APPLICATION NO:
A/2002/7919

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

APPLICANT:
McDonalds Restaurant C/O Hepher Dixon

PROPOSAL:
Proposed erection of new developers sign

EARLIEST DATE FOR DECISION **07/12/2002**

APPLICATION WILL HAVE EXPIRED ON 27/12/2002

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
EC4Y 0HP

Application Number: A/2002/7919

Parish: **EARLEY**

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

Proposal: **Proposed erection of non-illuminated replacement developers signs.**

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).

Reason

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

Informative
1. The applicant is advised that this permission relates to the 3 non-illuminated developers signs only and does not grant permission to alter signs shown on site layout drawing No. 4786/109/00/1.

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: 17/12/2002

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 : Angela Odell

Application Number : A/2002/7919

Applicant : McDonalds Restaurant C/O Hepher Dixon.

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

Proposal : Proposed erection of non-illuminated replacement developers signs.

Site Notice Displayed ? :	YES	NO	DATE

Date of Neighbour Notifications : .....

Date of Site Visit : 19.11.02

Date Registered : 01/11/2002

Earliest Date for Decision : 07/12/2002

Latest Consultation Date/Site Notice Expiry Date : 07/12/2002

This application will have expired on: 27/12/2002. 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 :

' Letter of objection (refers to all McDonalds signs) — These signs are visually obtrusive on the approach to Lower Earley via Beaston Way and are a visual and aesthetic pollution. Smaller signs screened by trees are required. Also refers to litter.

Planning Issues :

Application Number: A/2002/7919

Appraisal :

See attached report.

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

A/2002/7919 – Appraisal

Proposal
3 non-illuminated local centre signs on green painted timber frame with A-shaped top. Signs to be 3.65m. high and 0.9m. wide. Two of these signs to be at roundabout entrance area (next to 'Tota'l garage) and one above Rushey Way (at end of Beeston Way) roundabout junction.

Relevant Planning History
There are 3 existing signs in the locations applied for.

Effect on the character and appearance of the area
The proposed signs need to be assessed in comparison to the signs that have been permitted, and on whether they would have an acceptable effect on the character and appearance of the area. Policy WBE16 covers outdoor advertising and states that only outdoor advertisements which are sympathetic in design to their surroundings in relation to amenity and highway safety will be permitted.

The proposed non-illuminated signs would replace the existing 3 signs and be the same as them except for an additional .035m. in height to include 'McDonalds'. The signs close to the 'Total' garage are seen in the context of existing development and signage and consider the extra height would not be unduly obtrusive. Also consider that the additional height to the sign adjacent to Rushey Way would not be unacceptably obtrusive. Therefore consider the proposal is acceptable.

(As concerns expressed by local Councillors relate to the proposed illuminated signs on the other applications A/2002/7918 % 7919, the application is being put through for approval under delegated powers.)

(N.B. Other illuminated directional signs are the subject of application A/2002/7917)

Recommendation: conditional approval

Application Number A/2002/7919
Conditions/Reasons for Refusal

N.B. Title altered please see front sheet

No	Std Con	Std Reas	Non Std Conditions / Reasons for Refusal
1.	G213	R213	
			Informative
			The applicant is advised that this permission relates to the 3 non-illuminated developers signs only and does not grant ~~to~~ permission to alter signs shown on drawing No. 4786/109/00/1 ~~Site~~ site layout

If any of the consultee's have requested a copy of the decision notice please list them below;

Informative for approvals	
N16	
LODDON AREA LOCAL PLAN POLICIES:	LB E10.
SOUTH-EAST AREA LOCAL PLAN POLICIES:	
WOKINGHAM DISTRICT LOCAL PLAN POLICIES:	WBC16.
GREEN BELT LOCAL PLAN POLICIES:	
BERKSHIRE STRUCTURE PLAN POLICIES:	EN1
MINERALS LOCAL PLAN POLICIES:	

RECOMMENDATION AND CONDITIONS/REASONS AGREED: T G Watson
(Development Control Manager)

12/12. **Date:** 17/12/02

RECORD OF SITE VISIT

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

APPLICATION NUMBER: A/2002/7919

OFFICER: Angela Odell

DATE OF SITE VISIT: 19.11.02

1 SITE/STATUTORY NOTICE DISPLAYED ?

2. DESCRIPTION OF SURROUNDINGS Shops etc. in local centre

3. DESCRIPTION OF SITE/BUILDING McDonalds Drive Thru restaurant under construction.

4. RELATIONSHIP TO ADJOINING PROPERTIES Kwik save + other shops etc. in local centre

5. SITE CONSTRAINTS

TREES Some trees/ bushes on slopes of embankment on Rushey Way.

ACCESS/PARKING in front of restaurant in adjacent shared area.

LEVELS Site is flat but steep embankments Rushey Way.

BOUNDARY TREATMENT

OTHERS

Tel. 0118 974 6445 (Direct Line)
E-mail: Angela.Odell@wokingham.gov.uk
Date. 12 December, 2002
My ref. AO/A/2002/7918 & 7919

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/2002/7919
PROPOSED ERECTION OF NON-ILLUMINATED REPLACEMENT DEVELOPERS SIGNS AT THE SQUARE, CHALFONT WAY, LOWER EARLEY

I am writing to explain the situation regarding the above application. There has been some confusion, and the above application A/2002/7919 is for replacement of the 3 green timber non-illuminated developers signs with signs 0.35m. higher (to add 'McDonalds') only; also non-illuminated. The 4 illuminated low-level directional signs and menu signs are the subject of a separate application A/2002/7917 on which you are being consulted in the usual way, and is running on a later timetable. (The confusion arose because the site plan also showed these sign.) As neither you nor Councillor Spratling raised concerns about these 3 non-illuminated developers signs, I have put them through for approval under delegated powers.

Regarding application A/2002/7918 (illuminated signs on the building), I have now realised that the signs are larger than those previously approved. They are now installed and lit up when the restaurant is open. Having viewed them after lit up dark, I am now trying to negotiate regarding the size and brightness of these signs.

I hope the above is clear, but if you wish to discuss any of the above please contact me.

Best Regards

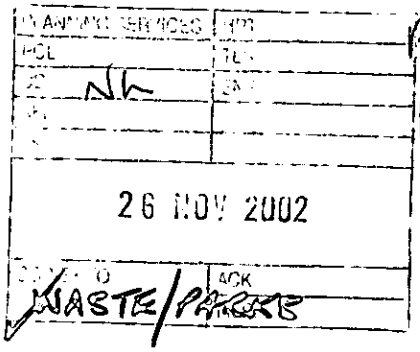
Ao.

MRS A ODELL
Planning Officer

c.c. Councillor A. Spratling

16 Beardsley Close
Lower Earley
Reading
RG6 4HH

0118 9863917



25-11-2002

Dear Sir,

I wish to protest at the erection of signs at the new McDonalds at Chalfont Way, Lower Earley.

These signs are visually obtrusive on the approach to Lower Earley via Beeston Way & as such are a source of visual & aesthetic pollution.

Smaller, less obtrusive signs are required plus vegetative screening by large, established trees.

Litter pollution near the play park/tennis courts is also a major concern on environmental health grounds. Rats inhabit the existing dumps of black refuse sacks at the rear of the development.

Please respond within five working days to inform me of your actions.

Yours faithfully, P.D. Green.

FROM: Angela Odell

DELEGATED

DATE: 13 November 2002

EARLEY TOWN CONSULTATION SHEET

PLANNING SERVICES	HPT
POL	TLS
DC	ENF
APP	
CS	
13 DEC 2002	
COPIES TO	

Application Number: A/2002/7919

Proposal: Proposed erection of new developers sign..

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 07/12/2002** .

Whilst Councillors had no objection to this proposal, it was requested that the current lighting arrangements for the existing sign should be reviewed, as, it is understood, that the light is extremely dazzling to pedestrians trying to cross at this point.

SIGNED: _____ DATE: 12 DEC 2002

Clerk To Earley Parish/Town Council.

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

Tel. 0118 974 6445 (Direct Line)
E-mail: Angela.Odell@wokingham.gov.uk
Date. 21 November, 2002
My ref. AO/A/2002/7919
Your ref. JM/343B/M7001L

Hepher Dixon
100 Temple Chambers
Temple Avenue
LONDON EC4Y 0HP

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 Mr Murch

APPLICATION A/2-002/7919
PROPOSED ERECTION OF NEW DEVELOPERS SIGNS AT MCDONALDS, THE SQUARE, CHALFONT WAY, LOWER ERALEY

Following our telephone discussion yesterday, please submit 6 copies of the following which were not included with the application:

Sign 01 – drawing to scale or information on the height of the proposed signs.

Sign 05 – coloured drawings to scale of the proposed internally illuminated menu signs. (No drawings of these signs were included with the application.)

Apart from the redlined location plan, I have only 2 drawings: 4786/reg.109 and 4768/reg.8.

Yours sincerely

Ao.

MRS A ODELL
Planning Officer

Application Number : A/2002/7919	**Map No :** 66
Case Officer : AO	**Site Area :** 0·16
Valid Date : 1·11·02	**Received Date: 01/11/2002**

Level : Delegated Application

Description : Proposed erection of new developers sign.

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

Parish : EA **Ward : RED** 13.11.02 TB.

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			
BLOCK PLANS			
FORMS UNSIGNED			
S.66 MISSING/INCORRECT/ UNSIGNED			
ELEVATION PLANS			
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

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.

Organisation_Name	Building_Name	address1	Old_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
		31BRADMORE WAYREADING	RG6 4DS
		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
[redacted]CKBUSTER VIDEO	UNIT 5	UNIT 5THE SQUAREREADING	RG6 5HJ
FRASER GARAGES	UNIT 1	UNIT 1THE SQUAREREADING	RG6 5HJ
ICELAND FOODS PLC	UNIT 4	UNIT 4THE SQUAREREADING	RG6 5HJ
CULPEPER MILL	UNIT 2	UNIT 2THE SQUAREREADING	RG6 5HJ
LAND ADJOINING KWIK SAVE			

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

Tel: (0118) 974 6445

Date: 13 November 2002

My ref: A/2002/7919

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/2002/7919
Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.
Proposed erection of new developers sign.

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/2002/7919**
Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.
Proposed erection of new developers sign.
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**********

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

Tel: (0118) 974 6445

Date: 13 November 2002

My ref: A/2002/7919

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

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Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.
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Trevor Watson
Development Control Manager

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Case officer: **Angela Odell** Application Number: **A/2002/7919**
Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.
Proposed erection of new developers sign.
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: 13 November 2002

My ref: A/2002/7919

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/2002/7919
Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.
Proposed erection of new developers sign.

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

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Yours sincerely
Trevor Watson
Development Control Manager

LISTING FORM
Case officer: **Angela Odell** Application Number: **A/2002/7919**
Land Adjoining Kwiksave, The Square, Chalfont Way, Earley, Reading.
Proposed erection of new developers sign.
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**********

Received by Wokingham District Council

Application No: A/2002/7919

PROPOSAL:
Proposed erection of new developers sign.

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/2002/7919 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 07/12/2002. 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.

Trevor Watson
Development Control Manager
13 November 2002

01.NOV.2002 7919

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)

01.NOV.2002 7912 7919

HEPHER DIXON
TOWN PLANNING CONSULTANTS

01 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
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

01.NOV.2002 7919

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

1782/a

01.NOV.2002 7919

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: McDONALDS 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, LONDON Post Code EC4Y0HP
   Tel. No. 02073530202

3. Full postal address or location of the land on which the advertisement is to be displayed. LAND ADJOINING KWIK SAVE, 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.)
   EXISTING DEVELOPERS SIGNAGE

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

7. (a) Will the advertisement be illuminated?
   PLEASE SEE DRAWING 4786/7/01/1 **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:- **£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**

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 PLAN			C/A
39070	W/DR.			
41675	CENTROS PROPS/PAVERIL SECURITIES	RETAIL STORE	25.2.94	C/A LA
FP94/2604	"	S/S. 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
FP/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 low level 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

F/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	illumt non illum sign		
A/2002/7918	"	internally illum sign		
A/2002/7919	"	Erect new dev. sign		

MINISTRY DECISION

SPECIAL ORDERS