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

CLM Planning
14 Magpie Close
Bexhill-On-Sea
TN39 4EU

Application No: 191744
Application type: Advertisement Consent

Applicant: Restaurants Ltd,

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

Proposal: Display of various illuminated and non-illuminated signage

At: St Marys Church House Chain Street Reading RG1 2HX

For the attached reasons

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

Date: 4 May 2022

SDV
Assistant Director for Planning, Transport & Regulatory Services

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Application At: St Marys Church House Chain Street Reading RG1 2HX

Application No: 191744
Application type: Advertisement Consent

REASONS FOR REFUSAL

1. By virtue of the excessive number of signs together with their scale, illumination and garish design, the advertisements do not respect the character or architectural integrity of the Listed Building. The signs appear obtrusive and overbearing and result in a proliferation of inappropriate signage which detracts from the character and visual amenity of the wider Conservation Area. As such, the proposal is harmful to visual amenity and conflicts with Policies CC7, EN1, EN3, EN6 and OU4 of the Reading Borough Local Plan (2019).

INFORMATIVES

1. The refusal relates only to the following plans and documents, as received by the Local Planning Authority on 01/11/19:
Drawing No: BL002.18.BLO Rev. A - Site Location
Drawing No: BL002.18.450 Rev. D - Existing External Floor Plan and Front Elevation
Drawing No: BL002.18.450 Rev. A - Existing External Floor Plan and Side Elevation
Drawing No: BL002.18.451 Rev. F - Proposed External Floor Plan and Front Elevation
Drawing No: BL002.18.451 Rev. A - Proposed External Floor Plan and Side Elevation
Drawing No: BR1 Rev. D - Proposed Front Elevation
Drawing No: BR3 Rev. D - Indicative Image
Drawing No: BR4 Rev. D - Indicative Image
Drawing No: BR5 Rev. D - Proposed Signage
Drawing No: BR6 Rev. D - Proposed Signage
Drawing No: BR7 Rev. D - Proposed Signage
Drawing No: BR8 Rev. D - Proposed Signage
Drawing No: BR9 Rev. D - Proposed Signage

Date: 4 May 2022

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Assistant Director for Planning, Transport & Regulatory 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.