

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

To: AsB Architecture Ltd
54 Keith Road
Hayes
UB3 4HP

Application No: 230480
Application type: Advertisement Consent

Applicant: Mr Satpal Arora,

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

Proposal: Advertisement consent for a new shop front sign board and lighting

At: 13-17 London Road Reading RG1 5BJ

Subject to such conditions and for such reasons as may be attached

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

Date: 8 September 2023



Assistant Director of Planning, Transport and
Public Protection Services *RE*

Application At: 13-17 London Road Reading RG1 5BJ

Application No: 230480

Application type: Advertisement Consent

CONDITIONS & REASONS

1. The advertisement, by reason of its modern, bold and prominent appearance, in combination with its internal illumination, will contribute to existing harmful impacts within the Market Place/ London Street Conservation Area and will therefore fail to protect and enhance the character and appearance and views into and within the conservation area thereby failing to comply with Policies OU4, EN1 and EN3 of the Reading Borough Local Plan 2019, Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the requirements of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).
2. The advertisement will run across the 3 combined shop units comprising the shopfront, will not respect the conservation area and will result in a long, internally illuminated box sign and therefore fails to comply with criteria B, C and E of Policy OU4. Individually and cumulatively, these attributes cause harm to the conservation area and the character of the area/London Road streetscene, contrary to policies OU4, EN1 and EN3 of the Reading Borough Local Plan 2019.

INFORMATIVES

1. Due to the retrospective nature of this application for advertisement consent, this matter will now be referred back to Planning Enforcement to consider to possible enforcement action, if considered expedient.

Date: 8 September 2023



Assistant Director of Planning, Transport and
Public Protection Services *RE*

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.