APPLICATION NO:
A/2000/0839

LOCATION:
Ptr Associates Ltd 41 London Road, Twyford Reading.

APPLICANT:
Waitrose C/O G Daurat

PROPOSAL:
Proposed erection of non-illuminated freestanding sign

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

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

CASE OFFICER: **Heather Morgan**

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Refusal of Permission

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

Application Number: A/2000/0839

Parish: **TWYFORD**

Location: **Ptr Associates Ltd 41, London Road, Twyford, Reading.**

Proposal: **Proposed erection of non-illuminated freestanding sign**

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 subject to compliance with the following conditions, the reasons for which are specified hereunder.

Reason

1. The proposed advertisement, by reason if its size and location would represent a visually intrusive feature, to the detriment of the streetscene and the appearance of Twyford Village Conservation Area. As such, the proposal is contrary to Policy LBE10 of the Loddon Area Local Plan (Deposit Draft) as modified.

John Mitchell

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

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

WORK SHEET FOR : Heather Morgan

Application Number : A/2000/0839

Applicant : Waitrose C/O G Daurat.

Location : Ptr Associates Ltd 41, London Road, Twyford, Reading.

Proposal : Proposed erection of non-illuminated freestanding sign

Site Notice Displayed ? : YES ✓ NO ☐ DATE 7/4/00 Posted by Office?

Date of Neighbour Notifications : N/A

Date of Site Visit : 4/4/00

Date Registered : 13/03/2000

Earliest Date for Decision : 07/04/2000

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

Application Expiry Date: 08/05/2000

Consultation Responses :

① Highways – Recommend approval subject to conditions

② Twyford PC – Object to the sign placed in front of windows.
- Sign will be unsightly in the streetscene of the Conservation Area.

③ Conservation – need details of the precise location. general design acceptable but needs to be seen in the light of other signs have proposed

Main Issues

1/ Highway Safety:

The Highways Department have recommended approval of the signage. It has been positioned in such a manner that is not considered to represent a threat to highway safety. no objection is raised to the freestanding sign on this basis.

Application Number: A/2000/0839

Appraisal :

2. Visual Impact (and Conservation Area).
Visual amenity is the only other consideration in the determination of advertisement applications. The sign is proposed to be 2.75m high and 1.5m wide. It will be located to the front of No 41 London Road, with the information on shop hours on both sides. The signage will be well forward of any building line which exists and will be a prominent feature in the streetscene. Whilst it is accepted that the sign needs to be prominent for commercial reasons, it is considered to be of such a size and location that it would be detrimental to the visual amenity of the area and to Tring Rural Village Conservation Area

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

Application Number A/2000/0839
Conditions/Reasons for Refusal

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
			The proposed advertisement, by reason of its size and location would represent a visually intrusive feature, to the detriment of the streetscene and the appearance of Tuxford Village Conservation Area. As such, the proposal is contrary to policy [redacted] LBE10 of the London Area Local Plan and policy WBE16 of the Wansford District Local Plan (Deposit Draft) as modified.

John Mitchell
6/6/00

RECORD OF SITE VISIT

SITE ADDRESS: Ptr Associates Ltd 41 London Road Twyford Reading.

APPLICATION NUMBER: A/2000/0839

OFFICER: Heather Morgan

DATE OF SITE VISIT: 4/4/00

1 SITE/STATUTORY NOTICE DISPLAYED ? No

2. DESCRIPTION OF SURROUNDINGS Retail & offices.

3. DESCRIPTION OF SITE/BUILDING To the front of the bldg, on the forecourt. Open views from both directions.

4. RELATIONSHIP TO ADJOINING PROPERTIES

n/a.

5. SITE CONSTRAINTS

TREES n/a

ACCESS/PARKING n/a

LEVELS n/a

BOUNDARY TREATMENT n/a

OTHERS

Received by Wokingham District Council

Application No: A/2000/0839

Proposal:
Proposed erection of non-illuminated freestanding sign

Location:
Ptr Associates Ltd 41, London Road, Twyford, Reading.

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

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

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

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

In view of the very large number of planning applications and letters of comment received, it will not normally be possible for an individual reply to observations made. However any comments will be taken into account when the application is determined and you will be notified of the decision.

Head Planning and Transportation

Tel: (0118) 974 6446

Date: 06/06/00

My ref: A/2000/0839

Environmental Services Department
Planning Services
P.O. Box 157
Shute End, Wokingham
Berkshire RG40 1WR
Tel: (0118) 974 6000
Fax: (0118) 974 6484
Minicom No: (0118) 974 6991
DX: 33506 – Wokingham

CONFIDENTIAL

Councillor S Conway
20 Arnside Close
Twyford
RG10 9BS

Dear Councillor

Application Number: A/2000/0839
Ptr Associates Ltd 41, London Road, Twyford, Reading.
Proposed erection of non-illuminated freestanding sign

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 **Heather Morgan** on **(0118) 974 6446**. If you then feel the application needs to be transferred to the next available Development Control Sub-Committee for decision please fill in the form below.
This form must be received no later than 16/06/00

Yours faithfully

John Mitchell

Head of Planning and Transportation

LISTING FORM
Case officer: **Heather Morgan** Application Number: **A/2000/0839**
Ptr Associates Ltd 41, London Road, Twyford, Reading.
Proposed erection of non-illuminated freestanding sign

Transfer: Yes ☐ No ☐
Reason for Transfer:

_____

_____

Signed: _____ Date: _____

Councillor S Conway

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

FOR MAIN PLANS SEE PART 1 REGISTER.

To:
Harold Sanders
Urban Design And Conservation Officer

16 MAR 2000

From: Heather Morgan

Date: 14 March 2000

Application Number: A/2000/0839

Proposal: Proposed erection of non-illuminated freestanding sign.

Site Address:
Ptr Associates Ltd 41, London Road, Twyford, Reading.

Applicant:
Waitrose C/O G Daurat.

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

PRECISE LOCATION TO BE CLARIFIED.

LOCATION PLAN DOES NOT INDICATE POSITION.

CONTRACT DESIGN ACCEPTABLE, BUT MUST BE SEEN IN THE LIGHT OF OTHER SIGNS NOW PROPOSED.

H Sanders.

21.03.00

1782/a

13.MAR2000* 0839

You are advised to read the accompanying notes before completing any part of this form.

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

Town and Country Planning Act 1990 (Schedule 2 to the 1989 Regulations)

The Town and Country Planning (Consent to Display Advertisements) Amendment Regulations 1993. All documents to be submitted in quadruplicate.

Completed copies of this form and the drawing specified overleaf (see Note 3) should be sent to:- **Wokingham District Council, Planning Department, PO Box No. 157, Civic Offices, Shute End, Wokingham, Berkshire, RG40 1WR.**

1. APPLICANT (Block capitals please)
   Full Name: WAITROSE LTD
   Address: 171, VICTORIA STREET.
   LONDON Post Code SW1E 5NN
   Tel. No. 0171 828 1000.

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

3. Full postal address or location of the land on which the advertisement is to be displayed.
   41, LONDON ROAD. TWYFORD. READING. BERKS. RG10 9EH

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

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.)
   STORE SIGN FREESTANDING.
   See Dwg. No. 6020/DS-021. 6020/DS-001 B.
   (b) Is the advertisement already being displayed?
   YES / NO *

7. (a) Will the advertisement be illuminated?
   YES / NO *
   (b) If **YES**, state the type of illumination (e.g. internally, externally, floodlighting, etc.)
   /
   (c) Will the illumination be static or intermittent?
   /

8. Period for which consent is sought (See Note 2).
   5 YEARS OR LONGER.

9. Any additional information which you may wish to supply.
   SIGN TO BE SITED SO AS TO MAINTAIN VISIBILITY SPLAYS ONTO HIGHWAY. IE 4.500 FROM ROAD EDGE.

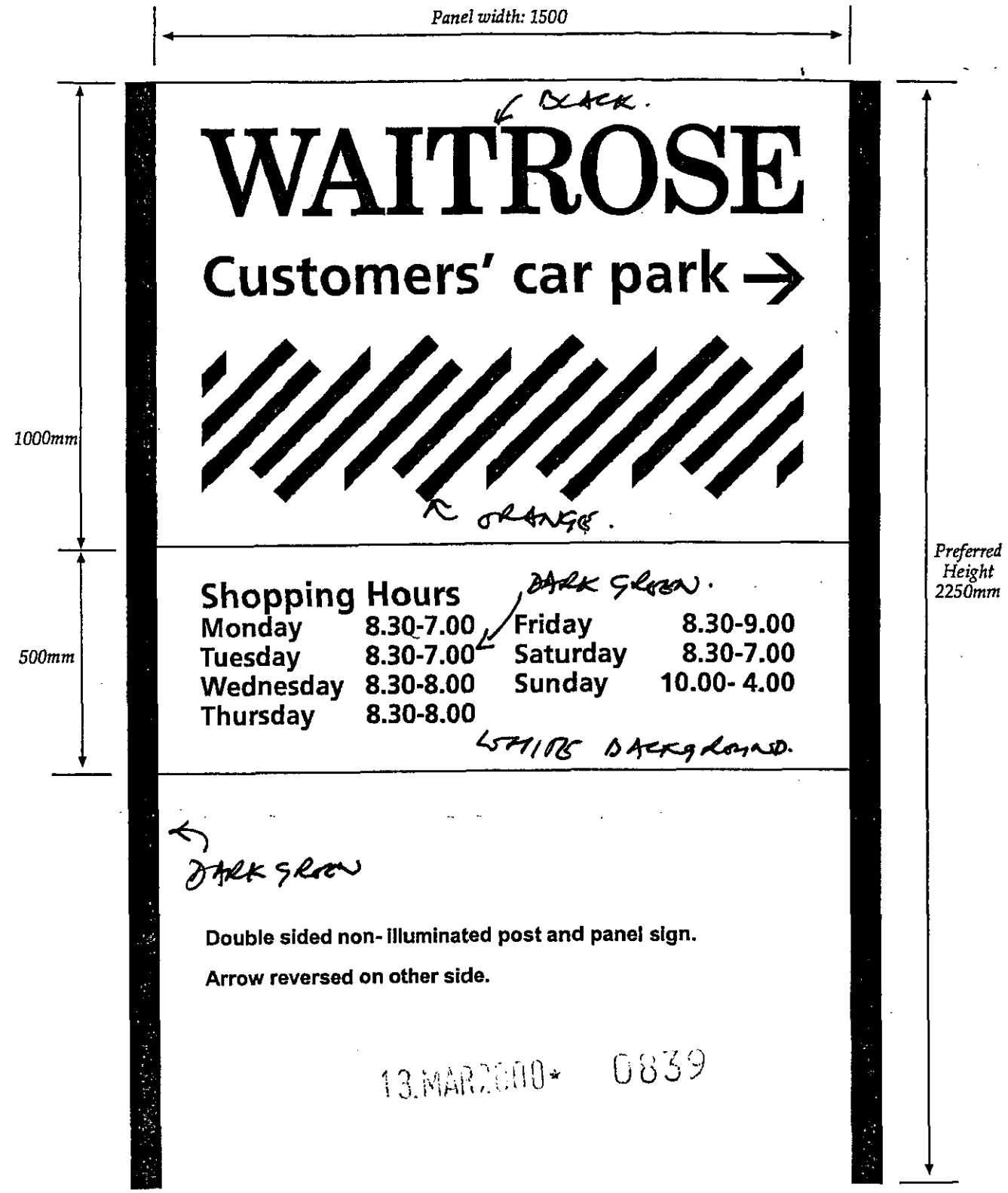
* **Delete as appropriate**

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

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

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.'

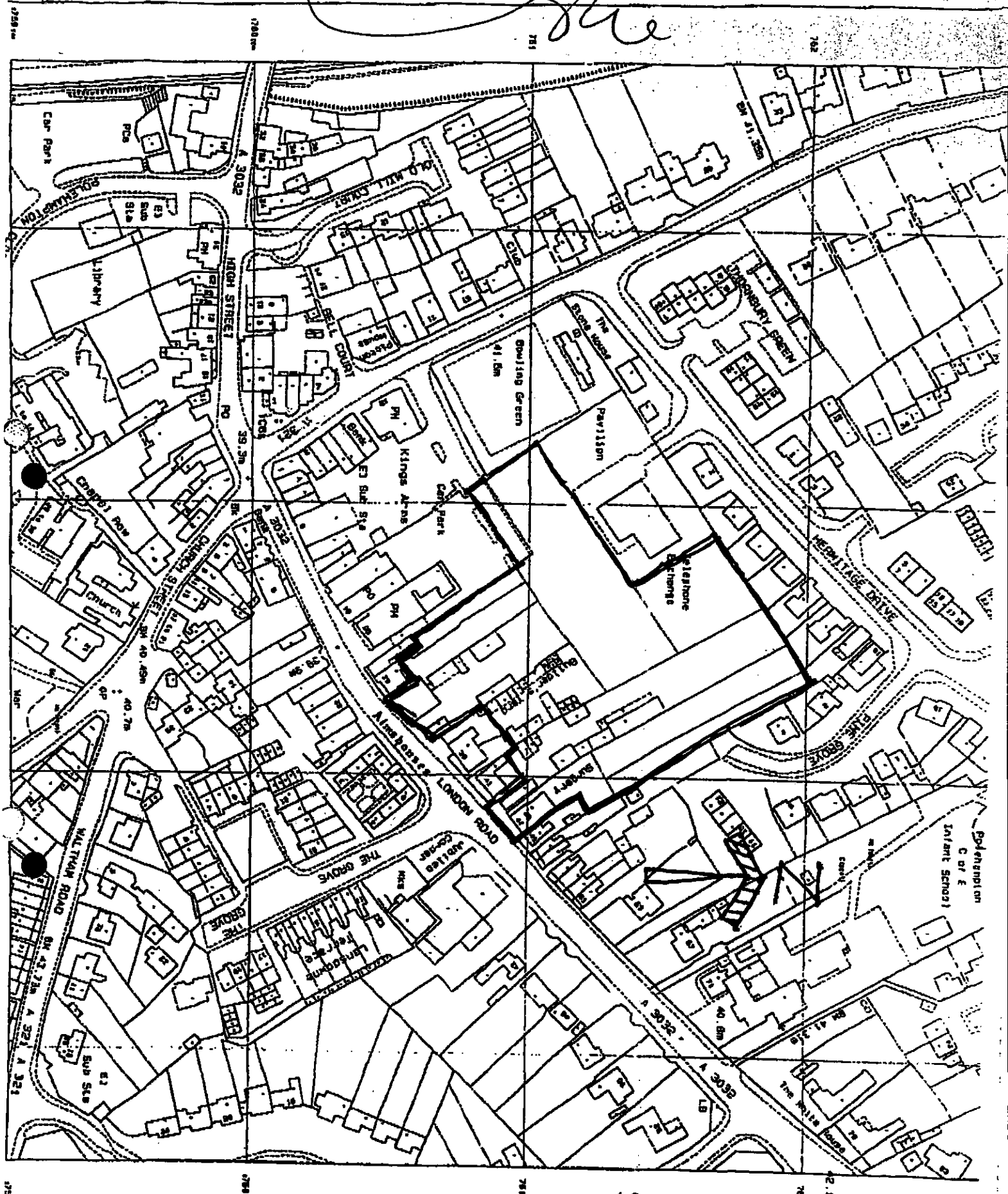
Shop hours to be confirmed before any manufacture.



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

drawing title	TWYFORD
	MAIN ENTRANCE SIGN SIGN - A1
drawing number	6020/DS-021
revision	A
scale	NTS
date	10 /01 / '00

TWYFORD



13.MAR2000 * 0639

WAITROSE - TWYFORD.

LOCATION PLAN + SCALE: 1:1250

FROM: Heather Morgan

DATE: 14 March 2000

RECEIVED
PLANNING SERVICES 27659
POL
DC
APP
CS
COPIES TO:

TWYFORD PARISH CONSULTATION SHEET

Application Number: A/2000/0839

Proposal: Proposed erection of non-illuminated freestanding sign.

Site Address: Ptr Associates Ltd 41, London Road, Twyford, Reading.

Applicant: Waitrose C/O G Daurat.

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

The Council would like to make the following comments:-

i) The Council object to the sign placed in front of windows.
ii) The sign will be unsightly in the street scene of the Conservation Area.

SIGNED: A J Jacobs. DATE: 25-3-00.

Clerk To Twyford Parish/Town Council.

Received by Wokingham District Council

Application No: A/2000/0839

Proposal:
Proposed erection of non-illuminated freestanding sign

Location:
Ptr Associates Ltd 41, London Road, Twyford, Reading.

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

PLANNING DEPARTMENT, SHUTE END, WOKINGHAM TEL (0118) 974 6428
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Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Heather Morgan P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 27/04/2000. Written comments submitted will become available for public inspection.

In view of the very large number of planning applications and letters of comment received, it will not normally be possible for an individual reply to observations made. However any comments will be taken into account when the application is determined and you will be notified of the decision.

Head Planning and Transportation

Erected 03/04/00
2PM

Giles Dorrat re Waitrose Development, Twyford

I understand that you are currently on leave. There are a couple of outstanding matters which I consider need to be resolved

1/ Lighting

I have serviced the site and note there is a lamppost at the corner of the car park, closest to the new development of housing which has recently been completed off Hermitage Drive.

I am concerned that the proximity to the fence and the rear bedrooms will undoubtedly result in light spillage to these properties. This is unacceptable from a planning point of view, and this light should be deleted. I consider this can be done without detriment to the level of lighting across the car park.

Please provide amended plans deleting this light and written confirmation that the light and column will be removed in its entirety. I will then be able to move towards a recommendation.

2/ ~~Signage outside Waitrose Site~~

There are no red site notices for the adverts at Nos 39 and 41 London Road. This is the only form of notification being used for consultation purposes.

I will need to generate new site notices and erect them (or send them on). This will mean the 21 day consultation period cannot start until the new site notices are generated.

3, Signage on the store

I understand that the plans recently submitted are revisions to the original advert application, Ref A/2000/0350. This includes all 6 signs but incorporates the halo lighting and colour of signs. I will need to consult briefly with Harold Sanders on this. Having spoken to Mike Thorp, my Principal I will be issuing a split decision on the application on the basis of these revisions.
I trust this is the approach you were wishing to take.

I look forward to your response on the above

J Heather Mayer

(Senior Planning Officer)

~~0171 592 6495.~~ 0207 592 5177

HIGHWAYS CONSULTATION SHEET

From: Heather Morgan

Date: 14 March 2000

Application Number: A/2000/0839

Proposal: Proposed erection of non-illuminated freestanding sign

Site Address:
Ptr Associates Ltd 41, London Road, Twyford, Reading.

Applicant:
Waitrose C/O G Daurat.

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

✓ below as applicable;

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

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

24-3-00

WOKINGHAM D.C. DEVELOPMENT CONTROL

Start date: ~~29 FEB 2000~~ VALID 13-03-00	Map No. 29 Site 0-02
Officer: HM | Application No. A|2000|0839	Easting: ..... Flood Pln .....
	Northing: ..... Mineral .....

Level: ☐ Sub Committee ☑ Delegated ☐ Sec. State

☐ Incorrect Fee ☐ Invalid ☐ PD

Description:
(A) PROPOSED ERECTION OF NON-ILLUMINATED FREESTANDING SIGN

Location: 41 LONDON ROAD

Parish: TWYFORD Ward: Twyford

Applicant: WAITROSE LTD

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

(9) Enforcement Section to be notified ☐ tick if required

Additional information required for validation

		Reason	Requested	Received
(1)	1:2500 OS location plan showing property edged in blue/red	red line No scale.	8/3 ✓	13/3
(2)	1:500 block plan showing existing & proposed dev. + adj. Properties	mark position of sign	8/3 ✓	13/3
3	Forms unsigned			
4	Correct S 66 certificate			
(5)	Elevation plans	require 4 plans	8/3 ✓	13/3
6	Floor plans			
7	Metric scale disclaimer			
8	Encroachment letter			
9	Miscellaneous	Colours?	8/3 ✓	13/3

APPLN NO. .....

ACTION REQUIRED BY DEVELOPMENT CONTROL

Conservation Area Twyford

Listed Building 1 2 2*

Advertisement Required Conservation Area (not listed)

Date Site Notice Sent : ..... Parish Council Informed - YES / NO

INTERNAL CONSULTATIONS

Building Control	NF: .....
Landscape	NK: .....
Trees	NK: .....
Conservation Officer	NK: .....
Environmental Health	NA: .....
Housing	NA: .....
Leisure & Cultural services	PA: .....
Public Rights of Way	PA: .....
Property	NG: .....
District Secretary (only if called in by SOS)	MA: .....
Policy & Plans	QA: .....
Strategic Planning (JSPU)	HA: .....
Minerals (BABTIE)	GA: .....
Archaeological Site (BABTIE)	: .....
Education	AP: .....
Social Services	BT: .....
Highways	XA: .....

EXTERNAL CONSULTATIONS

Adjacent D P A	: .....
Adjacent Parish	: .....
Southern Electricity Board	BN: .....
British Gas	BM: .....
PSA Oil Pipeline	BD: .....
Transco	: .....
Environment Agency	BP: .....
Rail Track	BI: .....
Police Arch. Liaison Officer	PC: .....

HERITAGE BODIES

The Georgian Group	KC: .....
Ancient Monuments Society	KA: .....
Council for British Arch.	KB: .....
RCHME	KF: .....
Telecommunications (NRPB)	: .....
Sport England	: .....

OTHERS:

.....

.....

NO Pre-apps

.....

NEIGHBOURS:

S/N.

.....

.....

.....

.....

.....

.....

.....

.....

.....

(1) Builders Yard

ADDRESS 41/43 London Road PARISH Twyford

E

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

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
B/9/66	BCC	RING ROAD		
O/175/60 41	MR. A. WIGMORE	O/APP BLDG. MATERIALS SHOP	14-7-60	N/A C/A
R/133/60 41	"	OFFICE & SHOP	11-9-60	APP APP
O/219/63 43	"	BUNGALOW & OFFICE AT REAR	9-9-63	N/A RE
1355/71 43	"	WORKSHOP & STORE	30-12-71	APP C/A
688/71 41	MR. J. ANDERSON	EXT. & REBUILD SHOP WITH FLAT OVER	8-7-71	APP APP
BR 518	MR. L. WIGMORE	WORKSHOP EXT.	8-4-74	APP N/A
00511 43	"	"	18-4-74	N/A C/A
15884 41	MR B. PAGE	GROUND FLOOR FLAT TO OFFICES	25-6-81	N/A C/A
14266 41	BINGHAM JONES (ACCOUNTANTS)	S/ST. EXT. FOR OFFICE USE AT 41 O/L	6-5-83	N/A C/A
19979 41	"	S/S [illegible] ext.	25/8/83	N/A C/A
BR21334	"	S/ST. OFFICE EXT & 1ST FLOOR FLAT	7-9-83	APP N/A
DN 99/0152	Turners, Plumbing & Heating	shop workshop offices & stores	3.2.99	APP

13.MAR2000 0839

(2) Builders Yard

ADDRESS 41/43 London Road PARISH Twyford

E

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

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
21440 43	MR. A. WIGMORE	WORKSHOP & STORAGE SPACE	31-5-84	N/A C/A
BR 22604	"	"	2-12-85	APP N/A
28707 APPEAL 41	BINGHAM JONES	1ST FLOOR OFFICE / ROOF	25-11-87	RE
32776 41	"	CONV. / CAR PARK	10-5-89	C/A
BRA 7775	"	ROOF CONV. TO FORM FLAT	21-8-89	APP
97/65015/F APPEAL	KIMBERLEY SECURITIES / WAITROSE	A1 RETAIL ETC	6-11-97	RE
97/65016/CAC "	"	A1 RETAIL, PARKING, DWELLINGS	22-12-98	C/A
97/66681/F	"	" " "	22-12-98	C/A
97/66711/LC				

DATE OF COMPLETION

MINISTRY DECISION 28707 – APPEAL GRANTED – 13-12-88

SPECIAL ORDERS

DRAINAGE

091074

1782/a

13.MAR2000* 0839

You are advised to read the accompanying notes before completing any part of this form.

APPLICATION FOR CONSENT TO DISPLAY AN ADVERTISEMENT

Town and Country Planning Act 1990 (Schedule 2 to the 1989 Regulations)

The Town and Country Planning (Consent to Display Advertisements) Amendment Regulations 1993. All documents to be submitted in quadruplicate.

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1. APPLICANT (Block capitals please)
Full Name: WAITROSE LTD
Address: 171, VICTORIA STREET.
LONDON Post Code SW1E 5NN.
Tel. No. 0171 828 1000.

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

3. Full postal address or location of the land on which the advertisement is to be displayed.
41, LONDON ROAD. TILEHURST. READING. BERKS. RG30 4EH

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

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.)
STORE SIGN FREESTANDING.
SEE DWG. No. 6020/DS-021.
6020/DS-001 B.

(b) Is the advertisement already being displayed?
YES / NO *

7. (a) Will the advertisement be illuminated?
YES / NO *

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

(c) Will the illumination be static or intermittent?
—

8. Period for which consent is sought (See Note 2).
5 YEARS OR LONGER.

9. Any additional information which you may wish to supply.
SIGN TO BE SITED SO AS TO MAINTAIN VISIBILITY SPLAYS ONTO HIGHWAY. IE 4.500 FROM ROAD EDGE.

* **Delete as appropriate**

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

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

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.

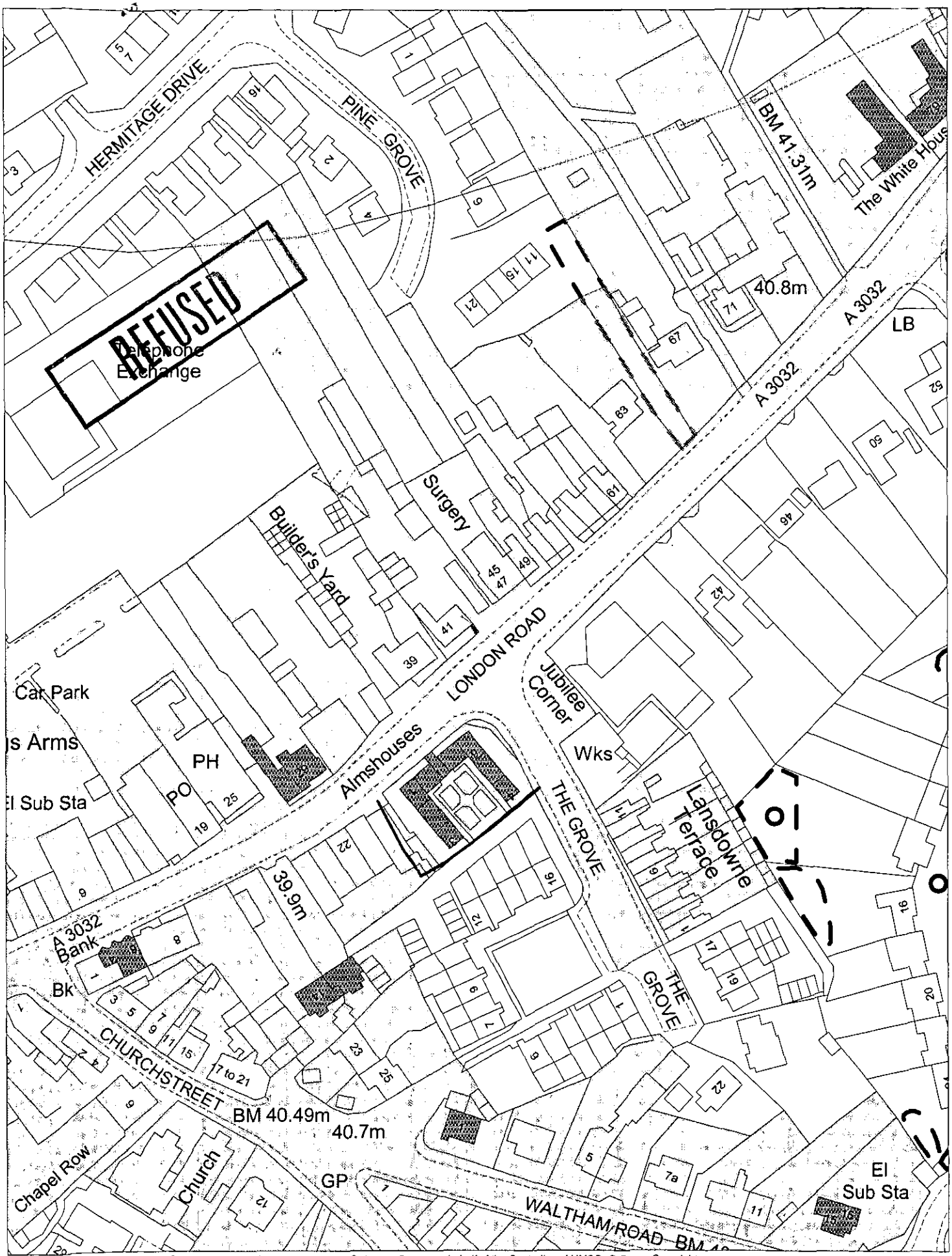
Other Consents

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**



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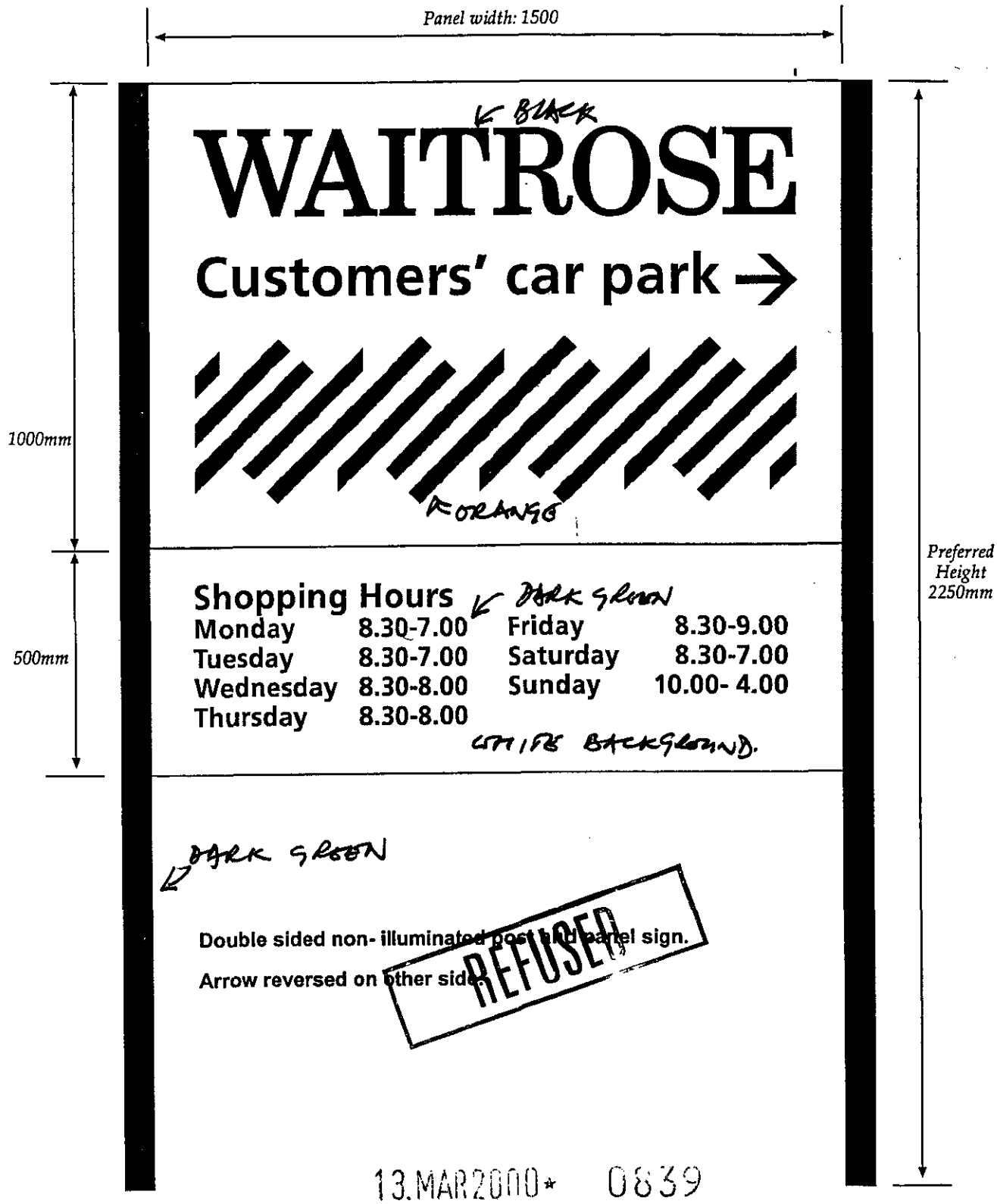
Development Control Section, Environmental Services, Wokingham District Council.
6 March 2000

Scale: 1 : 1250

N W E S

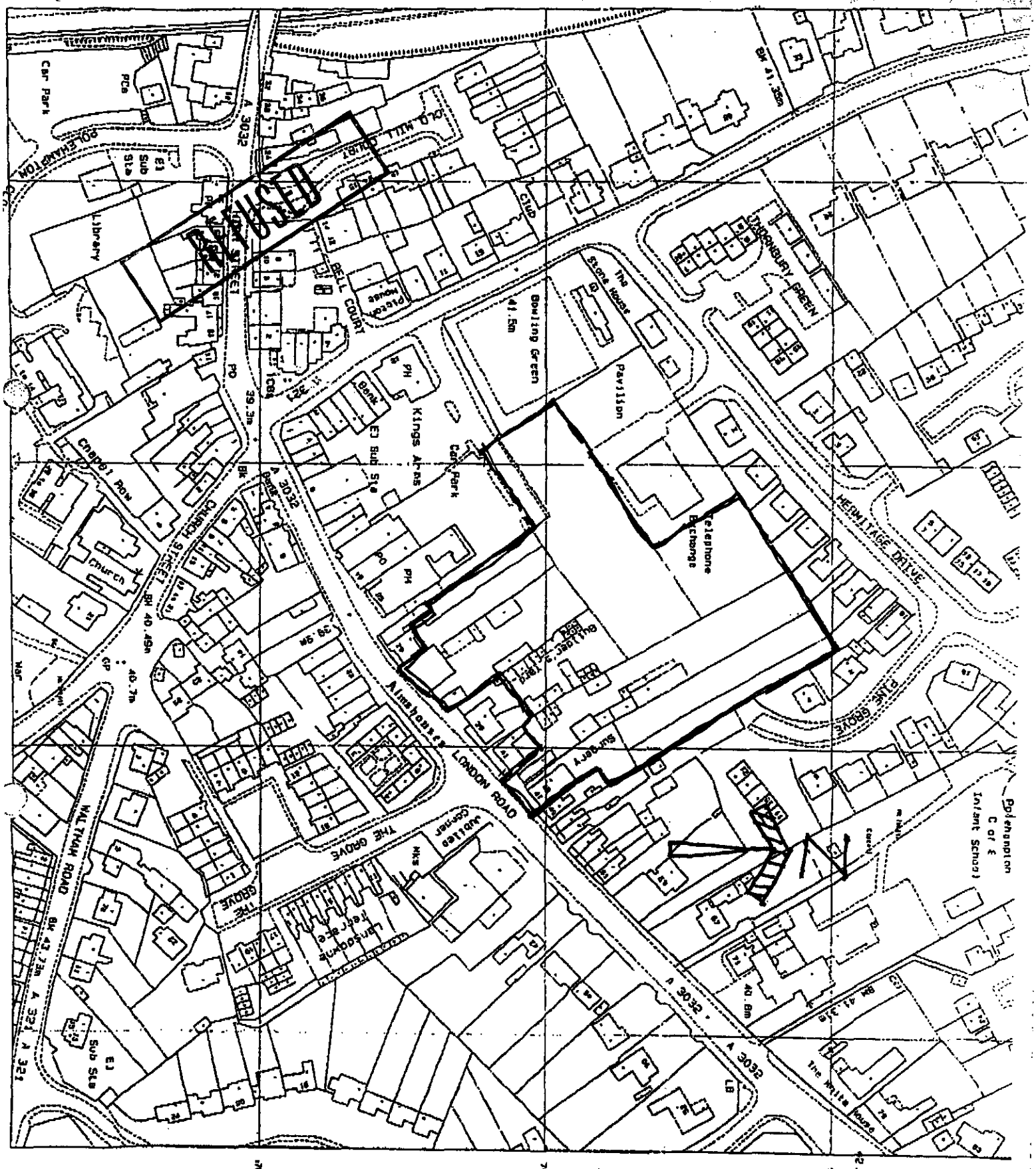
13.MAR2000 0039

Shop hours to be confirmed before any manufacture.



WAITROSE *food shops of the John Lewis Partnership* *171 Victoria Street, London SW1E 5NN* *tel 0171 828 1000, fax 0171 592 6530*	*drawing title* **TWYFORD** **MAIN ENTRANCE SIGN** **SIGN - A1**	*drawing number* 6020/DS-021 *revision* A *scale* NTS *date* 10 /01 / '00

TWYFORD



13.MAR2000 0839

WAITROSE - TWYFORD.

LOCATION PLAN 1" SCALE: 1·125m