

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Carter Jonas
One Chapel Place
London
W1G 0BG

Application No: 191707
Application type: Advertisement Consent

Applicant: Clear Channel,

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

Proposal: Upgrade of 1no. 48-sheet advertisement to digital LED display.

At: 61 Basingstoke Road Reading RG2 0ER

For the attached reasons

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

Date: 8 January 2020



Head of Planning, Development
& Regulatory Services *J.P.M.*

Application At: 61 Basingstoke Road Reading RG2 0ER

Application No: 191707

Application type: Advertisement Consent

REASONS FOR REFUSAL

1. Due to the siting, scale, changing nature and illumination, coupled with the necessarily eye-catching design for the purposes of advertising, the proposed LED display would become more visually dominant than the existing advertisement. The proposed siting and luminance of the advertisement would create a sense of overbearingness which would detract from the character and enjoyment of the adjoining street scene and wider area. As such the proposal does not accord with Policies CC7, CC8 and OU4 of the Reading Borough Local Plan 2019.

2. 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 Policies TR3 and OU4 of the Reading Borough Local Plan 2019 and the National Planning Policy Guidance (NPPG).

INFORMATIVES

1. The decision relates to the following drawings:

Drawing No: Site Location Plan 1303-1561-PA-01

Drawing No: Existing Site Plan 1303-1561-PA-02

Drawing No: Proposed Site Plan 1303-1561-PA-03

Drawing No: Elevation AA 1303-1561-PA-04

Drawing No: Elevation BB 1303-1561-PA-05

Drawing No: Specification 1303-1561-PA-06

Received 24th October 2019

2. The Local Planning Authority has been positive and proactive in dealing with the application by advising of the issues and concerns with the application. However, the applicant chose not to withdraw the application, hence the issuing of this refusal notice within the agreed time period. Use of the Council's pre-application advice service can avoid the need to refuse advertisement consent. This scheme was not subject to pre-application planning advice.

Date: 8 January 2020



Head of Planning, Development
& Regulatory Services *J.B.M.*

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.