

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Farrow Silverton
6 Hale Lane
Mill Hill
London
NW7 3NX

Application No: 162112
Application type: Advertisement Consent

Applicant: Bluegrass BBQ,

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

Proposal: Display of smoking gun graphic and associated signage on side elevation wall (retrospective).

At: 15 Gun Street Reading RG1 2JR

For the attached reasons

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

Date: 9 February 2017



Head of Planning, Development & Regulatory Services *RE*

Application At: 15 Gun Street Reading RG1 2JR

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Application type: Advertisement Consent

REASONS FOR REFUSAL

1. The proposed signage, by reason of scale, form and location, would fail to respect the host Listed Building, wider listed terrace and views within the St Mary's Butts / Castle Street Conservation Area, resulting in a harmful detrimental impact on visual amenity, contrary to Policies CS7 (Design and the Public Realm) and CS33 (Protection and Enhancement of the Historic Environment) 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, Policy DM22 (Advertisements) 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:

07/894/101 - Location Plan & Site Plan, as received 08/11/16

07/894/210.G - Proposed side elevation, as received 15/12/16

Proposed flank wall signage -Heritage Statement, by Farrow Silvertown dated December 2016, as received 15/12/16

2. The Local Planning Authority has worked positively and proactively with the applicant by outlining concerns relating to the proposals prior to a decision being issued and determining the application within the statutory recommended timeframes.

3. In light of this refused application, the signage applied for is unauthorised at the site. As such, the applicant is advised that this matter will now be further investigated by the Council's Planning Enforcement Team.

Date: 9 February 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.