

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Mr Hargun
32 Park View Drive South
Charvil
RG10 9QX

Application No: 172147
Application type: Advertisement Consent

Applicant: Mr Hargun,

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

Proposal: 4m width x 3m height hoarding

At: The Restoration Ph 928 Oxford Road Tilehurst Reading RG30 6TJ

For the attached reasons

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

Date: 1 June 2018



Head of Planning, Development
& Regulatory Services

Application At: The Restoration Ph 928 Oxford Road Tilehurst Reading RG30 6TJ

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REASONS FOR REFUSAL

1. By virtue of its size and prominent location the proposed hoarding would have a poor relationship with the existing building and neighbouring properties and would appear as an unattractive and prominent structure that is considered harmful to the character, appearance and visual amenity of the area. As such the proposal is considered contrary to policy DM22 (Advertisements) of the Sites and Detailed Policy Document (2012) and CS7 (Design and the Public Realm) of the Core Strategy.

INFORMATIVES

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

Drawing No: PL/PP/2850-00 - Block & Location Plans, received on 15th January 2018

Drawing No: PL/PP/2850-01 - Hoarding Elevations, received on 9th April 2018

2. The local planning authority has worked positively and proactively however, it has not been possible to overcome the concerns raised.

Date: 1 June 2018



Head of Planning, Development
& 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.