

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

JCDecaux
11 York Gardens
Bristol
BS8 4LL

Application No: 181966
Application type: Advertisement Consent

Applicant: JCDecaux,

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

Proposal: Double-sided freestanding forum structure, featuring 2 x Digital 86" screen positioned back to back. The Digital screen is capable of displaying illuminated, sequential content, supplied via secure remote connection.

At: Outside 31 Queen Victoria Street Reading RG1 1SY

For the attached reasons

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

Date: 5 June 2019



Head of Planning, Development & Regulatory Services *RE*

Application At: Outside 31 Queen Victoria Street Reading RG1 1SY

Application No: 181966

Application type: Advertisement Consent

REASONS FOR REFUSAL

1. The proposed double sided advertisement screen is positioned in an area that is relatively poorly covered in terms of CCTV camera surveillance. The structure would further obscure pedestrians behind the screen and therefore would pose a security risk. Therefore the proposal does not comply with Policies DM22 of the Sites and Detailed Policies Document (2012, altered 2015) and CS7 of the Reading Borough Local Development Framework Core Strategy (2008) (altered 2015). In addition it is considered that the screen will cause will cause substantial harm to the setting of the surrounding Grade II listed buildings. Therefore the proposal does not comply with Policy CS33 of the Sites and Detailed Policies Document (2012, altered 2015).

INFORMATIVES

1. The Council, in reaching its decision, took in to account the following plans and documents:

Outdoor LCD 2m2 double sided digital unit Forum Model Technical Description

Digital CIP Scale 1:1250

Digital CIP Scale 1:200

Photographs

Received 9th November 2018

Heritage Statement produced by JCDecaux

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 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.

3. 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:

http://www.reading.gov.uk/media/1190/Pre-Application-Enquiry-Form/pdf/Pre-app_Nov_2016.pdf

Date: 5 June 2019



Head of Planning, Development & Regulatory Services *RE*

Date: 5 June 2019



Head of Planning, Development & Regulatory Services *RE*

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 must be made using a form which you can obtain from the Planning Inspectorate at Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN, 0303 444 5000 or online at <https://acp.planninginspectorate.gov.uk/>