

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

**APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT**

Simply Planning Limited  
Lower Ground Floor  
24 Charlotte Street  
Fitzrovia  
London  
W1T 2ND

Application No: 190162  
Application type: Advertisement Consent

**Applicant:** The Oracle Shopping Centre Ltd,

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

**Proposal:** Installation of 3no. replacement fascia signs to The Oracle Shopping Centre

**At:** The Oracle Bridge Street Reading RG1 2AG

For the attached reasons

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

Date: 3<sup>rd</sup> December 2020



Head of Planning, Development  
& Regulatory Services

AA

**Application At:** The Oracle Bridge Street Reading RG1 2AG

**Application No:** 190162

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### **REASONS FOR REFUSAL**

1. The proposed fascia sign located on the Gun Street entrance to the Oracle (EXT. 29) would, by reason of its combined height, width and luminance, fail to positively conserve and enhance the nearby Listed terrace (Gun Street) and St Mary's Butts/ Castle Street Conservation Area. As such, the proposed fascia sign is considered contrary to Policies CC7, OU4 and EN3 of the Reading Borough Local Plan (2019).

2. The proposed fascia sign located on the Minster Street entrance to the Oracle (EXT.52) would, by reason of its height and width, fail to respect the scale of the signage found in the immediate vicinity and as such the proposed fascia sign is considered contrary to Policies CC7 and OU4 of the Reading Borough Local Plan (2019).

### **INFORMATIVES**

1. In making its determination, the Local Planning Authority took into account the following drawings and documents:

090705-SP-001 - Site Location Plan Level 1

Document summarising signage details

Reading, The Oracle Centre Parking Sign Safety Assessment dated 16 July 2018p prepared by Waterman Infrastructure & Environment Limited Heritage Statement dated January 2019

Letter from agent dated 30th January 2019

Received 31st January 2020

The Oracle Shopping Centre Ltd External Signs Planning Submission dated 6 February 2019 prepared by Holmes Wood

Received 7th February 2019

2. The Local Planning Authority has worked positively and proactively with the applicant to see if relevant concerns could be resolved to allow consent to be granted. However, that has not been possible due the applicant's agent becoming uncontactable. Therefore the decision to refuse advertisement consent has been taken.

Date: 3<sup>rd</sup> December 2020



Head of Planning, Development  
& Regulatory Services

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