

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Morgan Signs And Design LTD
A4 Walsall Enterprise Park
Regal Drive
Walsall
WS2 9HQ

Application No: 162304
Application type: Advertisement Consent

Applicant: Mitchells and Butlers,

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

Proposal: Advertisement consent for proposed replacement of existing signage with new.

At: 4 Friar Street Reading Berkshire RG1 1DB

For the attached reasons

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

Date: 8 February 2017



Head of Planning, Development & Regulatory Services *RE*

Application At: 4 Friar Street Reading Berkshire RG1 1DB

Application No: 162304

Application type: Advertisement Consent

REASONS FOR REFUSAL

1. By virtue of unsympathetic material choice, the number of projecting signs proposed (producing clutter) and the lack of information to clarify whether or not the proposed fascia will extend across the full width of the property frontage it is considered that the proposals fail to respect or enhance the visual amenity of the application property, the Market Place/London Street Conservation Area in which the property sits and the setting of the nearby listed buildings of Reading Town Hall, the Queen Victoria Jubilee Statue and to a lesser extent St Laurence's Church. It is therefore considered that the proposed advertisements are contrary to policies DM22: Advertisements and DM23: Shopfronts and Cash Machines of the Reading Borough Local Development Framework Sites and Detailed Policies Document (2012) (Altered 2015); and Policy CS33: Protection and Enhancement of the Historic Environment of the Reading Borough Local Development Framework Core Strategy (2008) (Altered 2015).

INFORMATIVES

1. The plans considered in this advertisement application are as follows:

Location Plan

Sheet 1 of 6 - Proposed Friar Street frontage - photo representation

Sheet 2 of 6 - Proposed Blagrove Street frontage - photo representation

Sheet 3 of 6 - Proposed fascia, elevations and sections

Sheet 4 of 6 - Proposed fascia, elevations and sections

Sheet 5 of 6 - Proposed projecting signage, menu cases and café barrier, elevations and sections

Sheet 6 of 6 - Existing elevations

Received by the Local Planning Authority on 13th December 2016

2. This planning application was submitted without first having sought pre-application advice, which can often avoid the need to refuse planning proposals. The Council's pre-application advice service is here:

http://www.reading.gov.uk/media/1190/Pre-Application-Enquiry-Form/pdf/Pre-app_1_Revised_Nov_2015.pdf

Date: 8 February 2017



Head of Planning, Development & Regulatory Services *RE*

The Council has been positive and pro-active in dealing with this application for consent by allowing the opportunity to amend (or withdraw) the application, but no response was received, hence the need to determine the application and issue the decision above.

Date: 8 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.