

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN & COUNTY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007**

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Turnkey Design Partnership Ltd
The Cube
19 Love Lane
Cirencester
GL7 1YP

Application No: 231101
Application type: Advertisement Consent

Applicant: Alight Media,

READING BOROUGH COUNCIL as Local Planning Authority **REFUSE** consent for the display of the following advertisements:

Proposal: New pair of illuminated 48-sheet digital advertisement displays

At: Land at Thames House 42 Portman Road Reading

For the attached reasons

**OTHER STATUTORY CONSENTS MAY BE REQUIRED
PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE**

Date: 22 November 2023



SDV

Assistant Director of Planning, Transport and
Public Protection Services

Application At: Land at Thames House 42 Portman Road Reading

Application No: 231101

Application type: Advertisement Consent

REASONS FOR REFUSAL

1. Due to the siting, scale, changing images and illumination, coupled with the necessarily eye-catching design for the purpose of advertising, the proposed LED advertisement would appear as an unattractive and prominent structure that would result in harm to visual amenity, detracting from the character and appearance of the area, the 'Treed corridor' and the adjacent Public Open Space. The proposals are therefore contrary to Policies CC7, EN13 and OU4 of the Reading Borough Local Plan 2019 and the NPPF 2019.

INFORMATIVES

1. The decision relates to the following drawings and documents:

Location Plan T4803 A4 050 Rev A

Received 7th September 2023

Site Plan Proposed T4803 A4 051

Elevations Existing and Proposed T4803 A4 060

Elevations Existing and Proposed T4803 A4 061

Specifications Proposed Digital 48 LED display T4803 A4 062

Sketch View Proposed - Nearside View T4803 A4 063

Sketch View Proposed - Offside View T4803 A4 064

Supporting letter from Turnkey Ltd

Received 4th August 2023

2. The Local Planning Authority has been positive and proactive in dealing with the application by advising of the issues and concerns with the application. However, the applicant chose not to withdraw the application, hence the issuing of this decision notices within the agreed time period. Use of the Council's pre-application advice service can avoid the need to refuse advertisement consent. This scheme was not subject to pre-application planning advice.

Date: 22 November 2023



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NOTES

APPEALS TO THE SECRETARY OF STATE

If you are aggrieved by the decision of the Council to refuse consent for the proposed display of advertisements or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990 within 8 weeks of the date of this notice.

Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>.

If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.