APPLICATION NO

A/2002/7917

LOCATION:

Land Adjoining Kwiksave The Square, Chalfor Way, Earley Reading.

APPLICANT:

McDonalds Restaurant C/O Hepher Dixon

PROPOSAL

Proposed erection of varied illuminated and non illuminated low level directional signs for drive-thu restaurant.

EARLIEST DATE FOR DECISION **04/01/2003**

APPLICATION WILL HAVE EXPIRED ON:
20/01/2003

CASE OFFICER: **Angela Odell**

WOKINGHAM DISTRICT COUNCIL

TOWN AND COUNTRY PLANNING ACTS

Notification of Approval of Permission

McDonalds Restaurant
C/O Hepher Dixon
100 Temple Chambers
Temple Avenue
London
EC4X OHP

Application Number: A/2002/7917

Parish: **EARLEY**

Location: **Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.**

Proposal: **Proposed erection of varied illuminated and non illuminated low level directional signs for drive-thu restaurant.**

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. 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
2. The sign(s) shall not be illuminated other than while the premises are open for business.

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

Reason
2. In the interests of visual amenity.

Informative
1. The application is advised that the above consent excludes the signs attached to the roof of the building, which are the subject of a separate application.

Informative
2. 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 EN1.
Loddon Area Local Plan Policy LBE10.
Deposit Draft Wokingham District Local Plan Policy WBE16.

T. G Watson

Trevor Watson
Development Control Manager
Date: 14/01/2003

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.

FROM: Angela Odell

DATE: 11 December 2002

DELEGATED

EARLEY TOWN CONSULTATION SHEET

Application Number: A/2002/7917

Proposal: Proposed erection of varied illuminated and non illuminated low level directional signs for drive-thu restaurant..

Site Address: Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.

Applicant: McDonalds Restaurant C/O Hepher Dixon.

Your observations are required in respect of this application **by 04/01/2003** .

NO OBJECTION

SIGNED: _____ DATE: 16 JAN 2003

Clerk To Earley Parish/Town Council.

WORK SHEET FOR : Angela Odell

Application Number : A/2002/7917

Applicant : McDonalds Restaurant C/O Hepher Dixon.

Location : Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.

Proposal : Proposed erection of varied illuminated and non illuminated low level directional signs for drive-thu restaurant.

Site Notice Displayed ? :	YES	NO	DATE

Date of Neighbour Notifications : .....

Date of Site Visit : 23.12.02

Date Registered : 25/11/2002

Earliest Date for Decision : 04/01/2003

Latest Consultation Date/Site Notice Expiry Date : 04/01/2003

This application will have expired on: 20/01/2003. 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 :

Planning Issues :

Application Number: A/2002/7917

Appraisal :

See attached report-

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

A/2002/7917 – Appraisal

Proposal

1. 4 directional signs, with golden arch, white 'Enter' and yellow arrow 1.55m. high. Two to be sited in the McDonalds car park on site, one to be at the junction of the entrance to the petrol station and the existing service road to the rear of Kwiksave, and one to be in the Kwiksave car park.
2. 2 internally illuminated menu signs positioned adjacent to the 'drive-thru' lane at the rear of the building.

(Also other non-illuminated directional and car parking signs which do not require permission.)
N.B. The 'golden arch is a yellow 'M'.

Relevant planning history
Duplicate applications A/2002/2167 & 2168 for the erection of low level directional signage were approved on 29/11/00 at Committee (having been 'listed' by Councilor Fiona Rolls). These applications were for signs entirely within the McDonald's site boundary and comprised the following:

1. Internally illuminated box directional/A1 poster sign approx. 2.0m. high and 0.7m. wide, including golden arch.
   One sign sited at entrance to drive-thru'.
2. Internally illuminated triple translite sign about 2.1m. high and 0.65m. wide.
   3 signs between west side of restaurant building and drive-thru' lane.
3. Internally illuminated menu sign about 1.9m. high and 0.7m. wide.
   One double sign between rear elevation of restaurant building and drive-thru' lane.

Other non-illuminated signs, including directional and warning signs.

Conditions included that the signs should not be illuminated except while the premises were open to business, and that the brightness was not to exceed that of illuminated signs on adjacent buildings.

Effect on the character and appearance of the area

1. 4 directional signs, with golden arch, white 'Enter' and yellow arrow 1.55m. high. Two to be sited in the McDonalds car park on site, one to be at the junction of the entrance to the petrol station and the existing service road to the rear of Kwiksave, and one to be in the Kwiksave car park:
   These sign are additional to those already approved. The sign on the north side of the back of the Kwiksave building would be seen in context with the illuminated 'Blockbuster' signs on the north-east side of the building and the B.P. garage, and consider acceptable (Consider a sign is needed here to ensure drivers turn left.) The sign in The Square would be seen in the context of the illuminated signs for Kwiksave and Blockbuster. The sign at the entrance to the McDonalds car park would be next to the south boundary of the site at the top of the embankment above Rushey Way. However because there are bushes on the bank which are at least as tall as the sign, the sign would be screened from views from Rushey Way/Beeston Way in the summer and partially in the winter. I noted on 24.11.02 that this sign had just been installed, so was able to check its

height, including in relation to the bushes on the embankment. Also additional site visit after dark on 9.12.02 when sign lit up. As drive up Beeston Way and come to the roundabout with Rushey Way, this sign is not noticeable and it is the new sign on the front of the building that is noticeable. As turn right, the lit sign can be seen through the bushes at this time of year if one looks up towards it on the embankment. However, consider it is acceptable in its context of other lit signs in the area.

Sign at entrance to Drive-thru' would be seen in the context of the lighted windows of the restaurant and the illuminated signs on the building. Therefore consider these signs are acceptable.

2. 2 internally illuminated menu signs positioned adjacent to the 'drive-thru' lane at the rear of the building:
   As these would be similar to those already approved in a similar location, consider acceptable.

Highway Issues
Highway officer raises no objection, including potential glare effects.

Recommendation: conditional approval

Note: I spoke to Cllr. Rolls on 7/1/03, who advised she did not object to this application - see letter to her and Cllr. Spratling of 6 January. Neither Cllr. advised they wanted to list the application by Friday 10 January.

Application Number A/2002/7917
Conditions/Reasons for Refusal

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
1	C213	R213	
2	C210	R210.	
3		R210.	The brightness of the illuminated advertisements hereby approved shall not exceed that of the illuminated signs on adjacent buildings.
			Informative
			The applicant is advised that the above consent ~~does~~ excludes the signs ~~on the~~ attached to the roof of the building, which are the subject of a separate application.

RECORD OF SITE VISIT

SITE ADDRESS: Land Adjoining Kwiksave The Square, Chalfont Way Earley Reading.

APPLICATION NUMBER: A/2002/7917

OFFICER: Angela Odell

DATE OF SITE VISIT: 23.12.02

1 SITE/STATUTORY NOTICE DISPLAYED ?

2. DESCRIPTION OF SURROUNDINGS

3. DESCRIPTION OF SITE/BUILDING

4. RELATIONSHIP TO ADJOINING PROPERTIES

5. SITE CONSTRAINTS

TREES

ACCESS/PARKING

LEVELS

BOUNDARY TREATMENT

OTHERS

ADDITIONAL PLAN
7919

HEPHER DIXON
TOWN PLANNING CONSULTANTS

PLANNING SERVICES	
25 NOV 2002	
COPIES TO	ACK
	FILE

F.A.O. Ms A. Odell
Planning Services
Wokingham District Council
Civic Offices
Shute End
Wokingham
Berkshire RG40 1BN

PLEASE REPLY TO LONDON

JM/343B/M7324L
21st November 2002

Dear Sirs,

Advertisement Applications, Proposed A3 Drive-Thru' Restaurant
Land Adjoining Kwiksave, The Square, Chalfont Way, Lower Earley, Reading

Further to our telephone conversation on the 20th November, please find enclosed six copies of the detailed signage sheets for proposed signage scheme at the proposed McDonald's restaurant, The Square, Chalfont Way, Lower Earley.

I hope you find these to be of assistance but should you have any further questions please do not hesitate to contact me at this office.

Yours faithfully,

Jonathan Murch
Planning Assistant

Enc. Detailed Signage Sheets, Directional Sign (A) with logo
Detailed Signage Sheets, S2000 Menu Sign
Detailed Signage Sheets, Store Front Fascia, Letters and Arch
Detailed Signage Sheets, Double Sided S2000 Poster Sign, tripe translite
Detailed Signage Sheets, Roof Mounted Arch

100 Temple Chambers
Temple Avenue
London
EC4Y 0HP
Tel - 020 7353 0202
Fax- 020 7353 1818

62 High Street
Stony Stratford
Milton Keynes
MK11 1AQ
Tel - 01908 562 800
Fax- 01908 560 161

Temple Court
Cathedral Road
Cardiff
CF1 1HA
Tel - 029 20 786 623
Fax- 029 20 786 666

Directors
Roger A Hepher BA MTP FRICS MRTPI
Peter G B Dixon MA MRICS MIHT
Christopher Potts BA MRTPI
Duncan N Parr BA DUPI DipTP FRGS MRTPI
E-mail - townplanning@hepherdixon.co.uk
Hepher Dixon Ltd. Registered in England No. 3701328

Date: 27 November 2002

To: Case Officer

We have received Additional Plans for the following planning application:

Application Number: A/2002/7919

Location: Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.

Proposal: Proposed erection of new developers sign.

Applicant: McDonalds Restaurant C/O Hepher Dixon.

Case Officer: Angela Odell

The new plans show the following: Details of proposed signage.

Comments are required by 07/12/2002.

Should you have any queries regarding this application please contact the case officer Angela Odell on (0118) 974 6445.

(RING ONE)

REVISED PLANS | ADDITIONAL PLANS | MINOR AMENDMENTS | DETAILS TO COMPLY WITH CONDITIONS

App. No. A/2002/~~7918~~/~~7919~~ 7919. Date Rec. 25.11.02

Location: Land adjoining Kwiksave, The Square, Chalfont Way

Parish: Earley.

Applicant: McDonalds Restaurants

Description of attached plans: Showing details of proposed signage.

Drawing No's:

CONSULTEES

Copies of plans will automatically be sent to Woodley Library, Part 1 Reg., Parish Council, Ward Councillors and the Case Officer unless specified.

Please tick which of the following you wish consulted.

Landscape & Trees	☐
Urb. Design & Conservation	☐
Highways	☐
Dinton Pastures	☐
Environmental Health	☐

OTHER INTERNAL / EXTERNAL CONSULTEES
(EXCLUDING NEIGHBOURS)

A full set of plans will be sent to all consultees unless particular drawings No's are specified in the spaces above.

NEIGHBOURS: 10 days on 7/12/02 whichever is the later

Date for Responses

FURTHER ACTION

Re-advertise App. ~~Y~~ / N (Delete as required)

Redate Application ~~Y~~ / N From:

New Site Notice ~~Y~~ / N

Revised Proposal Description:

CASE OFFICER AO

Consultations Sent by Admin. on 27.11.02

Yellow - Case Officer Copy
Green - Part One Copy

1894

WOKINGHAM DISTRICT COUNCIL
PLANNING DEPARTMENT

Record of Meeting: ✓
Present:

Mr Fiona Rolls.

Record of Telephone Call:
Conversation with:

Date: 7 1 03

Time: 2.40.

Place:
(if applicable)

NOTES re: A/2002/7917. McDonalds signs, car park etc.

Fiona Rolls said she did not object to this application.

Copies to:

Action:

Application/File No: A/2002/7917

Tel. 0118 974 6445 (Direct Line)
E-mail: Angela.Odell@wokingham.gov.uk
Date. 6 January, 2003
My ref. AO/A/2002/7917

Councillor Fiona Rolls

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) 977 8909
DX: 33506 – Wokingham

Dear Councillor

PLANNING APPLICATION A/2002/7917
PROPOSED ERECTION OF VARIED IMMUMINATED AND NON-ILLUMINATED SIGNS FOR DRIVE-THRU RESTAURANT AT MCDONALDS, THE SQUARE, CHALFONT WAY, LOWER EARLEY

I refer to the above application and my previous letter to you of 12 December (copy attached). As the consultation period has been completed, the above application could now be determined from this coming Wednesday 9 January. I am of the view that the signs are acceptable, including the proposed illuminated sign at the edge of the car park, and am therefore intending to recommend approval.

If you are not content with this or wish to discuss the application, please contact me by Friday 11 December.

Yours sincerely

AO

MRS A ODELL
Planning Officer

c.c. Councillor A. Spratling

Angela Odell

From: Adam Coggins
Sent: 26 November 2002 09:01
To: Angela Odell
Subject: RE: A/2002/7918 & 7919 - signs for McDonalds

Angela,

I can confirm that the highway authority has no objection to the applications: A/2002/7918 & 7919.

Adam

-----Original Message-----
From: Angela Odell
Sent: Tuesday, November 26, 2002 8:41 AM
To: Adam Coggins
Subject: A/2002/7918 & 7919 - signs for McDonalds

Please can you put your 'no objection' in writing to these applications

Thanks

Angi

Application Number : A/2002/7917	**Map No :** 66
Case Officer : AO	**Site Area :** 0.16
Valid Date : 25/11/02	**Received Date: 01/11/2002**

Level : Delegated Application

Description : Proposed erection of varied illuminated and non illuminated low level directional signs for drive-thu restaurant.

Location : Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.

Parish : EA **Ward : RED**

Applicant : McDonalds Restaurant C/O Hepher Dixon.

Fee Required: £60 **Fee Received: £60** (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		Faxed	
BLOCK PLANS	Block plan required to show positions of signs on site -	20/11	
FORMS UNSIGNED	- pls send 4 more copies of 4786/109/00/1 which is with application 7919		25/11
S.66 MISSING/INCORRECT/ UNSIGNED	This shows positions of directional Signs (sign 1) & menu signs (sign 5), but where will the "double sided 52000 poster sign" be located?		(See letter
ELEVATION PLANS		phoned again	on file 7.919)
FLOOR PLANS		3/12	
NO SCALE OR SCALE IS IMPERIAL			
ENCROACHMENT LETTER REQUIRED			
OTHER			

Want Jpr plan 4786/109/00/1 to come back

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

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

OTHERS

.....

.....

.....

.....

.....

.....

NEIGHBOURS

.....

S/N + see map

.....

.....

No pre-apps.

**********FILE COPY**********

Tel: (0118) 974 6445

Date: 11 December 2002

My ref: A/2002/7917

WOKINGHAM UNITARY
Aiming for Excellence

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

Councillor D Hare
9 Easby Way
Lower Earley
RG6 3XA

Dear Councillor

Application Number: A/2002/7917
Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.
Proposed erection of varied illuminated and non illuminated low level directional signs for drive-thu restaurant.

I write to let you know that the above mentioned application has been received.

At this stage a recommendation has not yet been made. This form should only be returned if it is likely that you might wish for the application to be listed for consideration by the Development Control Committee. This form must be received no later than 28 days from the date of this letter.

If you have concerns about the proposals it may be possible for these to be addressed during the consideration of the application. In these circumstances it would be helpful if you could discuss these with the case officer **Angela Odell** on **(0118) 974 6445** in the first instance.

Yours sincerely
Trevor Watson
Development Control Manager

LISTING FORM
Case officer: **Angela Odell** Application Number: **A/2002/7917**
Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.
Proposed erection of varied illuminated and non illuminated low level directional signs for drive-thu restaurant.
I wish this application to be listed should the officers recommendation be for: GRANT/REFUSAL and my reasons are:

_____

_____

Should the officers recommendation be in accordance with my views I am happy for the application to be determined under delegated powers. YES/NO

Signed: _____ Date: _____

Councillor D Hare

**********FILE COPY**********

**********FILE COPY**********

Tel: (0118) 974 6445

Date: 11 December 2002

My ref: A/2002/7917

WOKINGHAM UNITARY
Aiming for Excellence

Councillor F Rolls
14 Tiptree Close
Earley
RG6 4HS

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/2002/7917
Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.
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Yours sincerely
Trevor Watson
Development Control Manager

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I wish this application to be listed should the officers recommendation be for: GRANT/REFUSAL and my reasons are:

_____

_____

Should the officers recommendation be in accordance with my views I am happy for the application to be determined under delegated powers. YES/NO

Signed: _____ Date: _____

Councillor F Rolls

**********FILE COPY**********

**********FILE COPY**********

Tel: (0118) 974 6445

Date: 11 December 2002

My ref: A/2002/7917

WOKINGHAM UNITARY
Aiming for Excellence

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

Councillor A Spratling
18 Moor Copse Close
Earley
RG6 7NA

Dear Councillor

Application Number: A/2002/7917
Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.
Proposed erection of varied illuminated and non illuminated low level directional signs for drive-thu restaurant.

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If you have concerns about the proposals it may be possible for these to be addressed during the consideration of the application. In these circumstances it would be helpful if you could discuss these with the case officer **Angela Odell** on **(0118) 974 6445** in the first instance.

Yours sincerely
Trevor Watson
Development Control Manager

LISTING FORM
Case officer: **Angela Odell** Application Number: **A/2002/7917**
Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.
Proposed erection of varied illuminated and non illuminated low level directional signs for drive-thu restaurant.
I wish this application to be listed should the officers recommendation be for: GRANT/REFUSAL and my reasons are:

_____

_____

Should the officers recommendation be in accordance with my views I am happy for the application to be determined under delegated powers. YES/NO

Signed: _____ Date: _____

Councillor A Spratling

**********FILE COPY**********

Received by Wokingham District Council

Application No: A/2002/7917

PROPOSAL:
Proposed erection of varied illuminated and non illuminated low level directional signs for drive-thu restaurant.

LOCATION:
Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.

The application is available for inspection at the locations & during the times detailed below:

WOKINGHAM DISTRICT COUNCIL, PLANNING RECEPTION, SHUTE END, WOKINGHAM between 8.30 - 5.00 Monday - Thursday & 8.30 - 4.00 Friday. (TEL: (0118) 974 6428)
OR
WOODLEY LIBRARY, HEADLEY ROAD, WOODLEY between 9.30am - 7.00pm Mon, Thurs & Fri. 9.30am - 5.00pm Tues, 9.30am - 1.00pm Saturday and 1.00pm - 4.00pm Sunday. (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/2002/7917 to enable the library staff to locate the correct information.
OR
EARLEY TOWN COUNCIL, RADSTOCK HOUSE, RADSTOCK LANE, EARLEY between 9.00am – 1.00pm & 2.00pm – 4.30pm Monday to Friday. (TEL: (0118) 986 8995)

Comments should be sent in writing QUOTING THE APPLICATION NUMBER to the Case Officer Angela Odell P.O. Box 157 Council Offices, Shute End, Wokingham Berkshire, RG40 1WR to arrive on or before 04/01/2003. 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.

Trevor Watson
Development Control Manager
11 December 2002

Organisation_Name	Building_Name	address1	Postcode
		56BRADMORE WAYREADING	RG6 4DS
		58BRADMORE WAYREADING	RG6 4DS
		10FAKENHAM CLOSEREADING	RG6 4AB
		11FAKENHAM CLOSEREADING	RG6 4AB
		12FAKENHAM CLOSEREADING	RG6 4AB
		14FAKENHAM CLOSEREADING	RG6 4AB
		15FAKENHAM CLOSEREADING	RG6 4AB
		9FAKENHAM CLOSEREADING	RG6 4AB
		6FELTHORPE CLOSEREADING	RG6 4AF
		7FELTHORPE CLOSEREADING	RG6 4AF
		8FELTHORPE CLOSEREADING	RG6 4AF
		9FELTHORPE CLOSEREADING	RG6 4AF
		33BRADMORE WAYREADING	RG6 4DS
		35BRADMORE WAYREADING	RG6 4DS
		37BRADMORE WAYREADING	RG6 4DS
		50BRADMORE WAYREADING	RG6 4DS
		52BRADMORE WAYREADING	RG6 4DS
		54BRADMORE WAYREADING	RG6 4DS
		60BRADMORE WAYREADING	RG6 4DS
KWIK SAVE GROUP PLC	UNIT 3	UNIT 3THE SQUAREREADING	RG6 5HJ
BLOCKBUSTER VIDEO	UNIT 5	UNIT 5THE SQUAREREADING	RG6 5HJ
FRASER GARAGES	UNIT 1	UNIT 1THE SQUAREREADING	RG6 5HJ
LAND ADJOINING KWIK SAVE			
ICELAND FOODS PLC	UNIT 4	UNIT 4THE SQUAREREADING	RG6 5HJ
CULPEPER MILL	UNIT 2	UNIT 2THE SQUAREREADING	RG6 5HJ

Neighbour list A/2002/1917

25.11.2002 7917

WOKINGHAM UNITARY
Aiming for Excellence

PLANNING SERVICES

Fax Cover Sheet

DATE: 20/11/02

TO: J Murch

FROM: Carl Hurst **Planning Services.**

NUMBER OF PAGES INCLUDING THIS HEADER SHEET: 2

RECIPIENT FAX NUMBER: 020 7353 1818

OUR FAX NUMBER: (0118) 974 6484

SUBJECT: Mcdonalds adverts.

NOTES: Some more information is required for this application. Please supply as soon as possible See attached letter.

25.11.2002 7917

Tel. (0118) 974 6429 or 6433

Date: 20 November 2002

Your Ref:

My Ref: A/2002/7917

McDonalds Restaurant
C/O Hepher Dixon
100
Temple Chambers
Temple Avenue
London
EC4X OHP

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: 2002/7917

Site Address: Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.

Proposal: Proposed erection of varied illuminated and non illuminated low level directional signs for drive-thu restaurant.

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

Please provide a block plan to show the position of the signs on site - Plan 4786/109/00/1 which is with application 2002/7919 shows the position of the directional signs (4 more copies are required for this application) but where is the double sided poster sign to be located?

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

Yours faithfully,

Carol Hurst

Senior Technical Officer
Development Control

25.NOV.2002 7917

Tel. (0118) 974 6429 or 6433

Date: 20 November 2002

Your Ref:

My Ref: A/2002/7917

WOKINGHAM UNITARY
Aiming for Excellence

McDonalds Restaurant
C/O Hepher Dixon
100
Temple Chambers
Temple Avenue
London
EC4X OHP

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: 2002/7917

Site Address: Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.

Proposal: Proposed erection of varied illuminated and non illuminated low level directional signs for drive-thu restaurant.

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

Please provide a block plan to show the position of the signs on site - Plan 4786/109/00/1 which is with application 2002/7919 shows the position of the directional signs (4 more copies are required for this application) but where is the double sided poster sign to be located?

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

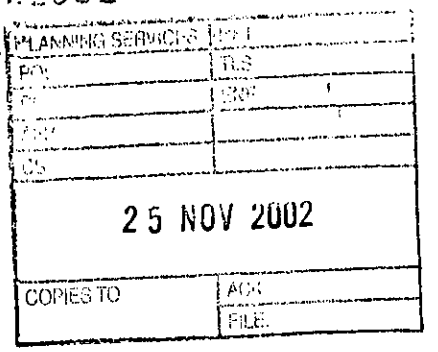
Yours faithfully,

Carol Hurst

Senior Technical Officer
Development Control

ADDITIONAL PLAN
7919

25 NOV 2002 7917



HEPHER DIXON
TOWN PLANNING CONSULTANTS

F.A.O. Ms A. Odell
Planning Services
Wokingham District Council
Civic Offices
Shute End
Wokingham
Berkshire RG40 1BN

PLEASE REPLY TO LONDON

JM/343B/M7324L
21st November 2002

Dear Sirs,

Advertisement Applications, Proposed A3 Drive-Thru' Restaurant
Land Adjoining Kwiksave, The Square, Chalfont Way, Lower Earley, Reading

Further to our telephone conversation on the 20th November, please find enclosed six copies of the detailed signage sheets for proposed signage scheme at the proposed McDonald's restaurant, The Square, Chalfont Way, Lower Earley.

I hope you find these to be of assistance but should you have any further questions please do not hesitate to contact me at this office.

Yours faithfully,

Jonathan Murch
Planning Assistant

Enc. Detailed Signage Sheets, Directional Sign (A) with logo
Detailed Signage Sheets, S2000 Menu Sign
Detailed Signage Sheets, Store Front Fascia, Letters and Arch
Detailed Signage Sheets, Double Sided S2000 Poster Sign, tripe translite
Detailed Signage Sheets, Roof Mounted Arch

100 Temple Chambers
Temple Avenue
London
EC4Y 0HP
Tel - 020 7353 0202
Fax- 020 7353 1818

62 High Street
Stony Stratford
Milton Keynes
MK11 1AQ
Tel - 01908 562 800
Fax- 01908 560 161

Temple Court
Cathedral Road
Cardiff
CF1 1HA
Tel - 029 20 786 623
Fax- 029 20 786 666

Directors
Roger A Hepher BA MTP FRICS MRTPI
Peter G B Dixon MA MRICS MIHT
Christopher Potts BA MRTPI
Duncan N Parr BA DUPI DipTP FRGS MRTPI
E-mail - townplanning@hepherdixon.co.uk
Hepher Dixon Ltd. Registered in England No. 3701328

7917

HEPHER DIXON
TOWN PLANNING CONSULTANTS

11 NOV 2002

F.A.O. Nicola Lake
Head of Planning Services
Planning Services
Wokingham District Council
Civic Offices
Shute End
Wokingham
Berkshire RG40 1BN

PLEASE REPLY TO LONDON

JM/343B/M7001L
31st October 2002

Dear Sirs,

Advertisement Applications, Proposed A3 Drive-Thru' Restaurant
Land Adjoining Kwiksave, The Square, Chalfont Way, Lower Earley, Reading

Please find enclosed three advertisement applications for the proposed drive thru' McDonald's restaurant, The Square, Chalfont Way, Lower Earley. Advertisement consent is sought for the following signs:

1) Low Level Directional Signage

It is proposed to erect a number of low level directional and information signs around the restaurant building and car park area. The majority of signs are non-illuminated directional and parking signs, which under Section 2A of Schedule 3 of the Town and Country Planning (Control of Advertisements) Regulations 1992 have the benefit of deemed advertisement consent. We consider signs 2, 3, 4, 6, 7, 8, 9, 10 and 11 along with the road marking signage as shown on Drawing No. 4786/109/00/1 benefit from deemed advertisement consent. These signs help guide customers safely around the site.

It is proposed to erect a number of internally illuminated menu signs (sign 5) positioned adjacent to the drive-thru' lane which will assist customers in deciding what to order and also improve the overall efficiency of the drive-thru' lane. In addition, it is proposed to erect a number of low level internally illuminated entrance/directional signs (sign 1), comprising a single sided 'Golden Arch' logo and a directional arrow, at the entrance to the retail park, the site and the drive thru' lane (as shown on drawing 4786/109/00/1).

The enclosed forms and drawings are listed at the end of this letter.

100 Temple Chambers
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Tel - 020 7353 0202
Fax- 020 7353 1818

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Duncan N Parr BA DUPI DipTP FRGS MRTPI
E-mail - townplanning@hepherdixon.co.uk

Hepher Dixon Ltd. Registered in England No. 3701328

2) Building Signage

Advertisement consent is sought for the installation of three roof signs (see drawing number 4786/106/01/1). The sign on the front elevation comprises nine individually illuminated letters spelling out McDonald's name including a 'Golden Arch' logo. The signs on the side and drive' thru elevation consist of a 1.2 metre high internally illuminated 'Golden Arch logo.

The enclosed forms and drawings are listed at the end of this letter.

3) Existing Developer's Signage

Advertisement consent is also sought for the inclusion of the McDonald's name within the existing developer's signage as shown on drawing 4786/109/00/1 (sign 12) and drawing 4786/8/01/1. This proposal will only increase the height of the existing sign by 0.35 metres, which will have no adverse effect on the surrounding area but provide motorists using the local highway network a clear indication of the presence of the McDonald's restaurant.

The enclosed forms and drawings are listed at the end of this letter.

In summary, it is considered that the proposed signs relate well to the restaurant itself and its surrounding commercial area, both in terms of scale and positioning. We consider that the signs would not have a detrimental impact on the visual amenity of the locality and will ensure that the entrance to the restaurant is clearly visible to motorists travelling on the surrounding highway network.

We trust that the enclosed is in order if you should require any further information or clarification on any issue raised in this letter then please do not hesitate to contact either David Maddox or myself at this office.

Yours faithfully,

Jonathan Murch
Planning Assistant

Enc: 1) **Low Level Directional Signage**
Site Layout - Customer Journey Signage (Drawing Number 4786/109/00/1)
Detailed Signage Sheets
Application Forms
Site Location Plan

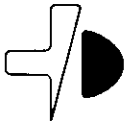
2) **Building Signage**
Site Layout - Customer Journey Signage (Drawing Number 4786/109/00/1)
Elevations (Drawing Number 4786/106/01/1)
Application Forms
Signage sheets
Site Location Plan

3) **Existing Developer's Signage**
Site Layout - Customer Journey Signage (Drawing Number 4786/109/00/1)
Proposed Site Signage Alteration (Drawing Number 4786/8/01/1)
Application Forms
Site Location Plan

Fee of £180

c.c. J. O' Connor, McDonald's Restaurants (without enclosures)
E. Weintroub, McDonald's Restaurants (without enclosures)
R. O'Neill, McDonald's Restaurants (without enclosures)
D. Kotecha, Lewis & Hickey (without enclosures)
N. Thorne, NLJCT (without enclosures)
C. Potts, Hepher Dixon (without enclosures)

With Compliments



HEPHER DIXON

TOWN PLANNING CONSULTANTS

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Tel - 029 20 786 623
Fax- 029 20 786 666

E-mail - townplanning@hepherdixon.co.uk

Hepher Dixon Ltd. Registered in England No. 3701328

MESSAGE PAD - MESSAGE PAD - MESSAGE PAD -

1782/a

25...OV.2002 7917

You are advised to read the accompanying notes before completing any part of this form. 01 NOV 2002

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: MC DONALDS RESTAURANTS

Address: C/O AGENT

_____ Post Code _____

Tel. No. _____

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

Full Name HEPHER DIXON

Address: 100 TEMPLE CHAMBERS

TEMPLE AVENUE, LONDOPost Code EC4Y0HP

Tel. No. 02073530202

3. Full postal address or location of the land on which the advertisement is to be displayed. LAND ADJOINING KWIKSAVE, THE SQUARE, CHALFONT WAY, LOWER EARLEY

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

VACANT

5. (a) Has the applicant an interest in the land?

LESEE 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.)

LOW LEVEL DIRECTIONAL SIGNAGE

(b) Is the advertisement already being displayed?

~~YES~~ / NO *

7. (a) Will the advertisement be illuminated?

PLEASE SEE COVERING LETTER 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

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

* **Delete as appropriate**

I enclose a cheque or money order for the appropriate fee (See Note 6) of £ 60

Signed HEPHER DIXON (~~applicant~~/agent) Date 31st October 2002

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

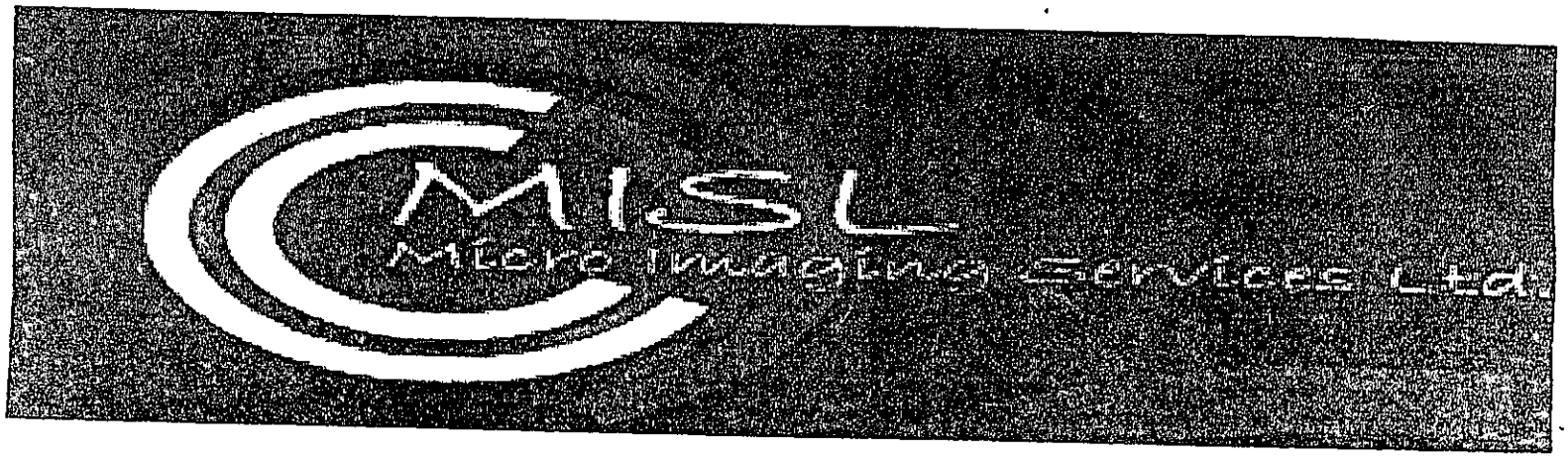
5. A grant of consent under the Town and Country Planning (Control of Advertisements) Regulation 1989 does not rank as consent which may be required for any other purpose, e.g. 'listed building consent' where the advertisement is to be displayed on any listed building.

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**

THE FOLLOWING SCANNED IMAGES
ARE DOCUMENTS OF BAD QUALITY
OR ARE PHOTOCOPIES.



FOR THIS REASON THEY MAY
APPEAR UNREADABLE ON SCREEN

(1) 3 CHALFONT SQUARE, CHALFONT WAY

ADDRESS PARISH LOWER EARLEY

PLOT No. AREA 20 KWIKSAVE ORD. SHEET No. 66

BUILDER

Plan No.	Applicant	Description of Development	Date of Decision	Decision
01945	LOWER EARLEY PCAN			C/A
39070	W/DR.			
41675	CENTROS PROPS/PAVERIL SECURITIES	RETAIL STORE	25-2-94	C/A LA
FP94/2604	"	S/SY. PORTAL FRAME BLDG.	15-7-94	APP
43243	KWIKSAVE GROUP plc.	NON-ILL. DEV. BOARD	28-9-94	REF
43572	"	ILL. SIGNS	29-11-94	C/A
F.P94/3121	"	INT. SHOPFITTING	23-11-94	APP
95/63064/F	CENTROS PROPS	SEE 1 FOR DETAILS	15-1-96	C/A
AP/2000/0895	Lewis & Hickley	New drive thru' restaurant	14.6.00	APP
F/2000/1998	LIDL U.K	Newshopfr, canopy, & cladding	11.09.00	C/A
F/2000/1503	McDonalds	Erect A3 drive thru' restaurant		
A/2000/2168	"	Erect illuminated sign	29.11.00	C/A
A/2000/2167	"	" " "	29.11.00	C/A

MINISTRY DECISION

SPECIAL ORDERS

1933 (2) 3 CHALFONT SQUARE

ADDRESS CHALFONT WAY PARISH LOWER EARLEY

PLOT No KWIKSAVE ORD. SHEET No. 66

F/2000/1504 McDonalds Erect A3 drive thru rest. (dup. app) (LAND ADJ.) 8.8.02 C/A

BUILDER

P/2000/1503 (LAND ADJ) 8.8.02 C/A

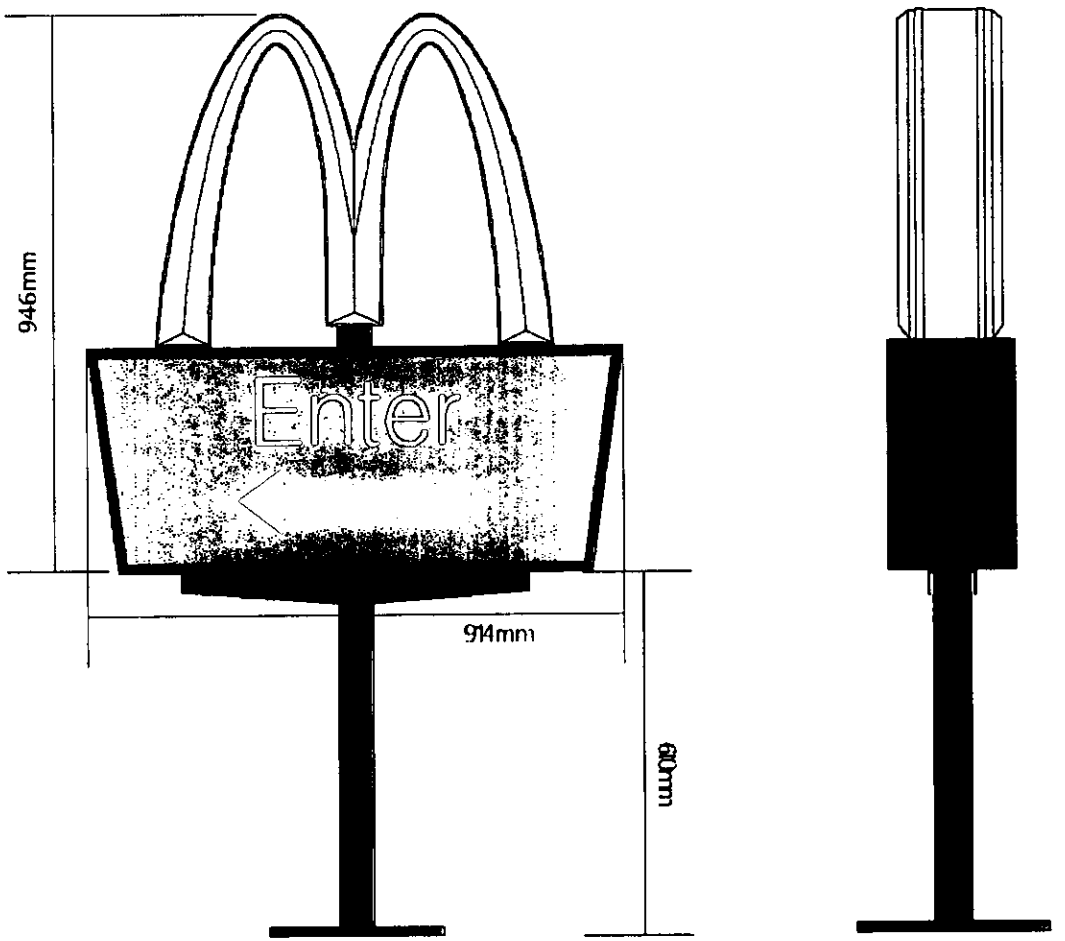
Plan No.	Applicant	Description of Development	Date of Decision	Decision
A/2000/2169	McDonalds			
A/2000/2170	"	Erect. of int illum roof sign	04.01.01	C/A
A/2000/2492	LidL UK	Erect of int illum sign	23.03.01	C/A
F/2002/7859	McDonalds	Erect drive thru restaurant Amendment to 1503		
A/2002/7917	McDonalds	illum + non illum sign		
A/2002/7918	"	internally illum sign		
A/2002/7919	"	Erect new dev. sign		

MINISTRY DECISION

SPECIAL ORDERS

DIRECTIONAL SIGN (A) with logo

MOULDED YELLOW GOLDEN ARCHES ABOVE FLAT RED DIRECTIONAL MESSAGE.



APPROVED

174 SUNBRIDGE ROAD, BRADFORD, WEST YORKSHIRE. BD1 2RZ. Tel : +44 (0) 1274 722244 Fax : +44 (0) 1274 848998 - www.butterfieldsigns.co.uk

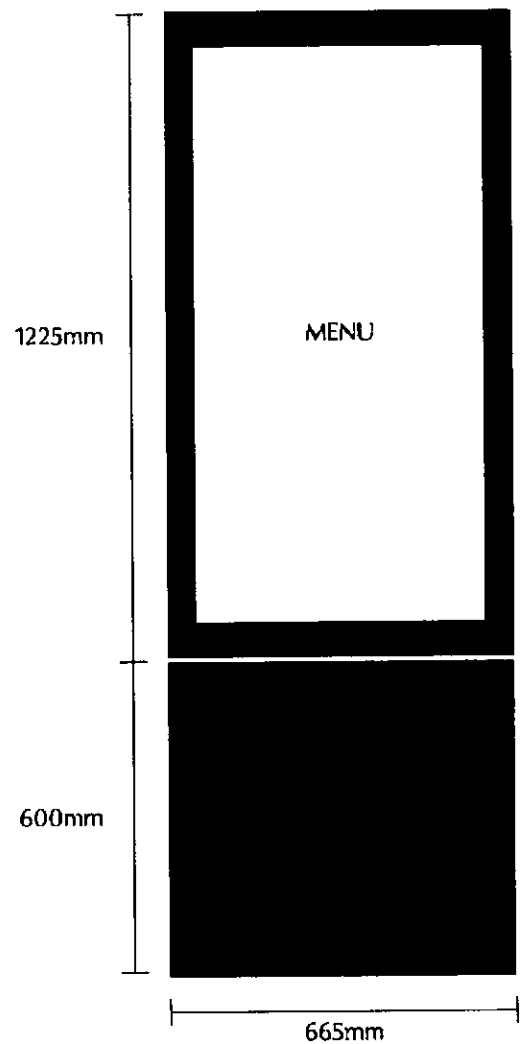
S2000 MENU SIGN

CONSTRUCTION

FABRICATED ALUMINIUM CARCASE WITH HINGED DOOR FITTED TO STEEL INTERNAL SUPPORT. INTERNALLY FINISHED TO GLOSS WHITE, EXTERNALLY FINISHED TO BLACK WITH RED COACHLINE. POSTER UNIT HAS A CONVEX SHAPED.

DISPLAY

ACRYLIC FACE AND DIFFUSER PANEL TO ACCOMMODATE STANDARD TRANSLITE DISPLAY.
MOULDED 3mm ACRYLIC PANEL WITH DECORATED DISPLAY.



APPROVED

174 SUNBRIDGE ROAD, BRADFORD, WEST YORKSHIRE. BD1 2RZ. Tel : +44 (0) 1274 722244 Fax : +44 (0) 1274 848998 - www.butterfieldsigns.co.uk

DOUBLE SIDED S2000 POSTER SIGN
triple translite

CONSTRUCTION

FABRICATED ALUMINIUM CARCASE WITH HINGED DOOR FITTED TO STEEL INTERNAL SUPPORT. INTERNALLY FINISHED TO GLOSS WHITE, EXTERNALLY FINISHED TO BLACK WITH RED COACHLINE. POSTER UNIT HAS A CONVEX SHAPED.

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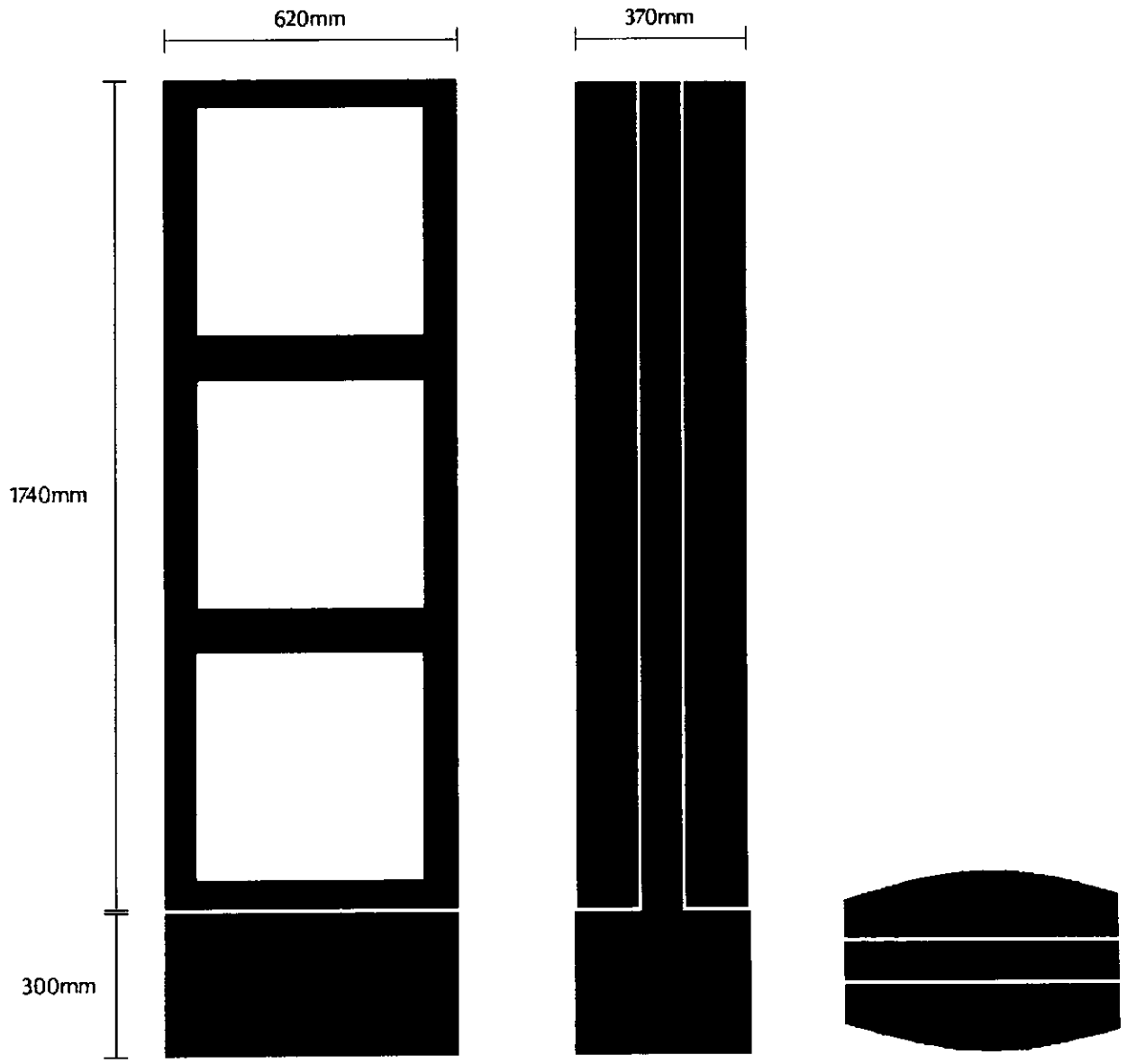
MOULDED 3mm ACRYLIC PANEL WITH DECORATED DISPLAY.

APPROVED



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