



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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

JCDecaux UK Limited
991 Great West Road
Brentford
TW8 9DN

Application No: 221158
Application type: Advertisement Consent

Applicant: JCDecaux UK Limited,

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

Proposal: Removal of existing 4 advertisement displays and installation of internally illuminated digital advertisement

At: Site Between 142 Basingstoke Road and 381 Elgar Road Reading RG2 0ET

For the attached reasons

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

Date: 10th February 2023

AA
Assistant Director of Planning, Transport and
Public Protection Services

Application At: Site Between 142 Basingstoke Road and 381 Elgar Road Reading RG2 0ET

Application No: 221158

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REASONS FOR REFUSAL

1. The siting and sequential images displayed on the proposed LED media display screen would distract drivers in a location where there is conflicting vehicle movement and high flows of traffic. This could result in sudden and unpredictable vehicle movements, increasing the risk of collisions with other vehicles or pedestrians. This would be in conflict with Policy TR3 of the Reading Borough Local Plan and Paragraphs 067 and 068 of the National Planning Policy Guidance (NPPG).
2. By virtue of its size, particularly its height at approximately 5.5m (not including the elevated position), and prominent location the proposed electronic advertisement would appear as an unattractive and prominent structure which is considered harmful to the character and appearance of the area. As such the proposal is considered contrary to policies OU4 (Advertisements) and CC7 (Design and the Public Realm) of the Reading Borough Local Plan.

INFORMATIVES

1. The refusal relates only to the following plans and drawings as received by the Local Planning Authority on 4th August 2022:
Roadside Advertising Proposal PART 1 by JCDecaux, dated August 2022
Roadside Advertising Proposal PART 2 by JCDecaux, dated August 2022 including Sheet 4 of 6 - Structure Detail
2. The Local Planning Authority has worked positively and proactively with the applicant. However, that has not been possible and therefore the decision to refuse planning permission has been taken.

Date: 10th February 2023



AA
Assistant Director of Planning, Transport and
Public Protection Services

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.