

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

The Keen Partnership
The Courtyard Edinburgh Road
Reading
RG30 2UA

Application No: 171582
Application type: Advertisement Consent

Applicant: PBCW Properties LLP,

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

Proposal: 48 sheet digital advertising board

At: Land At A33 Relief Road Rose Kiln Lane Reading

For the attached reasons

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

Date: 23 November 2017


SDV
Head of Planning, Development
& Regulatory Services

Application At: Land At A33 Relief Road Rose Kiln Lane Reading

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REASONS FOR REFUSAL

1. The siting and sequential images displayed on the proposed LED media display screen would distract drivers in a location where there is conflicting vehicle movement and high flows of traffic. This could result in sudden and unpredictable vehicle movements, increasing the risk of collisions with other vehicles or pedestrians. This would be in conflict with Policies DM12 (Access, Traffic and Highway-Related Matters) and DM22 (Advertisements) of the Sites and Detailed Policies Document 2012 (altered 2015) and Paragraphs 067 and 068 of the National Planning Policy Guidance (NPPG).

2. By virtue of its size and prominent location, the proposed electronic advertisement would appear as an unattractive and prominent feature and contribute towards an undesirable proliferation of signage and visual clutter at this location. The proposed advertisement would therefore result in harm to the visual amenity, character and appearance of the area, contrary to Policy DM22 (Advertisements) of the Sites and Detailed Policy Document 2012 (altered 2015) and Policy CS7 (Design and the Public Realm) of the Core Strategy 2008 (altered 2015).

INFORMATIVES

1. The refusal relates only to the following plans and drawings as received by the local planning authority, received on 31st October 2017:

Drawing No: PL-01 - Location Plan 3

Drawing No: PL-02 - Existing Block Plan - 3

Drawing No: PL-03 - Proposed Provisional Access Track

Drawing No: PL-04 - Electronic advertising details

Drawing No: PL-05 - Existing Access

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 advertisement consent has been taken.

Date: 23 November 2017



SDV

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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.