

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Insite Poster Properties Ltd.
134 Bath Road
Reading
RG30 2EU

Application No: 170785
Application type: Advertisement Consent

Applicant: Insite Poster Properties Ltd.,

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

Proposal: Digital LED advertising display to the side of 134 Bath Road

At: 134 Bath Road Reading RG30 2EU

For the attached reasons

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

Date: 13 July 2017



Head of Planning, Development
& Regulatory Services

Application At: 136 Bath Road Reading RG30 2EU

Application No: 170785

Application type: Advertisement Consent

REASONS FOR REFUSAL

1. By virtue of the proposed 6m by 3m Digital LED Advertising Display being mounted on the flank wall of 134 Bath Road where it obscures a ground floor side facing window it is considered to be harmful to residential amenity in breach of Sites and Detailed Policies Document (2012) Policy DM4 (Safeguarding Amenity)
2. By virtue of the location of the 6m by 3m poster sign being in a suburban residential area the proposed Digital LED Advertising Display is considered to be harmful to the appearance, character and amenity of the area contrary to Core Strategy (2008) Policy CS7 (Design and the Public Realm)
3. The Digital LED Advertising Display would not be in keeping with the character of a domestic house and would look incongruous in this setting. The structure obstructs a window and it is likely that the type of illumination proposed would further harm the amenity of the residents, the workers at the adjacent employment site and that of the area generally contrary to Sites and Detailed Policies Document (2012) Policy DM22 (Advertisements).

INFORMATIVES

This application was assessed based on the submitted drawings:
T4058 A4 051 Site Plan Proposed
T4058 A4 060 Elevations - Existing and Proposed
received by the local planning authority on 17 May 2017.

Date: 13 July 2017



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.