

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Chart Plan (2004) Ltd
Mansard Cottage
65 Stoneleigh Road
Limpsfield Chart
Oxted
RH8 0TP

Application No: 171178
Application type: Advertisement Consent

Applicant: Primark Stores Ltd,

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

Proposal: Display of an internally illuminated internally located sign at second floor level on Broad Street elevation (part retrospective)

At: 116-117 Broad Street Reading RG1 2BE

For the attached reasons

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

Date: 22 September 2017



Head of Planning, Development & Regulatory Services *RE*

Application At: 116-117 Broad Street Reading RG1 2BE

Application No: 171178

Application type: Advertisement Consent

REASONS FOR REFUSAL

1. The proposed internally illuminated internally located sign at second floor level, by reason of its upper floor position and size/form, would fail to respect the host building and wider streetscene, resulting in a proliferation of advertisements which due to clutter and duplication of signage would have a harmful detrimental impact on visual amenity, contrary to Policy CS7 (Design and the Public Realm) of the Reading Borough LDF Core Strategy 2008 (Altered 2015), Policy RC5 (Design in the Centre) of the Reading Borough LDF Reading Central Area Action Plan 2009, policies DM22 (Advertisements) and DM23 (Shopfronts and Cash Machines) of the Reading Borough LDF Sites and Detailed Policies Document 2012 (Altered 2015) and the National Planning Policy Framework 2012.

INFORMATIVES

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

209 Rev 1.0 - Location and Site/Block Plan, as received 14/07/17

200 Rev 1.3 - Broad Street Signage Proposal, as received 14/07/17

Primark Reading Broad Street Signage Proposal V1, dated 12/07/17, as received 14/07/17

Email from Chart Plan 'RE: BROAD STREET ...SIGNAGE (171178)' dated and received 31/07/17

2. The decision to refuse consent follows the positive and proactive consideration of the application, including outlining the issues of concern with the applicant prior to a decision being issued and determining the application within the statutory time period.

Date: 22 September 2017



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.