APPLICATION NO:
A/2001/5420

LOCATION:
I C L Enterprises Eskdale Road, Wokingham.

APPLICANT:
Chesterton Workplace C/O Escot Signs Ltd

PROPOSAL:
Proposed erection of internally illuminated sign on building.

EARLIEST DATE FOR DECISION: **02/02/2002**

APPLICATION WILL HAVE EXPIRED ON:
04/03/2002

CASE OFFICER: **Elaine Vashi**

APPROVED

SJE

RAILEX
Marbleboard

EASIFILE EP7

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Approval of Permission

Chesterton Workplace
C/O Escot Signs Ltd
378 Princesway
TVTE
Gateshead
NE11 0TU

Application Number: A/2001/5420

Parish: **WINNERSH**

Location: **I C L Enterprises, Eskdale Road, Wokingham.**

Proposal: **Proposed erection of internally illuminated sign on building.**

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 condition, the reason for which is specified hereunder.

Condition

1. 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).

Reason

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

Informative

1. 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 Policy OS1.
Loddon Area Local Plan Policy LTV1.
Deposit Draft Wokingham District Local Plan Policies WOS2 and WOS3.

Anna Cronin
Head of Planning & Transportation
Date: 11/03/2002

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.

WORK SHEET FOR : Elaine Vashi

Application Number : A/2001/5420

Applicant : Chesterton Workplace C/O Escot Signs Ltd.

Location : I C L Enterprises, Eskdale Road, , Wokingham.
Proposal : Proposed erection of internally illuminated sign on building.

Site Notice Displayed ? :	YES	NO	DATE
	✓		

Date of Neighbour Notifications : .....

Date of Site Visit : .....

Date Registered : 07/01/2002

Earliest Date for Decision : 02/02/2002

Latest Consultation Date/Site Notice Expiry Date : 02/02/2002

This application will have expired on: 04/03/2002. You need to make a decision 1 day prior to this date for this application to count as determined in less than 8 weeks.

Consultation Responses :
HIGHWAYS: no objection
P. COUNCIL: 'no comments'

Planning Issues :
IMPACT UPON CHAR. OF AREA.

Application no. A/2001/5420

Appraisal:

The application being considered proposes the replacement of existing signs plus additional signs, at ICL Enterprises, Eskdale Road, in Winnersh.

Impact upon the character of the area

The proposed signs will be similar to the existing signs but will be in the colours and style of the 'Fujitsu' logo. The text on the existing sign located on the main entrance to the site will be replaced with red vinyl 'fujitsu' text. The existing ICL signs on the west and north elevation of the part of the building fronting Eskdale Road will also be removed and replaced. The existing ICL signs on the southern and northern sides of the of the building to the rear of the site closest to the A329(M) are also to be replaced by the 'fujitsu' logo.

The signs proposed to be located on the west and north of the building closest to Eskdale Road are proposed to be internally illuminated. Given this it is not considered that the level of illumination will be so great that it will have an adverse impact upon the character of the area. Similarly given that Eskdale Road serves the Winnersh Triangle business park and is not close to any residsntial dwellings it is not considered that the signage will have an adverse impact upon local residents.

RECOMMENDATION: approve subject to conditions

Application Number A/2001/5420
Conditions/Reasons for Refusal

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
1.	C213	R213.	

RECORD OF SITE VISIT

SITE ADDRESS: I C L Enterprises
Eskdale Road Wokingham.

APPLICATION NUMBER: A/2001/5420

OFFICER: Elaine Vashi

DATE OF SITE VISIT: 28/1/02.

1 SITE/STATUTORY NOTICE DISPLAYED ? yes.

2. DESCRIPTION OF SURROUNDINGS

Winnersh Triangle business pk.

3. DESCRIPTION OF SITE/BUILDING

2st. flat roof building.

4. RELATIONSHIP TO ADJOINING PROPERTIES

n/a.

5. SITE CONSTRAINTS

TREES

ACCESS/PARKING

LEVELS

BOUNDARY TREATMENT

OTHERS

FROM: Elaine Vashi

DATE: 09 January 2002

DELEGATED

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

11 JAN 2002

WINNERSH PARISH CONSULTATION SHEET

Application Number: A/2001/5420

Proposal: Proposed erection of internally illuminated sign on building.

Site Address: I C L Enterprises, Eskdale Road, , Wokingham.

Applicant: Chesterton Workplace C/O Escot Signs Ltd.

Your observations are required in respect of this application **by 02/02/2002** .

No comments

SIGNED: _____ DATE: 16.01.02

Clerk To Winnersh Parish/Town Council.

FROM: Elaine Vashi

DATE: 08 January 2002

DELEGATED

WINNERSH PARISH CONSULTATION SHEET

PLANNING SERVICES	HPT
POL	TLS
DC	ENF
APP	18 JAN 2002
CS	
	17 JAN 2002
COPIES TO:	ACK:
	FILE:

Application Number: F/2001/5550

Proposal: Proposed two storey rear extension to dwelling.

Site Address: 142, Woodward Close, Winnersh, Wokingham.

Applicant: Mr & Mrs James C/O Greg Farrell.

Your observations are required in respect of this application **by** .

No comments

SIGNED: _____ DATE: 16.02.01

Clerk To Winnersh Parish/Town Council.

Received by Wokingham District Council

Application No: A/2001/5420

Proposal:
Proposed erection of internally illuminated sign on building.

Location:
I C L Enterprises, Eskdale Road, , Wokingham.

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

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

WOODLEY LIBRARY HEADLEY ROAD WOODLEY 9.30am - 7.00pm Mon, Thurs & Fri. 9.30am - 5.00pm Tues, 9.30am - 1.00pm Saturday 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/2001/5420 to enable the library staff to locate the correct information.

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Elaine Vashi P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 02/02/2002. 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

09 January 2002

HIGHWAYS CONSULTATION SHEET

From: Elaine Vashi **Date:** 09 January 2002

Application Number: A/2001/5420

Proposal: Proposed erection of internally illuminated sign on building.

Parish: WINNERSH PARISH

Site Address:
I C L Enterprises, Eskdale Road, , Wokingham.

Applicant:
Chesterton Workplace C/O Escot Signs 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).

Signed: _____ **Print name:** AE 14/1/02

4

A

Application Number : ~~NEW~~/2001/5420	Map No : 53
Case Officer : EV	Site Area : 105.
Valid Date : 07 JAN 2002 07 JAN 2002	Received Date: 07/12/2001

Level : Delegated Application

Description : Proposed erection of internally illuminated sign on building.

Location : I C L Enterprises, Eskdale Road, , Wokingham.

Parish : WI **Ward : WIN** 9.1.02 JB.

Applicant : Chesterton Workplace C/O Escot Signs Ltd.

Fee Required: £50 **Fee Received: £50** (2)

Additional: ..... or Refund: .....

Enforcement Section to be notified ☐ (tick if required)

Additional information required for validation;

REASON	NOTES	DATE REQ	DATE RECD
LOCATION PLANS	outline whole site not just building	21/12	✓ 7/1
BLOCK PLANS	Show where signs are on site.	21/12	✓ 7/1
FORMS UNSIGNED			
S.66 MISSING/INCORRECT/ UNSIGNED			
ELEVATION PLANS	are flag poles & free Standing sign part of application	21/12	✓ 7/1
FLOOR PLANS			
NO SCALE OR SCALE IS IMPERIAL			
ENCROACHMENT LETTER REQUIRED			
OTHER			

Is the site in a Conservation Area: ☐ Yes ☐ No If "Yes" which one _____

Is the site a Listed Building: ☐ Yes ☐ No

Is a Statutory Advertisement required: ☐ Yes ☐ No

INTERNAL CONSULTATIONS 9.1.02 -B.

Building Control

Heritage (Harold Sanders)

Landscape

Trees

Environmental Health

● Housing

Leisure & Cultural Services

Public Rights of Way Officer

Property

Policy & Plans

Joint Strategic Planning Unit

Archaeological Officer (BABTIE)

Education

Social Services

(Highways) ✓

EXTERNAL CONSULTATIONS

Adjacent DPA : _____

Adjacent Parish : _____

SEB

British Gas

Oil pipeline

Transco

Environment Agency

Railtrack

Police Arch Officer

HERITAGE BODIES

Victorian Society
The Georgian Group
Ancient Monuments Society
Council for British Arch
RCHME
NRPB (Telecommunications)
Sport England
Society for Proct' of Ancient Bldgs
English Heritage

NEIGHBOURS

.....

S/N + See map

.....

.....

.....

.....

.....

No pre-apps.

OTHERS

(FLOOD ZONE, LANDFILL SITE, NEWTS CONS. } not relevant to this application)

.....

.....

.....

.....

.....

.....

07. JAN. 2002* 5420 COPY

Tel. (0118) 974 6429 or 6433

Date: 21 December 2001

Your Ref:

My Ref: NEW/2001/5420

Chesterton Workplace
C/O Escot Signs Ltd
378 Princes Way
TVTE
Gateshead
NE11 0TU

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 Sir/Madam

Reference Number: 2001/5420

Site Address: I C L Enterprises, Eskdale Road, , Wokingham.

Proposal: Proposed erection of internally illuminated sign on building.

I return your application, as it is invalid and cannot be determined for the following reason(s);

The red line indicating the application site does not extend to the public highway. The red line should go around the whole site.

No block plans have been submitted - 6 copies are required at a minimum of 1:500 scale with existing and proposed development as well as any adjoining properties clearly indicated. (Planning Services can provide these if required). You need to indicate where the signs are in the site.

Are the flag poles and free standing sign part of this application? If so full details are required. Show position on plans and include on form.

Please re-submit the proposal with the amendments and/or additional information requested above.

Yours faithfully,

Carol Hurst

Senior Technical Officer
Development Control

07 JAN 2002* 5420

Escott Signs Limited • 378 Princesway • T.V.T.E • Gateshead NE11 OTU
Telephone (0191) 487 1010 Fax (0191) 491 0762

3rd JANUARY 2002

WOKINGHAM DISTRICT COUNCIL
PLANNING DEPT.
SHUTEND
PO BOX 157
RG40 1WR
F.A.O. Carol Hurst

RE: ICL ENTERPRISES, ESKDALE ROAD, WOKINGHAM
Your Ref: 2001/5420

Dear Carol,

Please find enclosed 4 complete applications to display an advertisement at the above address.

Added to the previous submitted application, 6 site plans at the scale 1:1250 with the site outlined in red and position of signs marked, the flag is not to be included in this application, item7 the post sign is included.

If there are any further queries about this application, please don't hesitate to contact on the above telephone number.

Yours Sincerely,

S.Simpson

1782/a

07 JAN 2002* 5420

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: CHESTERTON WORKPLACE
   Address: LILLY HILLHOUSE, LILLY HILL ROAD,
   BRACKNELL, BERKSHIRE Post Code RG12 2SJ
   Tel. No. 01344 455477

2. AGENT (if any) (Block capitals please)
   Full Name ESCOT SIGNS LTD
   Address: 378 PRINCES WAY, T.V.T.E.
   GATESHEAD Post Code NE11 0TU
   Tel. No. 0191 487 1010

3. Full postal address or location of the land on which the advertisement is to be displayed.
   ICL, ESKDALE ROAD, WINNERISH, BERKSHIRE, RG11 5TT

4. State the purpose for which the land or building is now used.
   COMPUTER 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.)
   12g ALUMINIUM LETTERS FIXED TO BUILDING WALL
   ITEM 7 - POST SIGN (REPLACE VINYL ~~TEXT~~)
   (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.)
   HALO ILLUMINATED, INTERNALLY
   (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.
   PLEASE SEE ATTACHED DESIGN SHEET 1685.

* **Delete as appropriate**

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ 50.00

Signed S SIMPSON Date 6/12/01
(~~applicant~~/agent)

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**

①

ADDRESS ESKDALE WINNERSH TRIANGLE PARISH WINNERSH

PLOT No. BLOCK E FOR FULLER DETAILS SEE MASTER CARD ORD. SHEET No. SU7871

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
08308	Adwest & Loddon Estate	O/L House warehouse etc.	30.10.78	N/A CA
15312	Wimgrove Dev	Lt ind. offices & parking area	8.5.81	N/A CA
20044	"	Prop. Group Tech. Resources Building for I.C.L.	25/8/83	N/A CA
BR24032	"	BLDG. FOR IND. USE & OFFICES	3.4.85	APP N/A
21908	"	2/ST. IND. STORAGE & OFFICE ACC. CAR PARKING, LANDSCAPING. WAIVE COND. 51 ON 08308	26.7.84	N/A CA
25736	SAVE SECURITY CONSTR	2 NON-ILL. SIGNS	24.3.86	TP
BRA165	ICL	AIR-COND. PLANT ROOM & CHILLER		
[illegible]	WIMGROVE	ENCLOSURE, SEC. FENCING ETC.	24.2.86	CA
[illegible]	ICL	4 ILL SIGNS	19.5.86	CA

DATE OF COMPLETION

MINISTRY DECISION

SPECIAL ORDERS

DRAINAGE

091074 39400 " 2 ILL. LOGOS / 2 NON-ILL LOGOS 27.5.92 CA

1933

②

ADDRESS BLOCK E ESKDALE ROAD PARISH WINNERSH

PLOT No. WINNERSH TRIANGLE ORD. SHEET No. SU. 7871

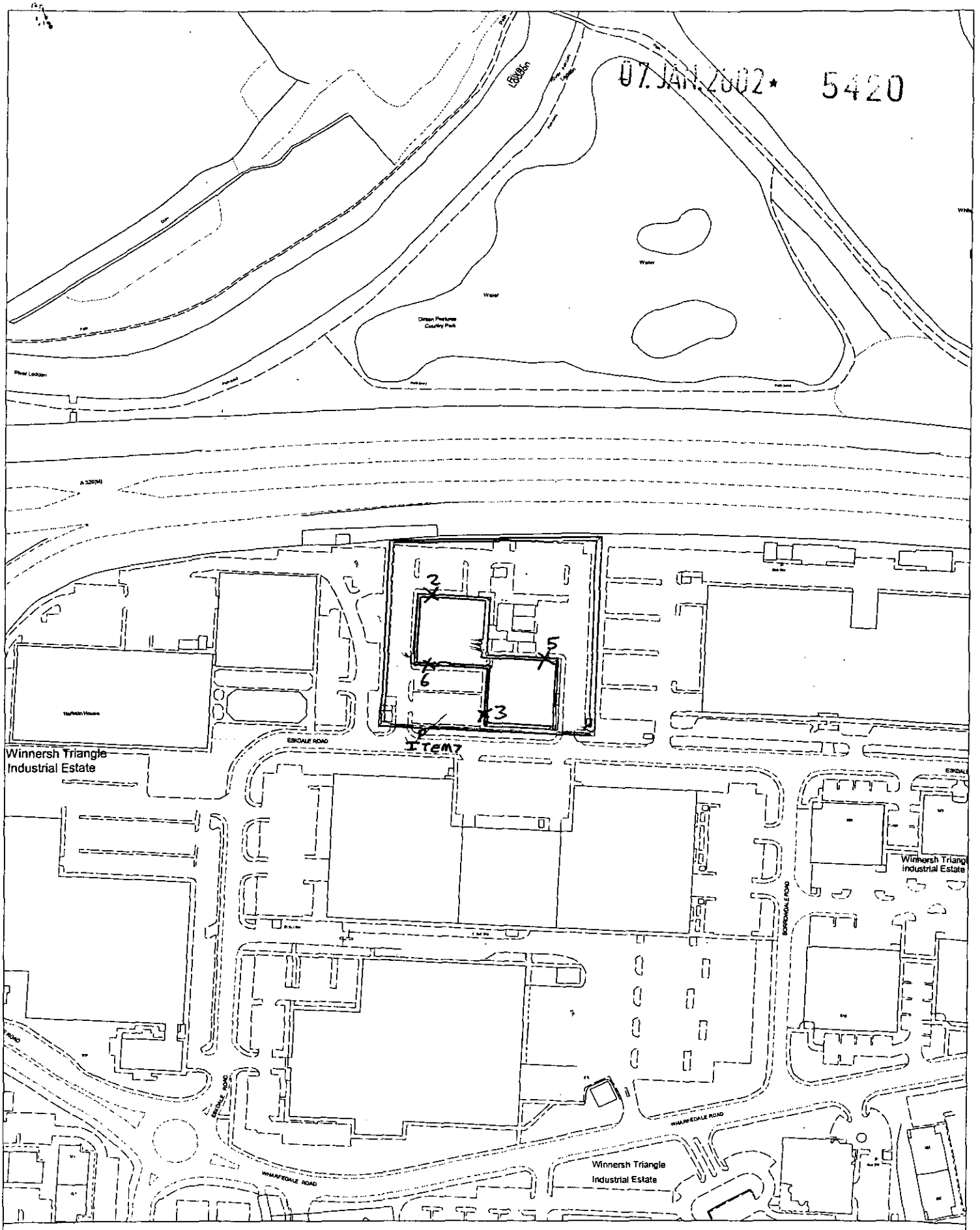
BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
FP94/2361A	ICL	RELOC. OFFICE LAYOUT	26.6.94	APP
44277	"	2 FLAGPOLES	13.6.95	CA
95/60366/A				
FP95/4088 A	"	INT. ALTS.	16.5.96 ~~23.1.96~~	APP
FP96/5712	WORKPLACE MANAGEMENT	PARTITION WALL	1.10.96	APP
97/66906/F	ICL Enterprises	Erect 2 Portacabins	17.3.98	C

MINISTRY DECISION

SPECIAL ORDERS

07. JAN. 2002* 5420



Site Plan, Scale: 1 to 2500

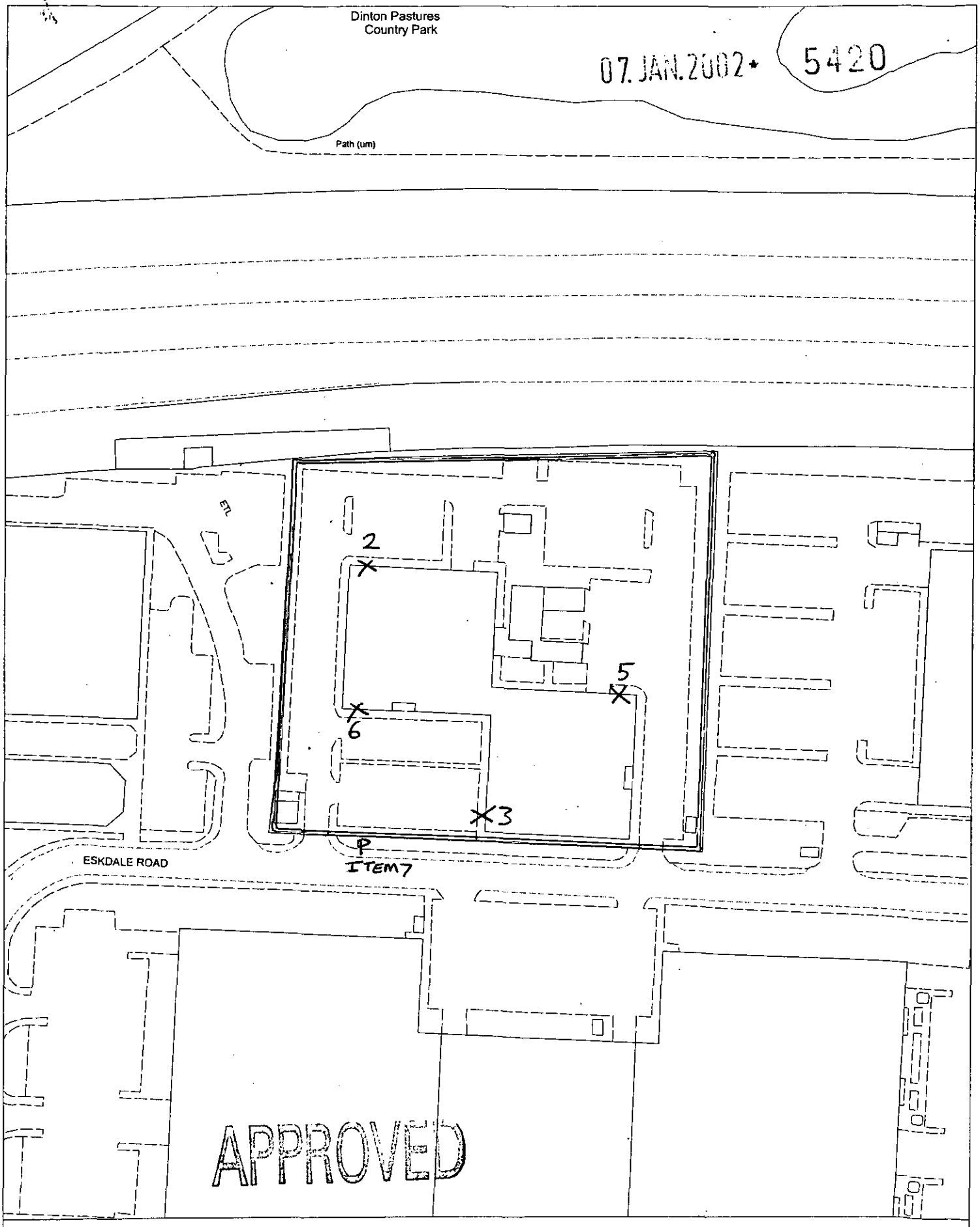
APPROVED

This copy has been produced specifically for the map return scheme purposes only. No further copies may be made.

This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of HMSO Office. © Crown Copyright. Wokingham District Council, Licence No. LA086134

Date: 4 December 2001

N
W E
S



Site Plan, Scale: 1 to 1250

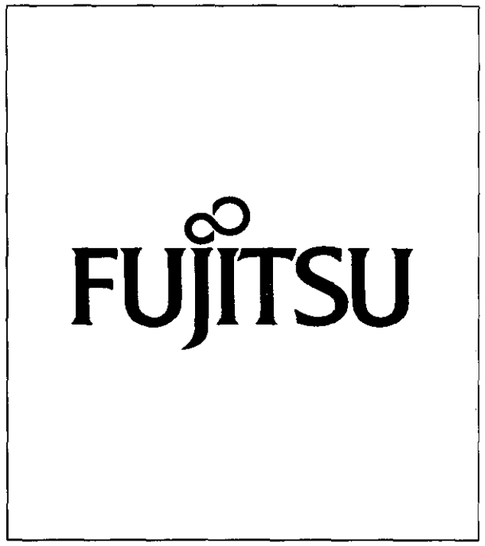
This copy has been produced specifically for the map return scheme purposes only. No further copies may be made.

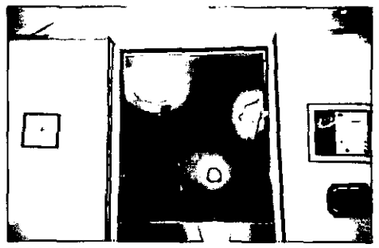
This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of HMSO Office. © Crown Copyright. Wokingham District Council, Licence No. LA086134

Date: 4 December 2001

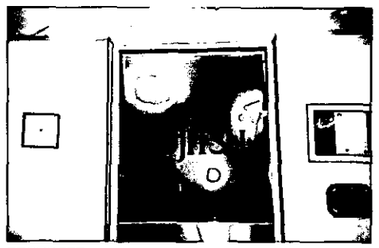
N
W E
S

07 JAN 2002
07. JAN. 2002 * 5420





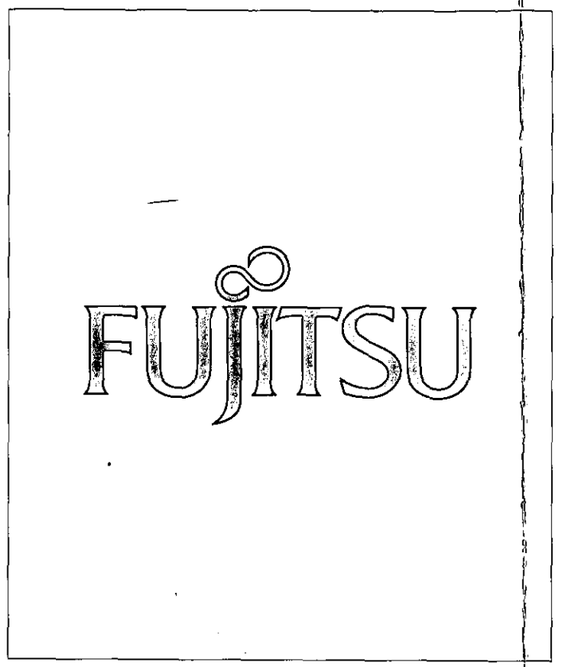
EXISTING



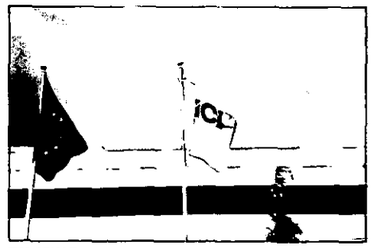
PROPOSED

ITEM 1
1no. new 3mm thick clear perspex panel - o/a size 1357 x 1153mm.
panel to have reverse engraved text "FUJITSU" & infilled red
panel to be reverse decorated frosted vinyl.

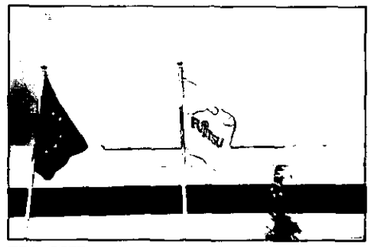
fixed into existing glazing trim.



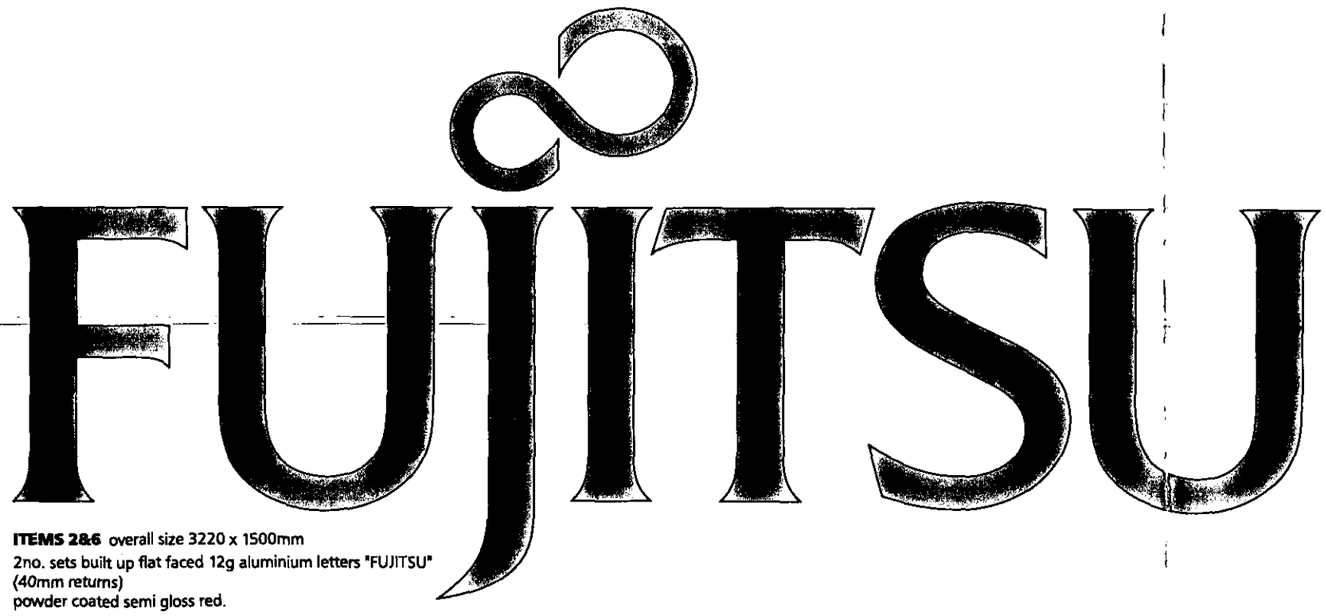
ITEM 4 overall size 1350 x 1650mm
1no. new white flag with red "FUJITSU" text.



EXISTING



PROPOSED



ITEMS 2&6 overall size 3220 x 1500mm
2no. sets built up flat faced 12g aluminium letters "FUJITSU"
(40mm returns)
powder coated semi gloss red.



EXISTING



PROPOSED

Client: *FUJITSU*
ESKDALE ROAD
WINNERISH
BERKSHIRE, RG11 5TT
Design No: *SD1683.01*
Date: *8 OCTOBER 2001*
Revision:

APPROVED

Drawn By: *G. THOMAS*

Scale: *VISUAL*

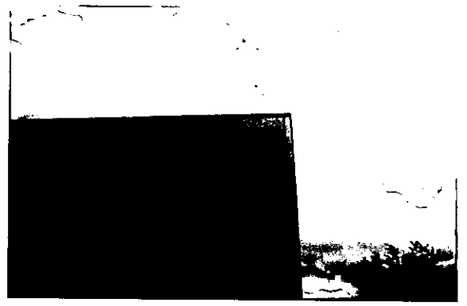
WIN01

This drawing is the sole copyright of Escott Signs Limited and must not be reproduced in part or in full without prior written permission.

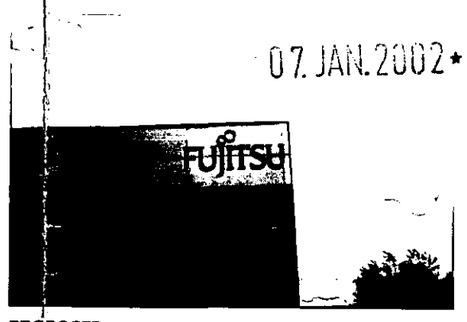
Escott Signs Limited
378 Princesway, T. V. T. E.
Gateshead, NE11 0TU.
Tel: 0191 487 1818
Fax: 0191 491 0762

visit us at
www.escottsigns.com

07. JAN. 2002* 5420



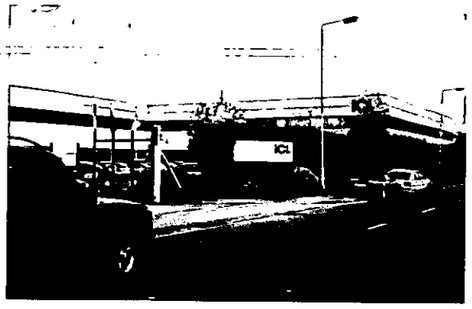
EXISTING



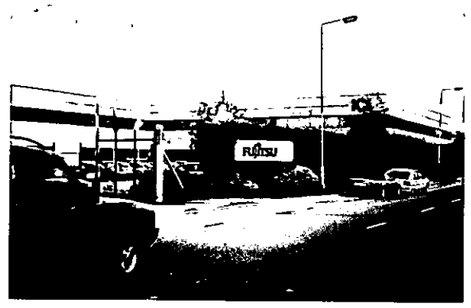
PROPOSED

FUJITSU

ITEMS 3&5 overall size 3220 x 1500mm
2no. sets built up flat faced 12g aluminium letters "FUJITSU"
halo illuminated by white tubing mounted to clear darvic backs.
to stand letters off background by 30mm.
letters & returns powder coated semi gloss red.



EXISTING



PROPOSED

ITEM 7 overall size 1502 x 700mm
remove existing "ICL" vinyl text & replace with
new red vinyl text "FUJITSU"

FUJITSU

Client: *FUJITSU*
ESKDALE ROAD
WINNERISH
BERKSHIRE, RG11 5TT
Design No: *SD1683.01*
Date: *8 OCTOBER 2001*
Revision:

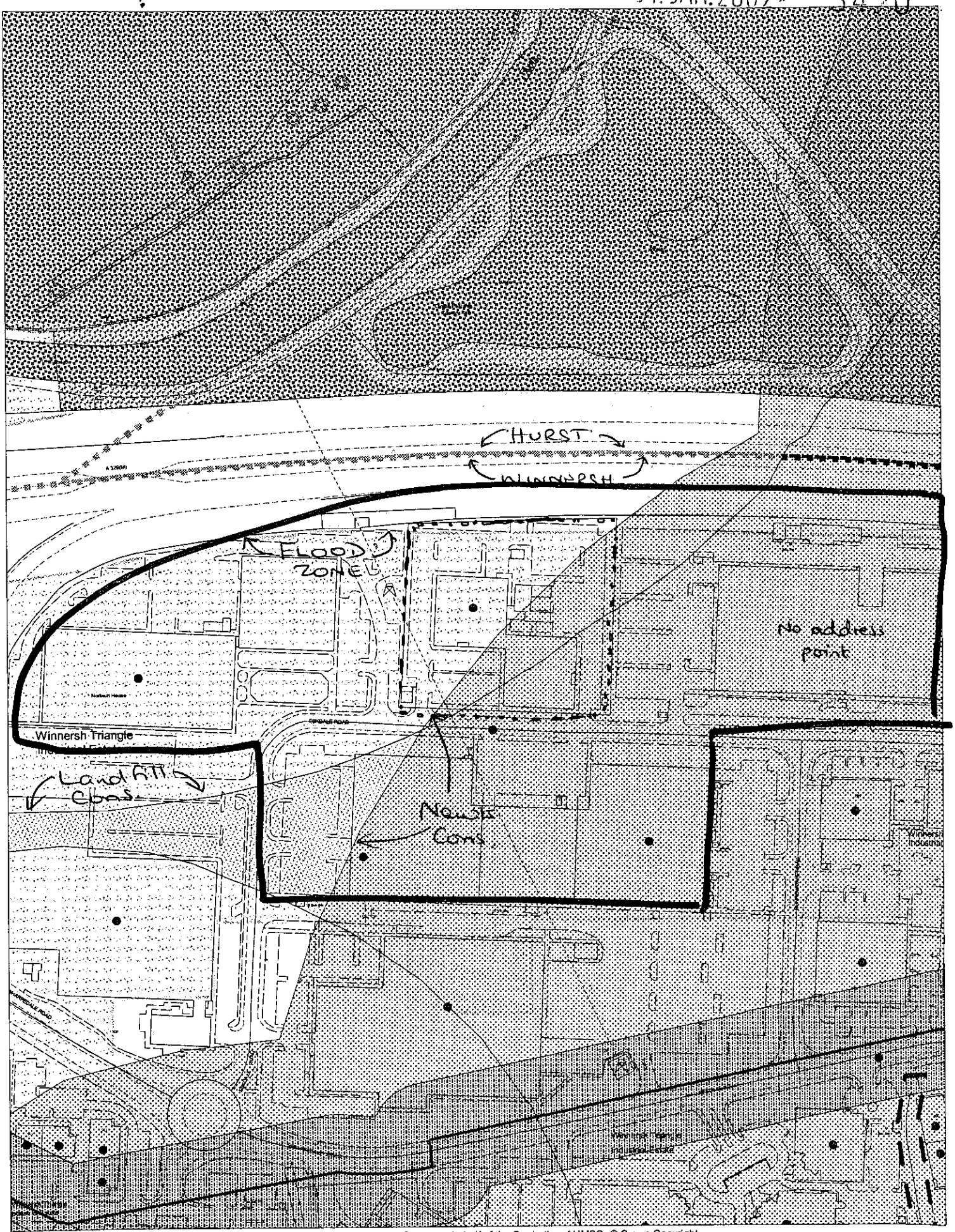
Drawn By: *G. THOMAS*
Scale: *VISUAL*

Escott Signs Limited
378 Princesway, T. V. T. E.
Gateshead, NE11 0TU.
Tel: 0191 487 1010
Fax: 0191 491 0702
visit us at
www.escottsigns.com

WIN01

This drawing is the sole copyright of Escott Signs Limited and must not be reproduced in part or in full without prior written permission.

07 JAN 2002 * 5420



This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of HMSO. © Crown Copyright.
Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.Wokingham District Council Licence LA086134

Development Control Section, Environmental Services, Wokingham District Council.
12 December 2001

Scale: 1 : 2500

N
W E
S