

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Firstplan
Bramah House
65-71 Bermondsey Street,
London
SE1 3XF

Application No: 180221
Application type: Advertisement Consent

Applicant: Brewdog Ltd.,

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

Proposal: Hoarding Advertisement

At: Dogma Ph 11 Castle Street Reading RG1 7SB

For the attached reasons

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

Date: 28 March 2018



Head of Planning, Development & Regulatory Services *RE*

Application At: Dogma Ph 11 Castle Street Reading RG1 7SB

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REASONS FOR REFUSAL

1. The retrospective installation of a large advertising hoarding completely obscures the building and its architectural features; is harmful to the setting of surrounding Listed Buildings; and is dominant in the streetscene/Conservation Area, through its appearance as a large 'billboard' advertisement. As such, the hoarding advertisement is considered to be contrary to Policy DM22 (Advertisements) of the Reading Borough LDF: Sites and Detailed Policies Document (2012, altered 2015) and Policy CS33 (Protection and Enhancement of the Historic Environment) of the Reading Borough LDF Core Strategy (2008, as altered 2015).

INFORMATIVES

1. For the avoidance of doubt, this application has been considered on the basis of the following plans received on 02 February 2018: 2597-200-01 'Front elevation signage as existing and proposed'.

2. 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

3. The applicant is aware of issues with this application and was made aware of the proposed decision to refuse consent. The Local Planning Authority is considered to have acted positively and proactively in the circumstances surrounding this (and related) applications.

Date: 28 March 2018



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 www.planningportal.gov.uk/pcs.