

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Design Extension
39 Nicola Close
South Croydon
CR2 6NA

Application No: 211743
Application type: Advertisement Consent

Applicant: Flying Butler Apartments Limited,

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

Proposal: Projection sign

At: 12-18 Crown Street Reading RG1 2SE

For the attached reasons

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

Date: 23 August 2022



AA
Assistant Director of Planning, Transport and
Public Protection Services

Application At: 12-18 Crown Street Reading RG1 2SE

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Application type: Advertisement Consent

REASONS FOR REFUSAL

1. By virtue of its excessive size in terms of height and depth and location on the building at second and third floor level, the proposed projection sign would obscure the residential windows at 12-18 Crown Street which is considered to be detrimental to residential amenity and, therefore, contrary to Policy CC8 of the Reading Borough Local Plan (2019).
2. By virtue of its excessive size in terms of height and depth, the location of the proposed sign is considered incongruous in its setting and harmful to the appearance, character and visual amenity of the area contrary to Policies CC7 and OU4 of the Reading Borough Local Plan (2019) and the Design Guide for Shopfronts SPD (2022).

INFORMATIVES

1. This application was assessed based on the following submitted drawings: received on 25th October 2021:

Drawing No: E100 - Location Plan
Drawing No: E102 - Proposed Floor Plan
Drawing No: E104 - Proposed Elevation
Drawing No: E105 - Existing and Proposed Elevation
2. The Local Planning Authority has worked positively and proactively with the applicant to see if relevant concerns could be resolved to allow permission to be granted. However, that has not been possible and therefore the decision to refuse planning permission has been taken.

Date: 23 August 2022



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Assistant Director of Planning, Transport and
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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.