APPLICATION NO:
A/2001/5512

LOCATION:
1 High Street, Twyford Reading.

APPLICANT:
Go Easy Ltd C/O Premier Signs

PROPOSAL:
Proposed erection of externally illuminated fascia signs and two projecting illuminated signs.

EARLIEST DATE FOR DECISION: **06/01/2002**

APPLICATION WILL HAVE EXPIRED ON:
31/01/2002

CASE OFFICER: **Andrew Thorley**

APPROVED

RBBC
626

RAILEX
Marbleboard

EASIFILE EP7

D.O.

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Approval of Permission

Go Easy Ltd
C/O Premier Signs
33 Boulton Road
Reading
Berkshire
RG2 ONH

Application Number: A/2001/5512

Parish: **TWYFORD**

Location: **1, High Street, Twyford, Reading.**

Proposal: **Proposed erection of externally illuminated fascia signs and one projecting illuminated 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. No sign(s) shall be illuminated unless expressly agreed, in which case no illumination shall occur other than in accordance with any details that have been expressly agreed in writing by the Local Planning Authority.

Condition
2. a) 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 .

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

c) Where an advertisement is required under the Town and Country Planning (Control of Advertisements) Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

d) 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.

e) 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, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Condition
3. The illuminated signs shall be erected so that no glare or dazzle occurs to the drivers of vehicles using the highway.

Reason
1. In the interests of visual amenity/public safety.

Reason
2. To comply with the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended).

Reason
3. In the interests of highway safety.

Informative
1. This permission relates to the application as amended with revised drawings submitted to the Local Planning Authority on 28th January 2002, showing the removal of the projecting sign from fascia 1 sign (Church Street) and the removal of the illumination from fascia 4 sign (Church Street) and does not approve the proposals as originally submitted.

Informative
2. Before the sign(s) is erected a licence must be obtained under Section 1777/178 of the Highways Act 1980 with respect to any part of it which overhangs the highway. A licence can be obtained from the Legal Department, Wokingham District Council, Shute End, Wokingham.

Informative
3. You are advised, in compliance with The Town and Country Planning (General Development Procedure) (England) (Amendment) Order 2000, that the following policies and/or proposals in the development plan are relevant to this decision:

Berkshire Structure Plan Policies EN5 and LD3.
Loddon Area Local Plan Policies LBE1, LBE2, LBE14, LBE15 and LTV1.
Deposit Draft Wokingham District Local Plan Policies WOS2, WOS3, WBE1/16 and WHE2.

A Cronin

Anna Cronin
Head of Planning & Transportation
Date: 13/02/2002

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.

Amend description of dect.

..... ~~two~~ one projecting ... sign

corrected 1/02/02

Application Number A/2001/5512
Conditions/~~Reasons for Refusal~~

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
1.	~~C001~~	~~R001~~	~~Full Permission 5 years~~
2.	C212	R212	
3.	C213	R213	
4.			Condition: The illuminated signs shall be erected so that no glare or dazzle occurs to the drivers of vehicles using the highway.
4.			Reason: In the interests of highway safety.
			Informatives
			N02 Revised Plans
			This permission relates to the application as amended with revised drawings ~~nos. [illegible]~~
			submitted to the Local Planning Authority on 28th January 2002 showing the removal of the projecting sign from fascia 1 sign (Church Street) and the removal of the illumination from fascia 4 sign (Church Street) and does not approve the proposals as originally submitted.
			Before the sign(s) is erected a licence must be obtained under Section 1777/178 of the Highways Act 1980 with respect to any part of it, which overhangs the highway. A licence can be obtained from the Legal Department, Woikingham District Council, Shute End, Wokingham.

Informative for approvals	
N16	
LODDON AREA LOCAL PLAN POLICIES:	LBE1/2,14/15, LTV1
SOUTH-EAST AREA LOCAL PLAN POLICIES:	
WOKINGHAM DISTRICT LOCAL PLAN POLICI	WOS2/3, WBE1/16, WHE2
MINERALS LOCAL PLAN POLICIES:ES:	
GREEN BELT LOCAL PLAN POLICIES:	
BERKSHIRE STRUCTURE PLAN POLICIES:	EN5, LD3

RECOMMENDATION AND CONDITIONS/REASONS AGREED: [signature]
(Development Control Manager)

Date: 13/02/2002

RECORD OF SITE VISIT

SITE ADDRESS: 1 High Street Twyford Reading.

APPLICATION NUMBER: A/2001/5512

OFFICER: Andrew Thorley

DATE OF SITE VISIT: 19/1/02

1 SITE/STATUTORY NOTICE DISPLAYED ? Yes

2. DESCRIPTION OF SURROUNDINGS

Conservation Area / Twyford High Street

3. DESCRIPTION OF SITE/BUILDING

Shop / under refurbishment.

4. RELATIONSHIP TO ADJOINING PROPERTIES

Refer to site plan

5. SITE CONSTRAINTS

TREES

ACCESS/PARKING

LEVELS

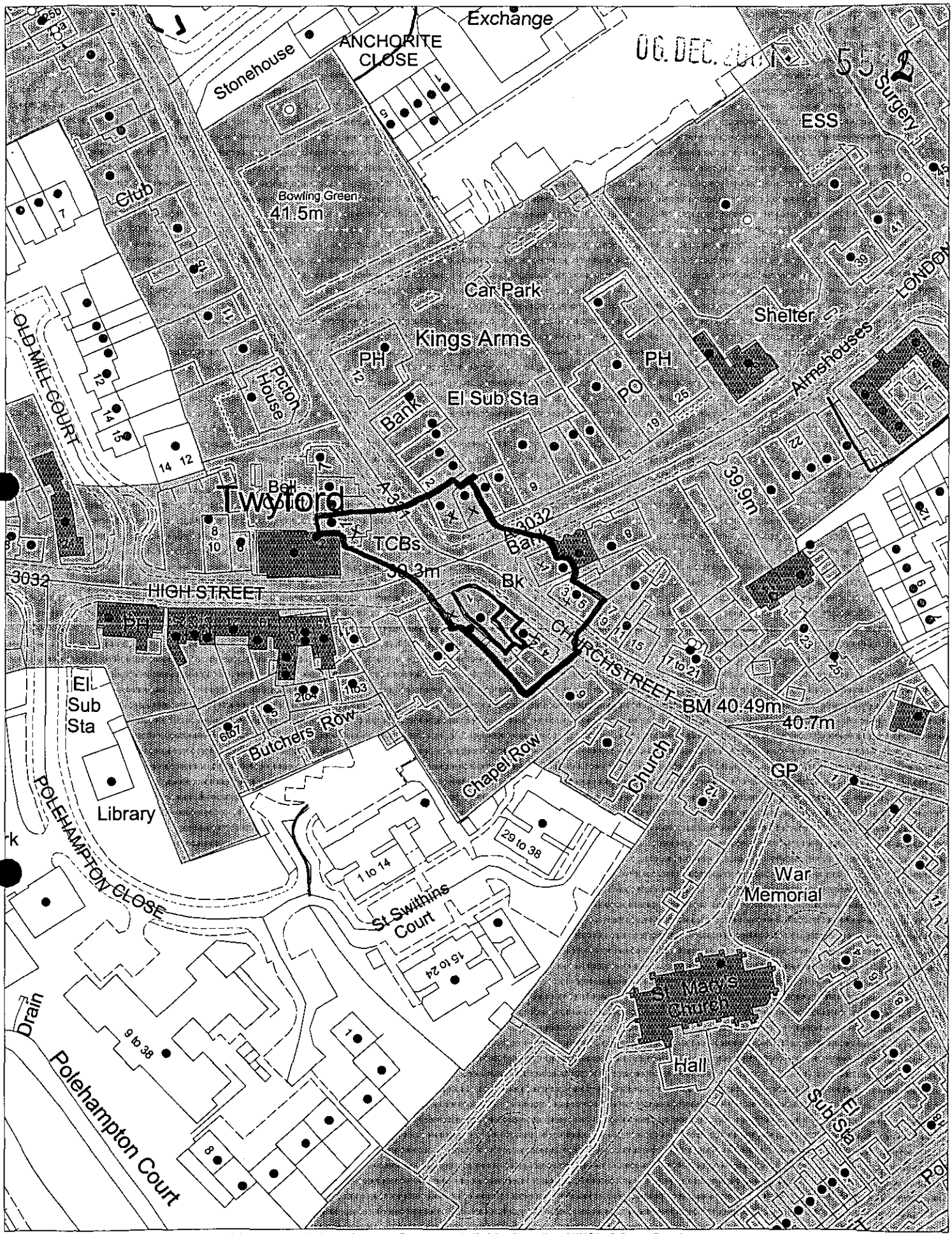
BOUNDARY TREATMENT

OTHERS

ADDITIONAL NEIGHBOUR CONSULTATION SHEET

APPLICATION NUMBER: A/2001/5512
CASE OFFICER: Andrew Thorley

ADDRESS OF ADDITIONAL NEIGHBOUR CONSULTATION	NUMBER OF DAYS FOR RESPONSE	DATE LETTER ISSUED (for Admin use)



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Development Control Section, Environmental Services, Wokingham District Council.

29 November 2001 Scale: 1 : 1250

Received by Wokingham District Council

Application No: A/2001/5512

Proposal:
Proposed erection of externally illuminated fascia signs and two projecting illuminated signs.

Location:
1, High Street, 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 and 1.00pm - 4.00pm Sunday. Library closed all day Wednesday. If you intend to view this application at Woodley Library please allow 4 days from the date of this letter for delivery of plans and remember to quote application number A/2001/5512 to enable the library staff to locate the correct information.

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Andrew Thorley P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 06/01/2002. 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 be possible for an individual reply to be issued 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

13 December 2001

Tel: 0118 974 6441

Date: 31st January 2002

My ref: A/2001/5512

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/2001/5512
1, High Street, Twyford, Reading.
Proposed erection of externally illuminated fascia signs and ~~two~~ one projecting illuminated signs.

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 **Andrew Thorley** on **0118 974 6441**. If you then feel the application needs to be transferred to the next available Development Control Committee for decision please fill in the form below.
This form must be received no later than 11 February 2002

Yours faithfully

Principal Development Control Officer

LISTING FORM

Case officer: **Andrew Thorley** Application Number: **A/2001/5512**
1, High Street, Twyford, Reading.
Proposed erection of externally illuminated fascia signs and two projecting illuminated signs.

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 6441

Date: 31st January 2002

My ref: A/2001/5512

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/2001/5512
1, High Street, Twyford, Reading.
Proposed erection of externally illuminated fascia signs and ~~two~~ one projecting illuminated signs..

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 **Andrew Thorley** on **0118 974 6441**. If you then feel the application needs to be transferred to the next available Development Control Committee for decision please contact the Councillor for your area responsible for planning matters as soon as possible

Yours faithfully

Principal Development Control Officer

Tel: 0118 974 6441

Date: 31st January 2002.

My ref: A/2001/5512

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
Minicom No: (0118) 974 6991
DX: 33506 – Wokingham

Dear Councillor

Application Number: A/2001/5512
1, High Street, Twyford, Reading.
Proposed erection of externally illuminated fascia signs and ~~two~~ one projecting illuminated signs..

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 **Andrew Thorley** on **0118 974 6441**. If you then feel the application needs to be transferred to the next available Development Control Committee for decision please contact the Councillor for your area responsible for planning matters as soon as possible

Yours faithfully

Principal Development Control Officer

MEMBER
BSA
BRITISH SIGN ASSOCIATION

WINNER
Best Regional Sign Project
2000
Madejski Stadium Reading

PLANNING SERVICES	HPT 52379
POL	TLS
DC AT	ENF
APP	
CS	
COPIES TO:	ACK:
	FILE:

CHRIS THOMAS SIGNS LTD TRADING AS:
PREMIER SIGNS
33 BOULTON ROAD, READING
BERKSHIRE RG2 0NH
TEL: 0118 987 5155
FAX: 0118 931 4460
www.premier-signs.com
E-mail: sales@premier-signs.com

Andrew Thorley
Wokingham District Council - Planning
PO Box 157
Civic Offices
Shute End
Wokingham
RG40 1WR

28th January 2002.

Dear Mr Thorley,

Re : 1 High Street, Twyford. Advertisement consent Application.
Your Ref : A/2001/5512

Following our discussion last week and your telephone call of Friday last I have pleasure in enclosing four copies of each revised drawing which summarises the ammendments.

I look forward to hearing from you with the formal consent.

Yours faithfully,

Chris Thomas
for Premier Signs.
encls.

MEMBER
BRITISH SIGN ASSOCIATION

WINNER
Best Regional Sign Project
2000
Madejski Stadium Reading

33 Boulton Road, Reading
Berkshire RG2 0NH
Tel: 0118 987 5155
Fax: 0118 931 4460
www.premier-signs.com
E-mail: sales@premier-signs.com

Chris Thomas Signs Ltd Trading as:
PREMIER SIGNS

PLANNING SERVICES	HPT 52287
POL	TLS
DC AT	ENF
APP	
CS	
25 JAN 2002	
COPIES TO:	ACK:
	FILE:

Andrew Thorley
Wokingham District Council - Planning
PO Box 157
Civic Offices
Shute End
Wokingham
RG40 1WR

24th January 2002.

Dear Mr Thorley,

Re : 1 High Street, Twyford. Advertisement consent Application.
Your Ref : A/2001/5512

Following our discussion last evening and after discussing your comments with my client I can confirm that we are prepared to accept your proposals to revise our application in keeping with the following ammendments.

1. To remove the projecting sign from Fascia 1 (Church Street).

2. To remove all illumination from Fascia 4 (Church Street)

I understand that with these revisions you will be able to grant consent and on that basis I would be delighted to receive formal consent at your earliest convenience in order that my client will be able to proceed.

I look forward to hearing from you.

Yours faithfully,

Chris Thomas
Fax and Post

Dave requested that 23/1/02
Remove illumination over fascia
Sign 4 and remove the
projecting sign along Church Street

He will speak to his client
and then will send a fax either
Thursday / Friday.

MEMBER
BSA
BRITISH SIGN ASSOCIATION

WINNER
Best Regional Sign Project
2000

Chris Thomas Signs Ltd trading as
33 Boulton Road, Reading
Berkshire RG2 0NH
Tel: 0118 987 5155
Fax: 0118 931 4460
www.premier-signs.com
E-mail: sales@premier-signs.com
PREMIER signs

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	APP
DC A1	ENF
	TLS
PLANNING SERVICES	HPT S2218

Andrew Thorley
Wokingham District Council - Planning
PO Box 157
Civic Offices
Shute End
Wokingham
RG40 1WR

24th January 2002.

Dear Mr Thorley,

Re : 1 High Street, Twyford. Advertisement consent Application.
Your Ref : A/2001/5512

Following our discussion last evening and after discussing your comments with my client I can confim that we are prepared to accept your proposals to revise our application in keeping with the following ammendments.

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I understand that with these revisions you will be able to grant consent and on that basis I would be delighted to receive formal consent at your earliest convenience in order that my client will be able to proceed.

I look forward to hearing from you.

Yours faithfully,

Chris Thomas
Fax and Post

FROM :Premier Signs 0118 931 4460 24 Jan. 2002 09:12 P1

HIGHWAYS CONSULTATION SHEET

From: Andrew Thorley **Date:** 13 December 2001

Application Number: A/2001/5512

Proposal: Proposed erection of externally illuminated fascia signs and two projecting illuminated signs.

Parish: TWYFORD PARISH

Site Address:
1, High Street, Twyford, Reading.

Applicant:
Go Easy Ltd C/O Premier Signs.

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).

1/ The illuminated sign shall be designed to the satisfaction of the Local Planning Authority, so that no glare or dazzle occurs to drivers of vehicles using the highway.

INFORMATIVE

Before the sign(s) is erected a licence must be obtained under Section 1777/178 of the Highways Act 1980 with respect to any part of it which overhangs the highway. A licence can be obtained from the Legal Department, Wokingham District Council, Shute End, Wokingham.

Signed: _____ **Print name:** AT 17/12/01

To:
Harold Sanders
Urban Design And Conservation Officer

From: Andrew Thorley

Date: 13 December 2001

Application Number: A/2001/5512

Proposal: Proposed erection of externally illuminated fascia signs and two projecting illuminated signs..

Site Address:
1, High Street, Twyford, Reading.

Applicant:
Go Easy Ltd C/O Premier Signs.

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

THIS PROPERTY IS NOT LISTED BUT IS AT THE FOCUS OF THE TWYFORD CONSERVATION AREA.

THE FORM + DIMENSIONS OF LETTERING APPEARS APPROPRIATE BUT EIGHT BRASS SWAN NECK LIGHTS COULD BE VISUALLY UNACCEPTABLE IN NUMBER, MATERIAL AND NUMBER. THEIR IMPACT, PLUS TWO PROJECTING SIGNS SHOULD BE RE-CONSIDERED.

ONE MATERIAL + COLOUR MAY HELP TO UNIFY THE DESIGN IN THIS PARTICULARLY VISUALLY SENSITIVE LOCATION

Harold Sanders

17. Dec. 01.

FROM: Andrew Thorley

DATE: 13 December 2001

DELEGATED

TWYFORD PARISH CONSULTATION SHEET

Application Number: A/2001/5512

Proposal: Proposed erection of externally illuminated fascia-signs and two projecting illuminated signs..

Site Address: 1, High Street, Twyford, Reading.

Applicant: Go Easy Ltd C/O Premier Signs.

COPIES TO: ACK: FILE:

Your observations are required in respect of this application **by 06/01/2002** .

My Council has the following comments;

There is no objection to the fascia signs.

There is strong objection to the lighting and projecting signs because,

1. It is a conservation area and inappropriate
2. It is too distracting to motorists at the crossroads as it is too near to the traffic lights.
3. It would detract from the planned for Jubilee Clock above the fascia.
4. It would clutter the street scene with too much signage for one shop.

BUILDING CONTROL 03 JAN 2002

SIGNED: _____ DATE: _____

Clerk To Twyford Parish/Town Council.

WOKINGHAM D.C. DEVELOPMENT CONTROL

PRE-APP ATTACHED (*) (*)

Start date: ~~23 NOV 2001~~ 6/12/01	Map No. 33 Site 0.02
Officer: AT? Application No. A/2001/5512	Easting: ..... Flood Pln .....
	Northing: ..... Mineral .....

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

Description:
(ADV) PROPOSED ERECTION OF EXTERNALLY ILLUMINATED FASCIA SIGNS AND TWO PROJECTING ILLUMINATED SIGNS

Location: 1 HIGH STREET

Parish: TWYFORD Ward: Twyford. 13/12/01 B.

Applicant: GO-EASY LTD

Fee (5) Received 50-00 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	Where do hanging signs go?	30/11	6/12
3	Forms unsigned			
4	Correct S 66 certificate			
5	Elevation plans	Side elevation of lights to see how far	30/11	6/12
6	Floor plans	out they project. level of illumination		
7	Metric scale disclaimer			
8	Encroachment letter			
9	Miscellaneous			

APPLN NO. _____

ACTION REQUIRED BY DEVELOPMENT CONTROL

Conservation Area Twyford

Listed Building 1 2 2*

Advertisement Required Conservation Area

Date Site Notice Sent : 13.12.01 TB

Parish Council Informed - YES / NO

INTERNAL CONSULTATIONS

Building Control	
Landscape	
Trees	
Conservation Officer ✓	
Environmental Health	
Housing	
Leisure & Cultural services	
Public Rights of Way	
Property	
District Secretary (only if called in by SOS)	
Policy & Plans	
Strategic Planning (JSPU)	
Minerals (INTERNAL)	
Archaeological Site (BABTIE)	
Education	
Social Services	
Highways ✓	

EXTERNAL CONSULTATIONS

Adjacent D P A	
Adjacent Parish	
Southern Electricity Board	
British Gas	
PSA Oil Pipeline	
Transco	
Environment Agency	
Rail Track	
Police Arch. Liaison Officer	

HERITAGE BODIES

The Georgian Group	
Ancient Monuments Society	
Council for British Arch.	
RCHME	
Telecommunications (NRPB)	
Sport England	

OTHERS: (Groundwater Protection Zone)

Pre-app attached.

NEIGHBOURS:

S/N + See map

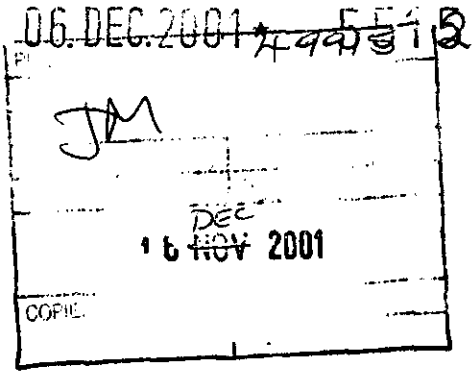
+ please include Pike, Smith & Kemp, 4 Church St, Twyford (address point does not pick this up)

MEMBER
BRITISH SIGN ASSOCIATION

WINNER
Best Regional Sign Project
2000
Madejski Stadium Reading

CHRIS THOMAS SIGNS LTD TRADING AS:
PREMIER SIGNS

33 BOULTON ROAD, READING
BERKSHIRE RG2 0NH
TEL: 0118 987 5155
FAX: 0118 931 4460
www.premier-signs.com
E-mail: sales@premier-signs.com



Planning Department
Wokingham District Council
PO Box 157
Civic Offices
Shute End
Wokingham

RG40 1WR

Your ref JM/MLT/PREAPP/TWYFORD

15th November 2001

Dear Sir / Madam,

Re: 1 High Street, Twyford, Berkshire

Please find enclosed an advertisement consent application for proposed signs at the above address in keeping with a recent informal approach to you which was approved in principle by Mr M L Thorp.

I trust you will find the proposal acceptable and I look forward to receiving formal consent in due course.

Please do not hesitate to contact me if there is any part of the application which is not acceptable.

Yours sincerely

C B Thomas
for Premier Signs
encls

1782/a

06. DEC. 2001 • 5518

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: GO-EASY LTD.

Address: 1 HIGH STREET

TWYFORD. Post Code

Tel. No. 0118. 934 1446

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

Full Name PREMIER SIGNS

Address: 33 BOULTON ROAD

READING. Post Code RG2 0NH

Tel. No. 0118 987 5155.

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

AS ABOVE

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

UNDER WORKS – TRAVEL AGENTS

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.)

FASCIA SIGNS & TWO PROJECTING SIGNS – WITH ILLUMINATION

(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.)

EXTERNAL SWAN NECK LIGHTS

(c) Will the illumination be static or intermittent?

STATIC

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

FIVE YEARS.

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

SEE ATTACHED DRAWINGS.

* **Delete as appropriate**

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ 50=00

Signed ..... (~~applicant~~/agent) Date 13/11/01

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:- (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**

E

ADDRESS 1 HIGH STREET PARISH TWYFORD

PLOT No. ORD. SHEET No. SU. 7876 28

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision	
313/52	C. PATRICK	W.C.	10.6.51	APP	N/A
11292	NEWBURY BUILDING SOC.	SHOP TO OFFICES	30.8.79	N/A	REF
11462	MR. R. DAPPEL	ANTIQUE SHOP TO WINE BAR	WITHDRAWN		
15135	ALAN SPENCE	CONT. USE OF 2 ROOMS ON 1ST FLOOR FOR STORAGE/WORKSHOP	9.4.81	N/A	REF
16950	"	1ST FLOOR RES. TO 2 UNITS	11.2.82	N/A	C/A
BR 18209	"	"	2.3.82	REF	N/A
BR 18382	"	"	30.3.82	APP	N/A
34244	MR. C. PATRICK	A. LIT. FALL. /C/ USE TO COFFEE SHOP / ANC. ACC. ABOVE	25.10.89		C/A
34358 CAC	"	B. DEM S/ST. PORTION R/O	25.10.89		C/A
C/2001/4799					
F/2001/4790					

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS PD Eng - Erect clock - Miss Penn - 1/6/01

DRAINAGE

091074

1933

ADDRESS 1 High Street PARISH Twyford

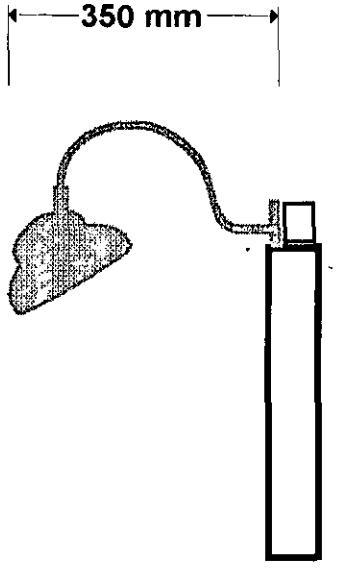
PLOT No. ORD.SHEET No.

Planning No.	Building No.	Applicant	Description of Development	Date	Decision Building	Decision Planning
F/2001/5043		Twyford Parish council	installation of clock to commemorate the queens golden jubilee.			

MINISTRY DECISION:

SPECIAL ORDERS:

06.DEC.2001* 55[illegible]2



end elevation

Proposed brass swan neck lights. Maximum 60 watt illuminating white

GoEasy01/cbt

APPROVED

PS PREMIER Signs 0118 987 5155

PLANNING SERVICES	HPT
POL	TLS
DC	ENF
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GS	
29 JAN 2002	
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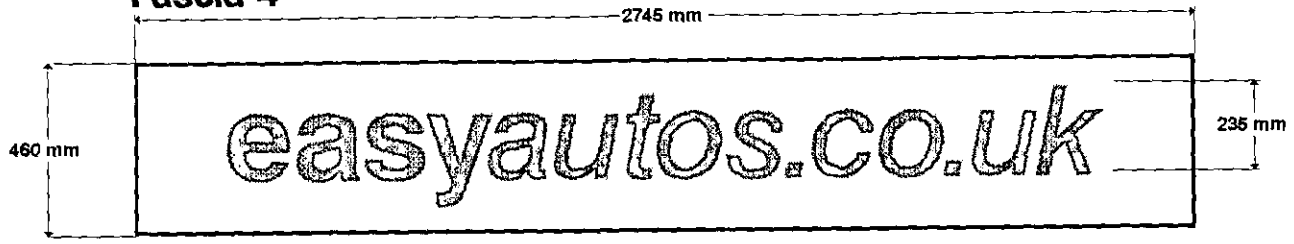
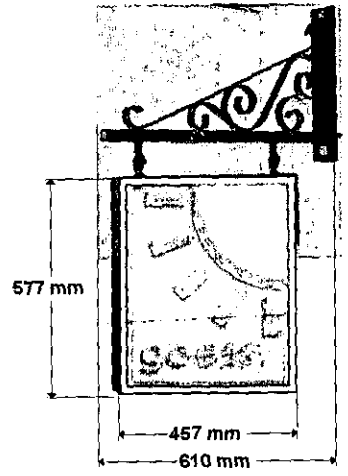
Fascia 4



proposed Gold cut out letters on stand off fixings mounted on White painted fascia.



Proposed d/s projecting sign on wrought iron frame finished Black with digital print mounted on panel.

GoEasy2/cbt

APPROVED

PS PREMIER Signs 0118 987 5155

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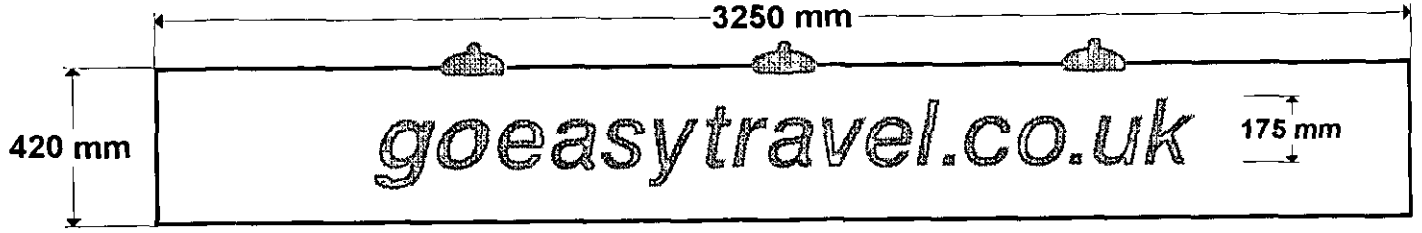
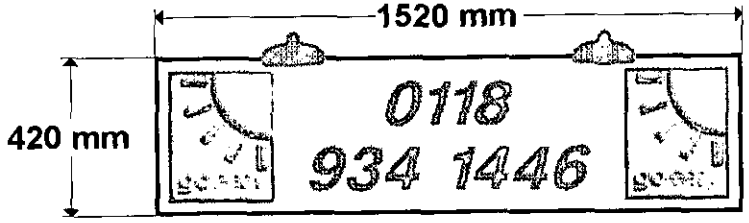
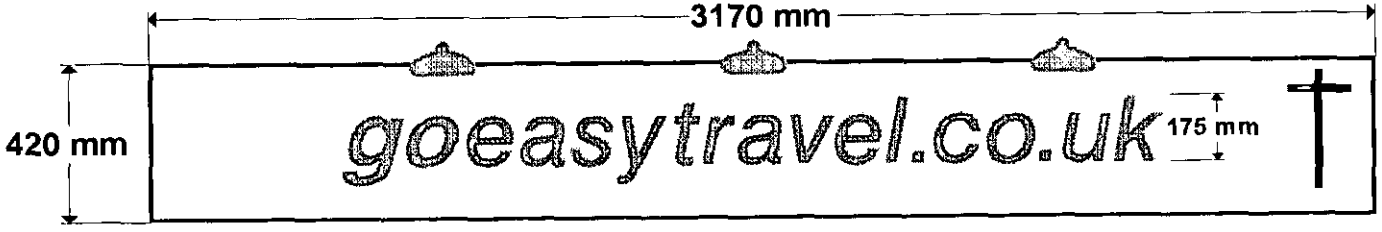


Fascia 1



Fascia 2



Fascia 3

d/s projecting sign

Proposed Gold cut out letters on stand off fixings mounted on white painted fascia. Digital Prints mounted on panels as required. Projecting d/s hanging signs on wrought iron frames finished Black. Fascia illuminated by brass swan neck lights.

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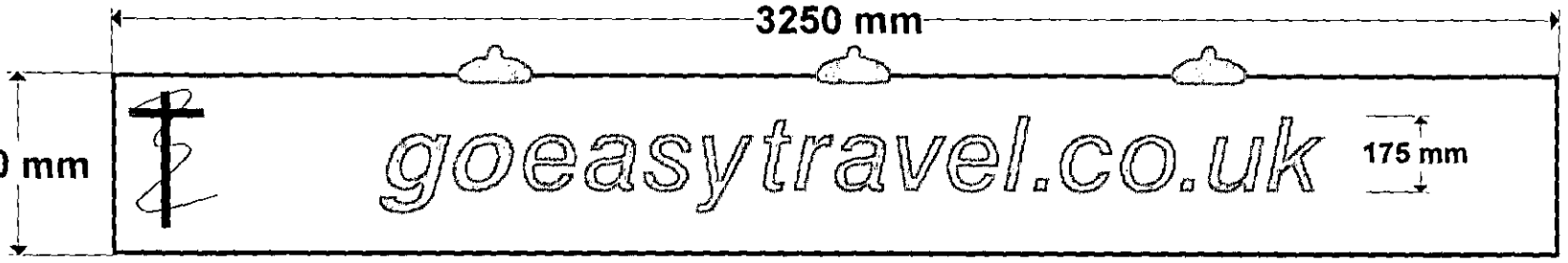
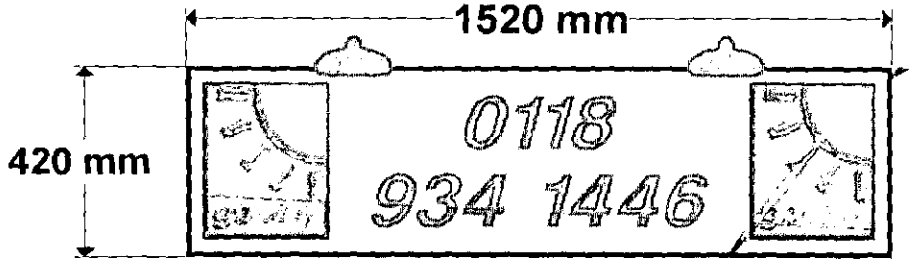
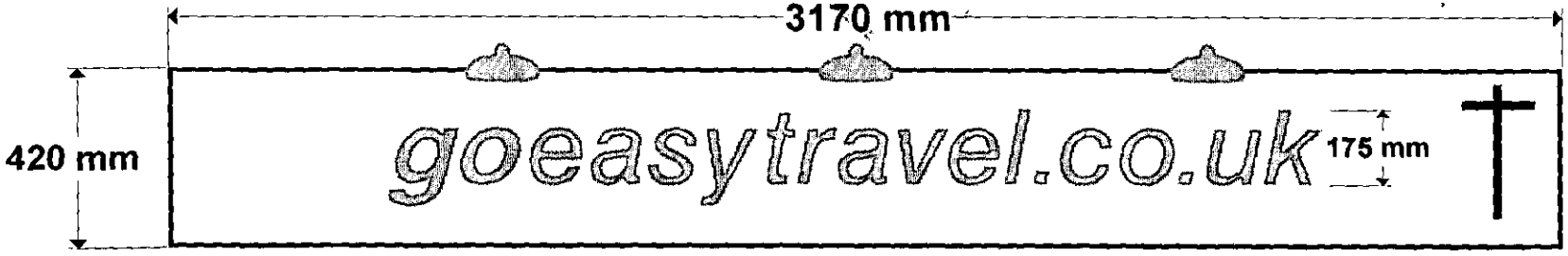


Fascia 1

d/s projecting sign



Fascia 2



Fascia 3

d/s projecting sign

Proposed Gold cut out letters on stand off fixings mounted on white painted fascia. Digital Prints mounted on panels as required. Projecting d/s hanging signs on wrought iron frames finished Black. Fascia illuminated by brass swan neck lights.

GoEasy01/cbt

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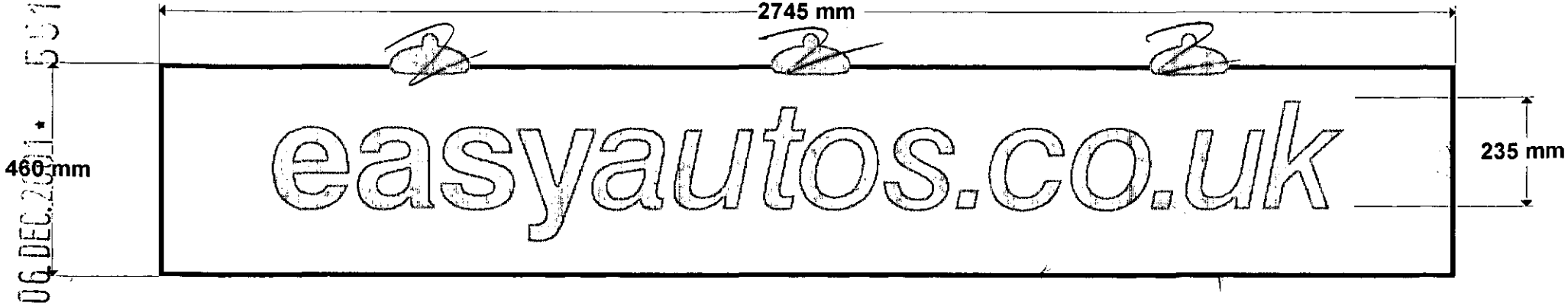
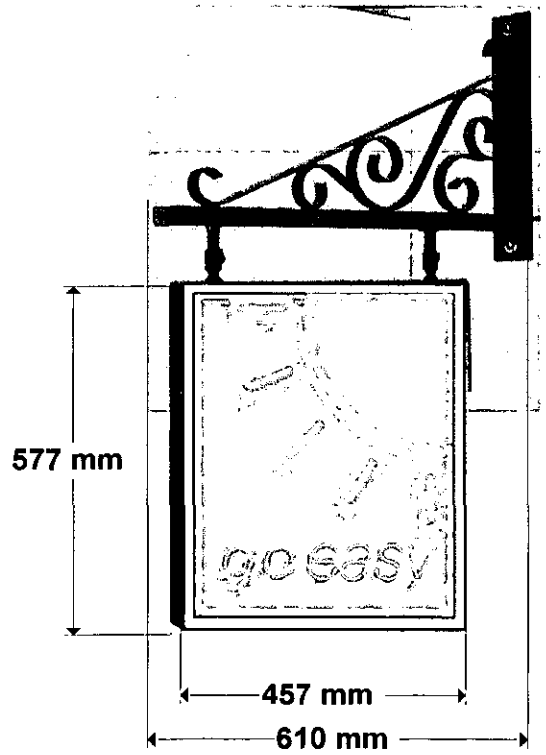
Fascia 4



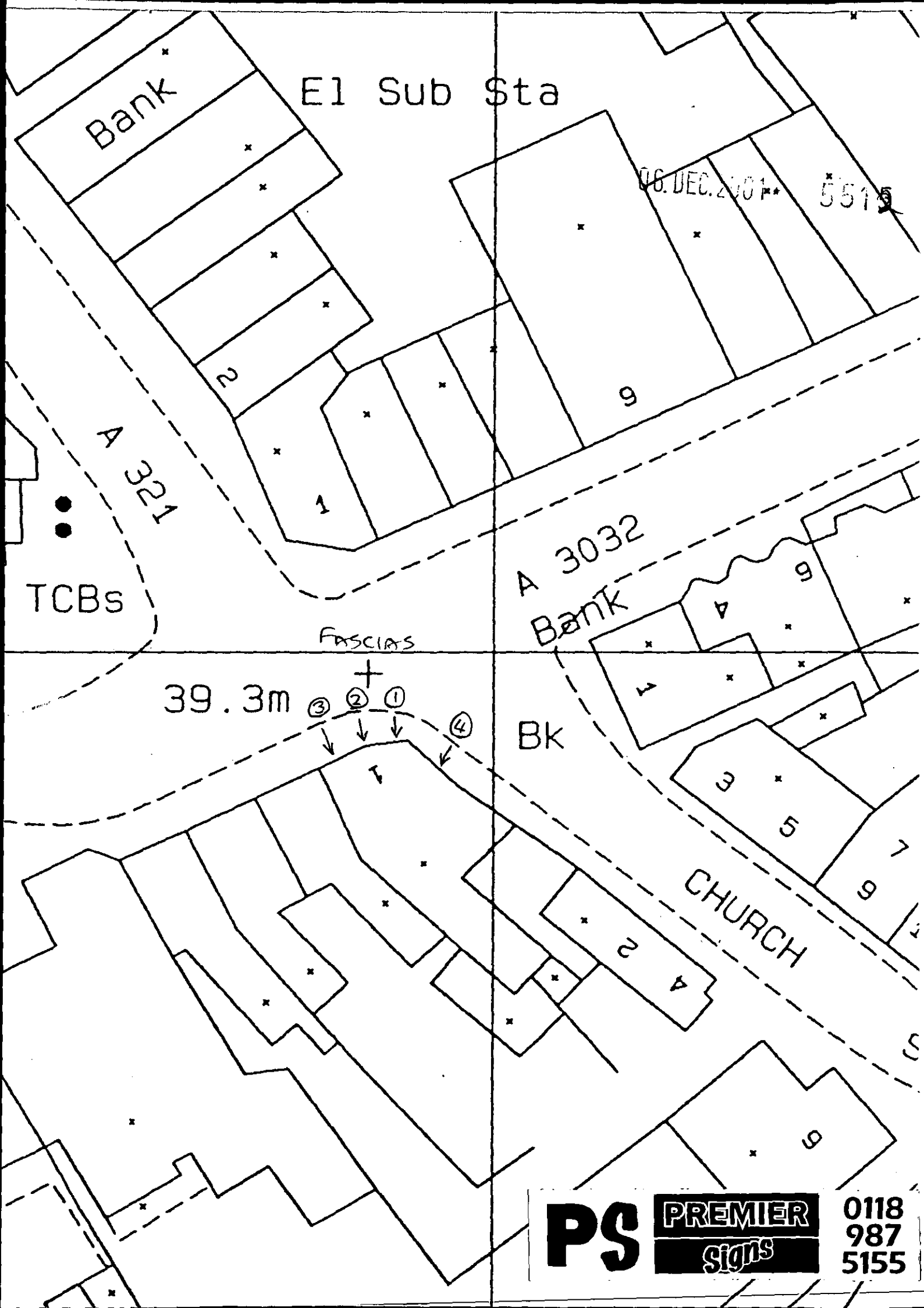
proposed Gold cut out letters on stand off fixings mounted on White painted fascia illuminated by brass swan neck spot lamps.



Two Proposed d/s projecting signs on wrought iron frames finished Black with digital prints mounted on panels.

GoEasy2/cbt

PS PREMIER Signs 0118 987 5155


Bank
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No 1 High Street, Twyford



PS PREMIER Signs 0118 987 5155

PS PREMIER Signs 0118 987 5155

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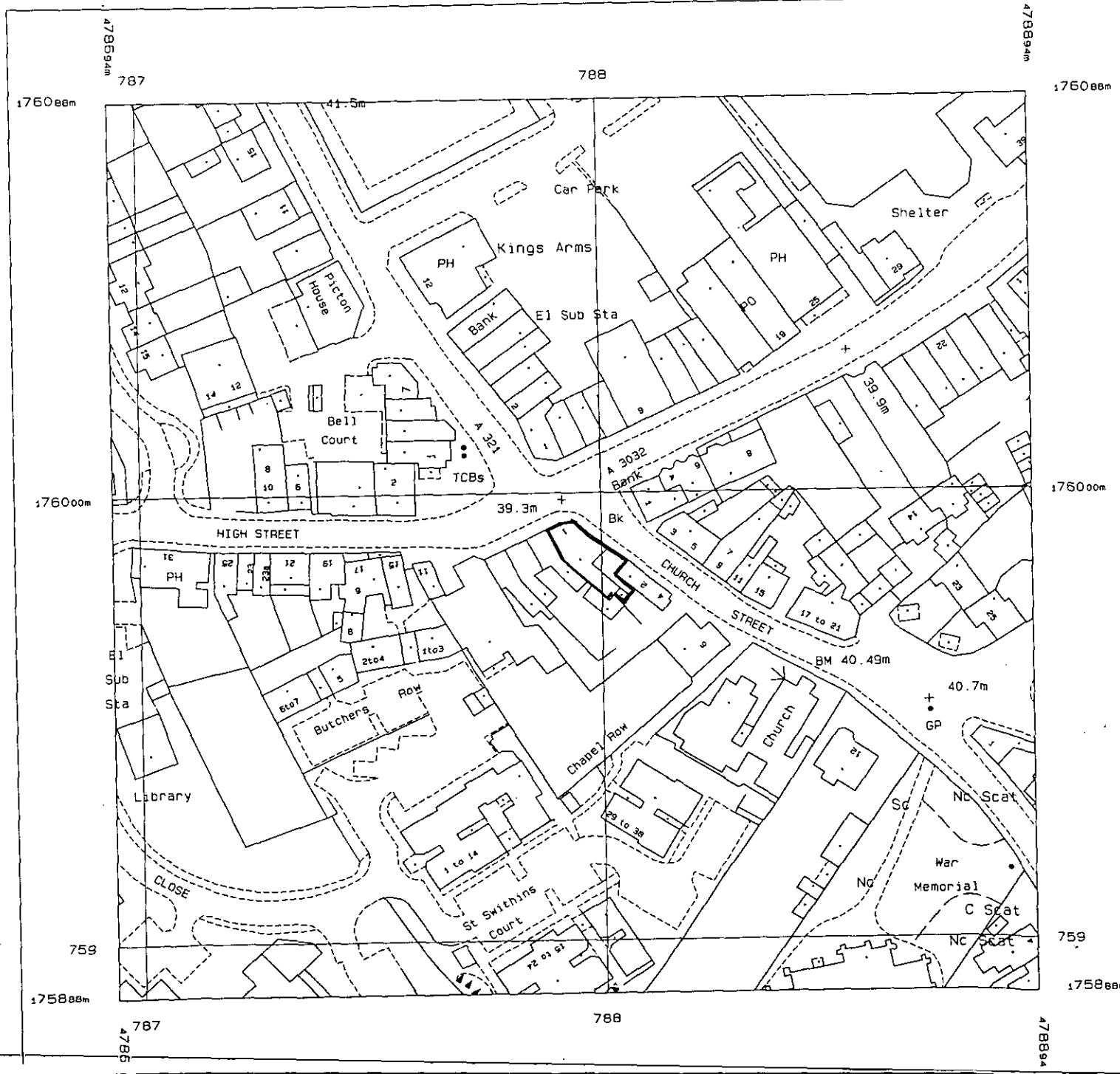
Ordnance Survey®

Superplan®

Planning Extract - 1

Site-centred



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www.premier-signs.com

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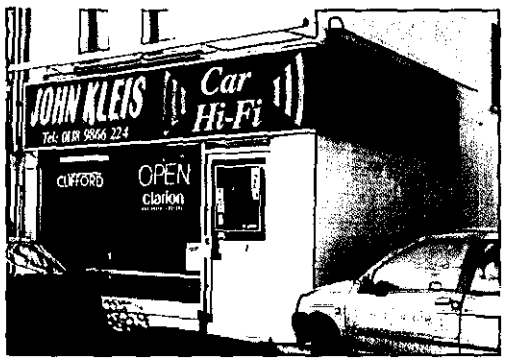


Frames and Panels

Aluminium frames with panels provide many years of low maintenance signage. Architectural quality anodised aluminium frames provide an excellent appearance for a virtually maintenance free fascia. Alternative profiles and colour finishes to the frames can be used to subtly change the look and give a more unique appearance.

The frames may be finished by stove enamelling to any B.S. or RAL colour.

At Premier Signs we supply panels to suit the frames in a choice of material types and colours, usually Perspex, acrylic, foam pvc or aluminium with the text and logos manufactured in acrylic, applied computer cut vinyl, digital images or screen-printed to suit individual needs.

External illumination can be provided at the same time or added later by way of swan neck spot lights in brass or black, or neat pelmet down lighters mounted above the frames which can also be colour finished to match the frames if required.

Lightboxes

A natural extension to the principle of frame and panel signs is internally illuminated sign boxes which add an extra dimension to sign solutions. Our light boxes are neat and require little maintenance. The boxes may be single sided, double sided, projecting or mounted on free-standing posts depending on the specific requirement. Local authority planning consent is not always required, but if it is we will act as agent on our clients behalf and carry out the full application.

Illumination is provided by hot cathode fluorescent tubes mounted inside the aluminium boxes with all the required control gear and fuses. The boxes are manufactured to ISO9002 quality assurance standards with high power factor fused gear trays to give approximately 40% energy savings on conventional control gear.

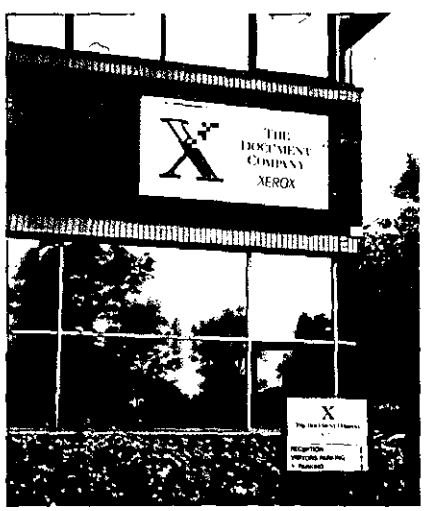
Every box is earth bonded with an earth lead to prevent earth leakage. The panels can be supplied in Perspex, acrylic, aluminium, stainless steel or foam pvc with appropriate decoration. In some cases the panels may need to be fret cut with the text and graphics overlaid to allow the illumination to shine through. In this case we use a modern computer router to accurately cut the panels and if necessary inlay material to provide a perfectly smooth surface finish.



On larger light boxes we can supply flexible face panels which enables them to be made in one piece. This system allows for very large installations to be placed in exposed locations without the risk of panel blow out in adverse weather conditions. The faces are manufactured using nylon reinforced p.v.c. and decorated in translucent vinyls. Unusual oval, curved and even round shapes become possible using this system and high levels of illumination result.

Maintenance

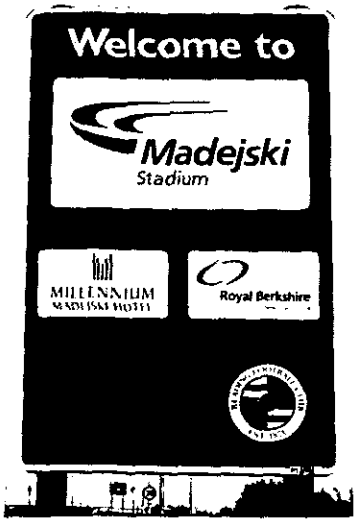
All illuminated signs will require some periodic maintenance and we are pleased to carry this out on a one-off or regular contract basis. As a minimum we recommend an annual call to clean off dust and dirt and replace starters and fluorescent tubes as required. Please contact our sales office for further information.



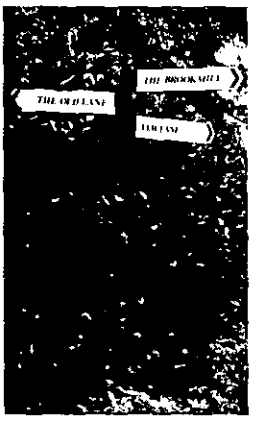


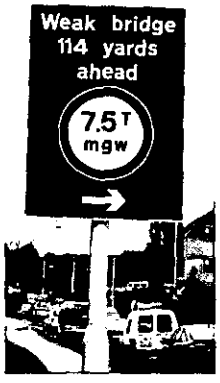


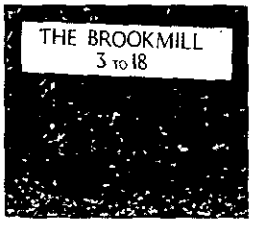
33 Boulton Road Reading Berks RG2 0NH Tel: 0118 987 5155 Fax: 0118 931 4460
Email: sales@premier-signs.com











Aluminium panel signs

For the long term external application "road" type signs provide a robust and durable product for the most demanding of situations. The panels are manufactured using 3mm aluminium colour finished grey backs with fixing channel ready to fix using stainless steel clips, nuts and bolts to standard grey coated round steel posts of 50, 76, 89, 114mm or larger diameters depending on size and wind loading. The panel faces are then stove enamelled or coated with standard Class 2 or high visibility Class 1 reflective material to give maximum impact when viewed at night by vehicle lights.

The signs may also be shaped, and placed back to back to maximise applications or a post and finger pointing system to indicate directions. Post caps, finials and accessories add to the finished look and provide a cost-effective solution to many situations.

Panels can also be formed with welded returns to provide "tray" signs which give a further refinement producing a more prestigious appearance.

Cut out letters and logos

We supply cut out letters and logos in a wide range of styles and materials. Before the advent of computerisation, cutting out material was a hand crafted skill using only limited letter styles and materials but today we offer a vast choice of over 5,000 letter styles and different materials all meticulously cut by our modern computerised router. We are able to maintain consistent quality and standards allowing for the most accurate overlaying and inlaying as required. The letters and logos can be fixed on stand-off locators hidden from view behind the signs or applied directly to the panels as required.

Moulded letters & logos

We offer a range of moulded acrylic letters for internal and external applications.

Choose from a number of letter styles and colours to add interest to your sign.

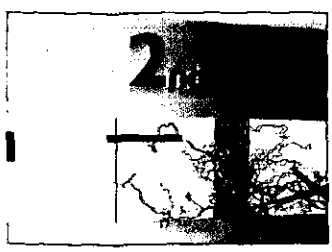














Built up letters and logos

The Basic cut out letter can be made to look more prestigious by adding "returns" giving the impression of a solid appearance.

The letter and logo returns are manufactured in the same material as the face or in a different material and can be a contrasting colour to add interest and provide special effects. As these built up letters now have depth they may be internally illuminated by cold cathode neon tubes or by a 12volt low voltage power light system.

Stainless Steel

Stainless steel is the ideal material for prestigious high quality signage. Although extremely hard it can be machined and prepared to provide both flat cut and built up lettering and logos. Available in a range of brushed or polished colours, descaled it can also be painted to any B.S. or RAL colour.

Internal & External Directories



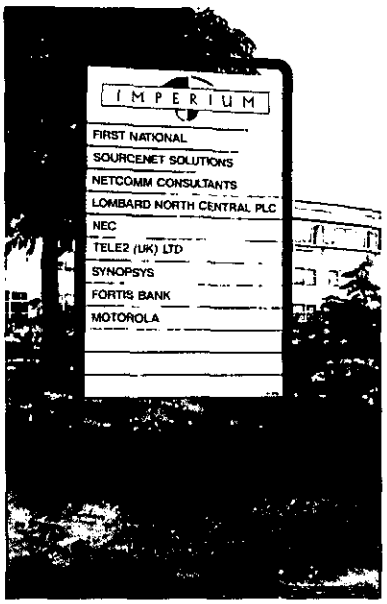


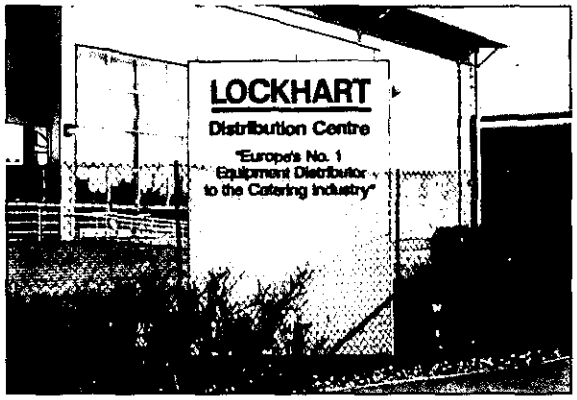
We offer a wide range of individual and modular aluminium systems providing attractive and durable interior and exterior directories. Internal systems are available in silver, bronze or black anodised finishes or stove enamelled to any B.S. or RAL colour. Computer cut vinyl, digital prints, screen-printing, engraving or etching and colour filling provide text and graphics. The range enables simple door or desk signs to be combined with two or more slatz fixed together as small directories.

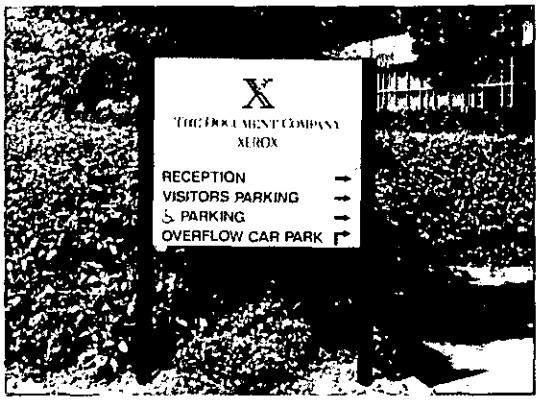
An alternative to aluminium is glass or clear acrylic and when combined with aluminium, chrome or brass fixings and mounted on spacers, chrome rods or suspended on cables the results can be very effective.

External systems can be simple post and plank systems or extended to provide a number of panel sizes and interchangeable planks in directory format. Illumination can be added by exterior flood lighting or pelmet downlighter.

Monolith signs are manufactured using a combination of aluminium panels and standard sections to give square or triangular cross sections.







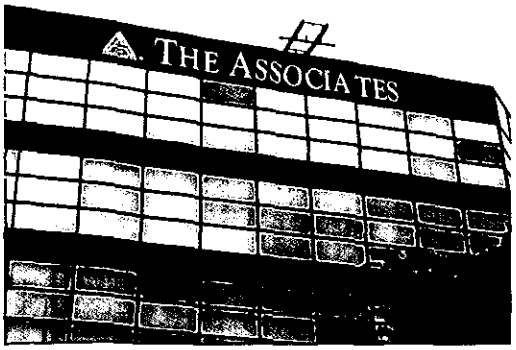
Full Colour Digital Graphix and Vinyl Lettering

Using the latest technology we offer full colour self-adhesive graphix suitable for external applications. Remarkable effects are possible with the four colour process system and the prints are guaranteed for 3 to 5 years outside.

We produce a wide range of computer cut vinyl letters and logos using our extensive library of more than 5,000 fonts and clip art. Individual Company logos are scanned in and can be cut in a vast range of more than 100 colours. If clients wish to apply graphics themselves we provide all lettering pre-spaced to make application to all kinds of smooth surfaces quick and easy. Lettering and logos can also be cut in reverse for applying inside glass. Letter sizes range from 10mm to 1200mm in one piece with larger sizes available in sections.

High technology films mean that special effects can be produced such as floor graphics, etched glass effect for manifestations and one way window films.

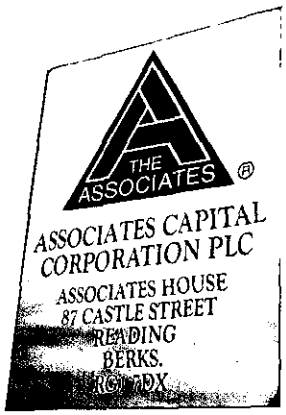








...Making a name for you



Engraved - Etched

We produce engraved signs as the answer to permanent long term smaller signage requirements where a very prestigious appearance and finish is required. Substrate materials are solid brass, anodised aluminium, stainless steel, Perspex and coloured laminates. The engraved areas are filled with a contrasting colour to match company logos and required text. Proprietary systems like "Slatz" may also be engraved to produce directory, door and desk signs as well as standard panels for lapel badges.

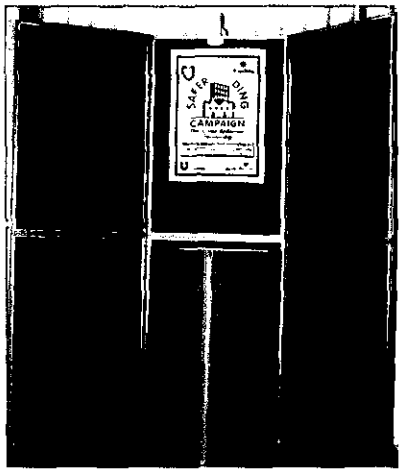
On more complex and fine detail work etched and in-filled panels provide some of the most interesting and pleasing results.



Exhibition and Display Stands

The versatility of our folding display and exhibition kits is second to none. Designed for one person assembly, all kits can be erected in minutes complete with any required graphics and captions. All kits are available in a wide choice of panel sizes and colours with either grey or black frames and accessories include lamps, leaflet dispensers, shelves, tables etc.

We stock a limited number of exhibition kits for hire by the week. Please contact the sales office for more information.







Moving Message Signs

Electronic display units are the modern approach to dynamic, moving and instantly changeable messages. Keyboards are supplied with each unit enabling the messages to be updated and changed very quickly and easily.



Special Projects

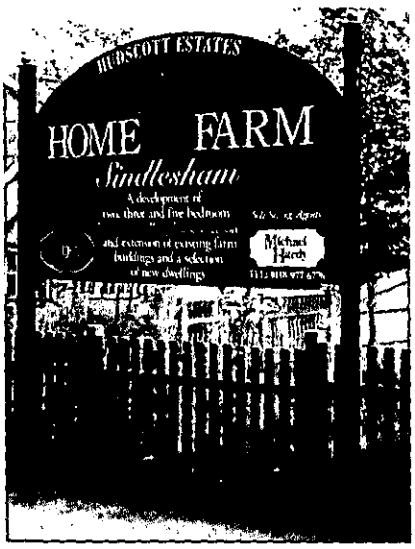
At Premier Signs we are never surprised at the diversity of projects that we get involved with. In the past we have supplied and fitted flag poles and flags, a cycle rack and shelter, provided road and car park marking, and Royal Appointment Citations. If you have an unusual project why not ask and we will more than likely be able to help.



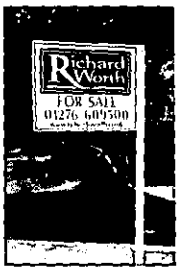
Full Design and Planning Service

Whenever possible it is our policy to produce scale artwork for client approval prior to production. This is particularly important on the larger contracts, where planning applications may be required. We are pleased to carry out the full application on clients' behalf and we charge a fixed fee to cover both the production of the necessary drawings and the statutory authority fee. Please ask for details.

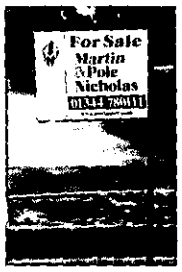












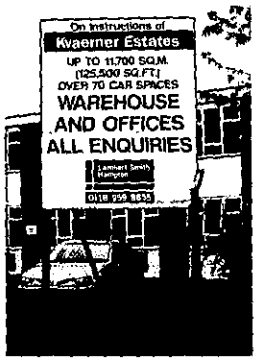
Residential Estate Agents Boards

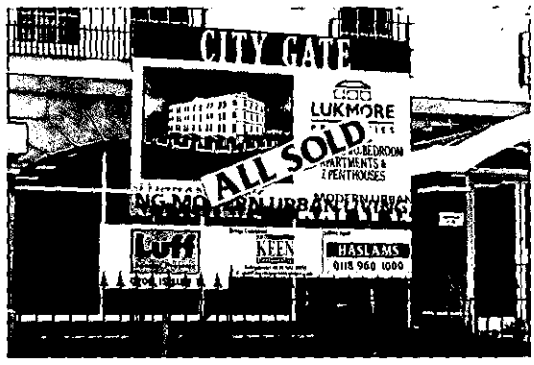
We provide a complete range of For Sale and To Let boards screen printed onto durable lightweight fluted plastic (which can be die cut to shape) in either flag board or centre post style. Both long and short runs can be produced at very competitive rates and delivery is not normally more than a few days.

In addition all accessories can be supplied including painted posts, fixings, Sold and Let By slips, plastic nuts and bolts, stickers etc.

Commercial Agents and Developers Boards

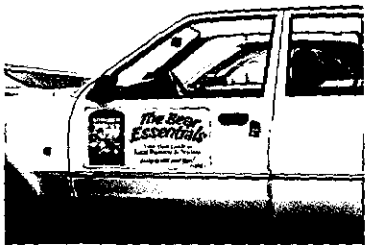
At Premier Signs we produce standard letting boards and the larger prestigious development boards made with either fluted plastic, foam pvc, timber or aluminium and fitted if required. Other services available include scaffolding, floodlights, planning applications, temporary banners, window lettering, direction arrows and pavement signs.













Vehicle Lettering

Computer cut vinyl lettering and external digital graphix provide the most popular form of vehicle livery. When vehicles have reached the end of their life the graphix can be peeled off with the application of a little heat from a hot air gun and the panels cleaned with proprietary cleaners to leave the vehicle almost like new.

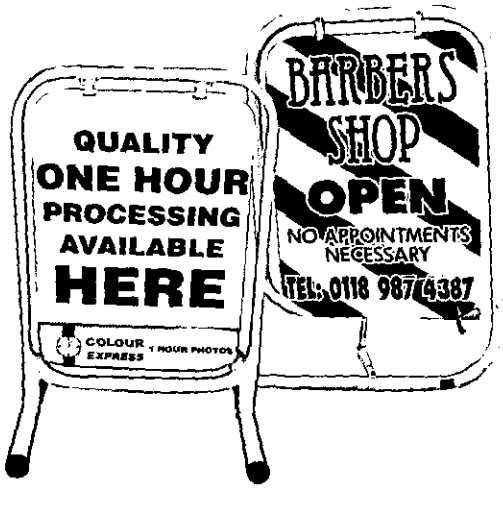
Magnetic vehicle signs offer a low cost alternative to permanent graphix and can be removed instantly and re-used as required. Particularly useful for sub-contractors in the construction industry or for trades people using cars and vans.

Magnetic roof top signs are ideal for driving schools, taxi companies and even various trade services.



Pavement Signs

We stock a range of forecourt signs manufactured to industry standards. The signs are available for immediate use, and finishing is done "in house" by the application of computer cut vinyl lettering, digital prints or screen-printing. The basic signs are normally white but they may be finished to any B.S. or RAL colour at additional cost. Prices are discounted on quantities.



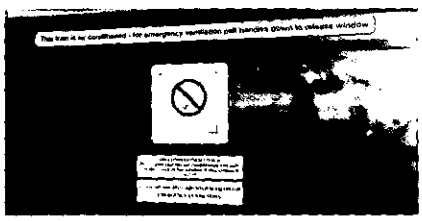




Banners

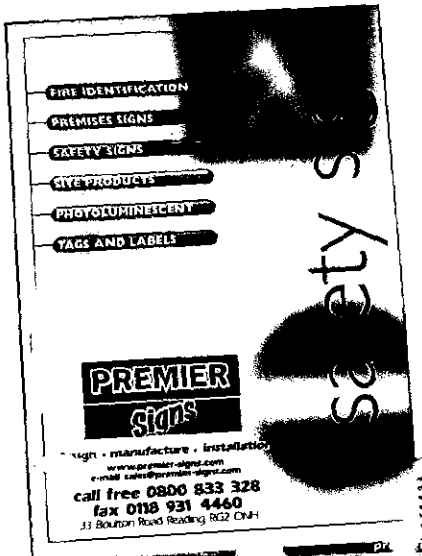
An ideal low cost solution to advertise all types of events and promotions. Banners can be used inside or out to hang at conferences and exhibitions. Banners are produced in durable reinforced vinyl, seamed and eyeletted for suspension or fixing and can be lettered or screen-printed as required. Less expensive Budget Banners are available for short term events together with special scaffold banners for contractors working on construction sites.

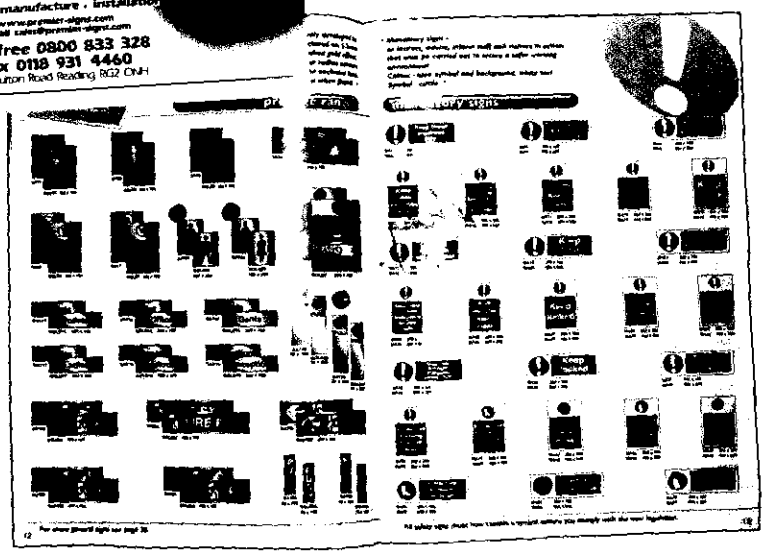




Screen-printing

A wide range of materials is available for the production of both short and long run signage. Paper, card, vinyl banners, vinyl stickers, foam p.v.c, self cling, magnetic vinyl, acrylic, painted wood, lacquered brass, anodised aluminium, stainless steel etc can all be printed successfully.





Safety Signage

No company or organisation should neglect statutory signage required in and around their buildings and we provide a full range of both self adhesive and rigid plastic signs from stock. Our colour catalogue summarises all the signs available and is an invaluable tool for building managers or anyone responsible for the safe and smooth running of premises of all kinds. Ask for your FREE copy.

