

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Mr Twaij
Flat 79 Rosebank
London
SW6 6LJ

Application No: 180050
Application type: Advertisement Consent

Applicant: Mr Twaij,

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

Proposal: Retrospective application for 1 x Fascia sign on the front of the building and 1 x Hanging sign on the side of the building

At: Q2 Watlington Street Reading

For the attached reasons

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

SFB

Date: 25 July 2018



Head of Planning, Development
& Regulatory Services

Application At: Q2 Watlington Street Reading

Application No: 180050

Application type: Advertisement Consent

REASONS FOR REFUSAL

The fascia sign and proposed hanging sign do not respect the residential nature of the building on which they are located in terms of size, location, design, materials, colour, lettering and type of text due to the predominantly white gloss finished aluminium sign tray, halo illumination, unsympathetic colouring and overall size of lettering. The signs would have a detrimental impact on the visual amenity the Q2 Building and would fail to either preserve or enhance the character and visual amenity of the Eldon Square Conservation Area opposite the building, and would harm the special architectural character of the Grade II Listed Wesley Methodist Church in the vicinity of the Q2 building. Further, harm would also be caused to the amenity of residents living within the Q2 building. Both the fascia sign and hanging sign appear prominent and fail to respond positively to the local context. Accordingly, the proposals are considered to be contrary to Policy DM22 (Advertisements) of the Reading Borough LDF: Sites and Detailed Policies Document (2012, altered 2015) and Policy CS7 and CS33 (Protection and Enhancement of the Historic Environment) of the Reading Borough LDF Core Strategy (2008, as altered 2015).

INFORMATIVES

1. The refusal relates only to the following plans and drawings as received by the local planning authority:

PL-01 Location Plan

PL-04 Existing elevation Job no 8448

E17 Readin/Front Mobalpa Kitchens signs OBA6505FF5E211E78C5B005056811E97

Proposed photo pdf

received on 9 Jan 2018

Reason: For the avoidance of doubt and in the interests of proper planning.

2. No pre-application advice was sought with the Local Planning Authority before undertaking the work on Q2, Watlington Street, Reading and submitting this retrospective planning application. 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-pp_Nov_2016.pdf

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3. 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 consent has been necessary.
4. Where planning permission has been refused, enforcement action may be taken, when considered expedient to do so by the Local Planning Authority.
5. It is not clear whether the unit requires separate permission to display the signage on the building next to the business premises. It is recommended that legal advice be sought from the owner of the premises as to whether separate permission is required.

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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 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 www.planningportal.gov.uk/pcs.