

**PLANNING COMMITTEE  
12 DECEMBER 2024  
6.30 PM**



**Present:**

Councillors Brown (Chair), Collings (Vice-Chair), Frewer, McKenzie-Boyle, Penfold, Smith, C Thompson, Zahuruddin, Virgo, Temperton and Pressland

**Present Virtually:**

Councillors Barnard

**51. Minutes**

The minutes of the meeting held on the 7 November 2024 were approved as a correct record.

**52. Declarations of Interest**

There were no declarations of interest.

**53. Urgent Items of Business**

There were no urgent items of business.

**54. 24/00272/A Beech House London Road Binfield Bracknell Berkshire RG42 4AB  
Siting of 2 x illuminated signs. (Retrospective).**

The Committee noted:

- The objections of Binfield Parish Council as outlined in the report.
- The 5 letters of objection as outlined in the report.
- The supplementary report tabled prior to the meeting.
- That re-consultation had taken place based on the amended plan submitted on 22 October 2024.

**RESOLVED** that the application be **APPROVED** subject to the following standard conditions as set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007:

1. 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.

2. No advertisement shall be sited or displayed so as to –  
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

5. Where an advertisement is required to be removed under these Regulations, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: Standard conditions 1-5 are imposed in accordance with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

As well as the following additional conditions:

6. The advertisements hereby approved shall be displayed in accordance with the following plans and other submitted details:

Site Location Plan (1:1250) - received 22nd May 2024

Block Plan (1:500) - received 22nd May 2024

Advert Signage illustration - received 22nd May 2024

Parking layout showing signage location (1:200) – received 22nd October 2024

REASON: To ensure that the development is carried out only as approved by the Local Planning Authority.

7. The illuminance level of the external lighting on the advert sign hereby approved shall be fixed at 200 cd/m<sup>2</sup> and shall be retained as such at all times.

REASON: - In the interests of amenity of the area.

[Relevant Policies: BFLP LP 54]

8. The advertisements hereby approved shall only be illuminated as follows:

a) Between 25<sup>th</sup> October to 25<sup>th</sup> March in each year, the signs may be illuminated between the hours of 16:00 and 07.00; and

b) Between 26<sup>th</sup> March to 24<sup>th</sup> October in each year, the signs may be illuminated between the hours of 21:00 and 06:00.

REASON: - In the interests of amenity of the area.

[Relevant Policies: BFLP LP54]

**Chair**