

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Global
7Th Floor
84 Theobald's Road
London
WC1X 8NL

Application No: 191648
Application type: Advertisement Consent

Applicant: Global,

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

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

At: 70 Whitley Street Reading Berkshire RG2 0EG

For the attached reasons

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

Date: 20/12/2019



BCN

Head of Planning, Development
& Regulatory Services

Application At: 70 Whitley Street Reading Berkshire RG2 0EG

Application No: 191648

Application type: Advertisement Consent

REASONS FOR REFUSAL

1. The proposed LED advertisement hoarding would result in an unacceptable detrimental impact on neighbouring residential amenity through an introduction of increased light and flickering light from the changing of images. As such the proposal does not accord with policies CC7, CC8 or OU4.
2. The proposed LED advertisement hoarding, by virtue of its necessarily eye-catching design for the purposes of advertising, would become more visually dominant than the existing advertisement hoarding and the historic building itself. The proposed siting and intensity is considered likely to result in the hoarding becoming unacceptably visually dominant which would detrimentally impact the historic and architectural interest of the former Wellington Arms. As such the proposal does not accord with local policies CC7, CC8, EN6 and OU4, or section 16 of the NPPF 2019.
3. The proposed LED advertisement hoarding, by virtue of its necessarily eye-catching design for the purposes of advertising, would become more visually dominant than the existing advertisement hoarding. The proposed siting and intensity of the hoarding would create a sense of overbearingness which would detract from the character and enjoyment of the adjoining green space, street scene and wider area. As such the proposal does not accord with policies CC7, CC8 or OU4.

INFORMATIVE

1. 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 within the prescribed target or agreed extended timescale and therefore the decision to refuse planning permission has been taken.

Date: 20/12/2019



BCN

Head of Planning, Development
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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.