23/3 requesting		
6	Floor plans			above. ✓
7	Metric scale disclaimer			received
8	Encroachment letter			12/4/00
9	Miscellaneous			

APPLN NO. _____

ACTION REQUIRED BY DEVELOPMENT CONTROL

Conservation Area .....

Listed Building 1 2 2*

Advertisement Required .....

Date Site Notice Sent : 27/4..... 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: ✓ 27/4

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 sufficient .....

.....

.....

.....

.....

.....

.....

.....

.....

11.APR.2000* 1199

12 APR 2000

Primesight

Mrs C Hurst
Environmental Services
P.O Box 157
Shute End
Wokingham
Berkshire
RG40 1WR

30TH March,2000

Dear Mrs Hurst

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992
RE: 25 SCHOOL GREEN, SHINFIELD, READING RG2 4EE

Further to your letter 23rd March, please find enclosed 4 copies of the site location plan showing the position of the 1x double sided advertisement display unit and 1 copy of the application form and plans.

I hope that the application can now be processed to determination.

If you have any queries please do not hesitate to contact me on 020 7882 1220, or via e-mail *rachelo@primesight.co.uk*

Yours faithfully,

R. Avery

pp Robin Timmins

3 Waterhouse Square
138 – 142 Holborn
London EC1N 2NY

T 020 7882 1200
F 020 7882 1252

W www.primesight.co.uk
E mail@primesight.co.uk

Part of SMG

Registered in England No. 1847728 Registered Office 138 – 142 Holborn London EC1N 2NY

ADDRESS 25 School Green

PARISH Shinfield

PLOT No.

ORD. SHEET No.

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
PD 548/73	Mr K J Lloyd	Car Port	28-8-73	App N/A
99170674/A				

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

Primelight

14/15 LOWER GROSVENOR PLACE
LONDON SW1W 0EX
TEL: 020 7393 4900 FAX: 020 7630 59

17 APR. 2000* 1199

PLANNING SERVICES	HPT
POL	TLS
DC	ENF
APP	
CS	
17 MAR 2000	
COPIES TO:	ACK:
	FILE:

16th March 2000

Mr P I Wratten
Environmental Services Department
Wokingham District Council
Po Box 157
Shute End
Wokingham
Berkshire
RG40 1WR

Dear Mr Wratten

Town and Country Planning (Control of Advertisements) regulations 1992
Re: 25 School Lane, Shinfield, Reading

Thank you for your recent letter dated 13th March 2000, the contents of which are noted.

Following receipt of the decision notice it was decided that a resubmission would be the best way forward in trying to reach an acceptable solution and this was indeed submitted to you on 13th January 2000. I am concerned that you have made no reference to this and would be grateful for your confirmation that it has been registered and is progressing towards a determination.

I trust that you will find this information useful and please do not hesitate to contact me if you wish to discuss this matter further.

Yours sincerely

DBallard

Davina Ballard MRTPI

Wef 27/3/00
3 Waterhouse Sq
142 Holborn
London
EC1N 2NH
0207 882 1200

RNIB
challenging blindness
Registered charity no 226227
WE ARE PROUD TO BE
ASSOCIATED WITH RNIB

1782/a

11.APR.2000* 1199

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: PRIMELIGHT ADVERTISING LTD
Address: 14/15 LOWER GROSVENOR PLACE, LONDON Post Code SW1W 0EX
Tel. No. 020 7393 4430

2. AGENT (if any) (Block capitals please)
Full Name WEJ 27/3/00
Address: 3 WATERHOUSE SQUARE 142 HIGH HOLBORN Post Code
LONDON ECIN 2NH
Tel. No. 0207 882 1200

3. Full postal address or location of the land on which the advertisement is to be displayed.
25 SCHOOL GREEN SHINFIELD, READING, BERKS RG2 4EE

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

5. (a) Has the applicant an interest in the land?
~~YES~~ / NO *

(b) If **NO**, has the permission of the owner, or of any other person entitled to give permission for the display of the advertisement, been obtained?
(See Note 4) YES / ~~NO~~*

6. (a) State the nature of the advertisement (e.g. hoarding, shop sign, projecting sign, etc.)
1X DOUBLE SIDED ADVERTISEMENT DISPLAY UNIT

(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.)
INTERNAL ONLY WITH SHOP HRS AT A REDUCE LEVEL OF 800 cd/m2

(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.

* **Delete as appropriate**

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

Signed ..... (applicant/agent) Date 13TH JANUARY 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**