

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

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

John Rowan and Partners  
Craven House  
40 Uxbridge Road  
London  
W5 2BS

Application No: 172318  
Application type: Advertisement Consent

**Applicant:** John Rowan and Partners,

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

**Proposal:** Retrospective 1x internally illuminated fascia sign, 2x internally illuminated projecting signs. Application of 8x groups of window vinyl graphics to glazed shopfront.

**At:** 26-30 West Street Reading RG1 1TZ

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 *J.P.M.*

**Application At:** 26-30 West Street Reading RG1 1TZ

**Application No:** 172318

**Application type:** Advertisement Consent

### **REASONS FOR REFUSAL**

1. The fascia sign, due to its overall size, the size of the lettering, bright colouring and bulky 'box' profile represents a prominent feature, the effect of which is further accentuated by the large expanse of internal illumination. The proposal therefore represents an obtrusive and overly dominant visual feature within the streetscene, harmful to its character and appearance and thereby harming the visual amenity of the area, contrary to Policy DM22 of the Sites and Detailed Policies Document 2012 (altered 2015), Policy CS7 of the Core Strategy 2008 (altered 2015), Policies RC5 and RC10 of the Reading Central Area Action Plan (2009) and the National Planning Policy Framework 2012.

2. The proposed vinyl graphics, due to their location, number and expansive coverage, would 'blank out' half of the shopfront elevation, thereby failing to provide an active retail frontage with an active retail windows display and harming the amenity of the street scene through reduced activity, vibrancy and surveillance, contrary to Policy DM22 of the Sites and Detailed Policies Document 2012 (altered 2015), Policy CS7 of the Core Strategy 2008 (altered 2015), Policies RC5 and RC10 of the Reading Central Area Action Plan 2009 and the National Planning Policy Framework 2012.

### **INFORMATIVES**

1. The decision relates to the following drawings and documents:

Drawing No: Location Plan

Drawing No: Existing Ground Floor Plan 9254-101 Rev A

Drawing No: Proposed Shopfront Fit Out Plan 9254-103 Rev H

Drawing No: Existing and Proposed Rear Elevations 9254-111 Rev D

Drawing No: Existing and Proposed Shopfront Elevations 9254-110 Rev C

Shutter Specification

Environmental Noise Assessment by Paragon Acoustic Consultants Ltd Ref 4151\_ena\_0 Rev 0, dated 02/02/18

Received 13th February 2018

Signage Visuals/Specification by Asley Ref G\_54100\_A (6 pages)



Date: 1 June 2018

Head of Planning, Development  
& Regulatory Services *J.B.M.*

Received 21st December 2017

2. The Local Planning Authority has been positive and proactive in dealing with the application by advising of the issues and concerns with the application. However, the applicant chose not to withdraw the application, hence the issuing of these refusal notices within the agreed time period. Use of the Council's pre-application advice service can avoid the need to refuse planning permission. This scheme was not subject to pre-application planning advice.

3. Given the works have been implemented, the applicant is advised that the Council's Planning Enforcement team have been advised of this decision.



Date: 1 June 2018

Head of Planning, Development  
& Regulatory Services *J.P.M.*

## 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.co.uk](http://www.planningportal.co.uk)