

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

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

Whittam Cox Architects  
Carrwood Court  
Carrwood Road  
Sheepbridge  
Chesterfield  
S41 9QB

Application No: 181282  
Application type: Advertisement Consent

**Applicant:** Cityblock,

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

**Proposal:** 1 X internally illuminated totem sign at the front (Kings Road) entrance to Berkshire House

**At:** 252-256 Kings Road Reading Berkshire RG1 4HP

For the attached reasons

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

Date: 18 September 2018



Head of Planning, Development *RE*  
& Regulatory Services

**Application At:** 252-256 Kings Road Reading Berkshire RG1 4HP

**Application No:** 181282

**Application type:** Advertisement Consent

### **REASONS FOR REFUSAL**

1. The proposal is considered excessive in scale and to appear as a prominent structure within the street-scene resulting in unnecessary visual clutter. The totem style appearance and internal illumination is considered to exacerbate the sign's visual prominence and to fail to respect or preserve the historic character of the surrounding conservation area. The proposal is contrary to policies CS7, CS33 and DM22.

### **INFORMATIVES**

1. This decision relates to the following drawings:

Drawing no.

SK-00-00-002 - Site Location Plan

Received by the Local Planning Authority on 26th July 2018

SK-00-00-003 - Proposed Site Plan

SK-00-00-001- Totem Sign Design

Received by the Local Planning Authority on 24th July 2018

2. The local planning authority has worked with the applicant in a positive and proactive way by clearly setting out concerns relating to the proposal and advising that the application would be refused prior to issuing the decision notice. No pre-application advice was sought on this proposal.

Date: 18 September 2018



Head of Planning, Development *RE*  
& Regulatory Services

## 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](http://www.planningportal.gov.uk/pcs).