

**TOWN AND COUNTRY PLANNING ACT 1990  
LOCAL GOVERNMENT PLANNING AND LAND ACT 1980  
THE PLANNING (LISTED BUILDINGS & CONSERVATION AREAS) REGULATIONS 1990  
PLANNING (LISTED BUILDINGS & CONSERVATION AREAS) ACT 1990**

**APPLICATION FOR LISTED BUILDING CONSENT**

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

Application No: 191743  
Application type: Listed Building Consent

**Applicant:** Bills Restaurants Ltd

READING BOROUGH COUNCIL as Local Planning Authority **REFUSE** Listed Building Consent for the following works:

**Proposal:** Display of various illuminated and non-illuminated signage

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

For the attached reasons

**PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE**

Date: 4 May 2022



SDV

Assistant Director for Planning, Transport &  
Regulatory Services

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

**Application No:** 191743

**Application type:** Listed Building 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:

Design, Access and Heritage Statement

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

2. This planning application was submitted without the benefit of first seeking pre-application advice from the Local Planning Authority, which can often result in the avoidance of refusal of planning permission. Please see the following link to the Council's pre-application service here:

<https://images.reading.gov.uk/2019/12/Pre-app-November-2021-final-2.11.pdf>

Date: 4 May 2022



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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 works or to grant it subject to conditions, then you can appeal to the Secretary of State under section 20 of the Planning (Listed Buildings and Conservation Areas) Act 1990 within 6 months of the decision or such longer period as the Secretary of State may allow.

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](mailto:inquiryappeals@planninginspectorate.gov.uk)) at least 10 days before submitting the appeal. Further details are on GOV.UK.