

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Gee Tee Signs Ltd
Bestwood Road
Bulwell
Nottingham
NG6 8SS

Application No: 152122
Application type: Advertisement Consent

Applicant: 9 Rounds,

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

Proposal: Installation of lettering to the existing fascia

At: 39 - 40 Friar Street Reading RG1 1DX

For the attached reasons

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

Date: 25 March 2016



Head of Planning, Development & Regulatory Services *LEB*

Application At: 39 - 40 Friar Street Reading RG1 1DX

Application No: 152122

Application type: Advertisement Consent

REASONS FOR REFUSAL

1. The proposal fails to respect or enhance the listed building on which it is to be fitted, due to its unsympathetic design and use of materials. Moreover, the removal of the timber detailing to the fascia board, which contributed to its original character, will cause additional harm to the historic character of the building. It is therefore considered that the proposed advertisement would be harmful to the visual amenity of the building, contrary to Policy DM22: Advertisements of the Sites and Detailed Policies Document (2012).

INFORMATIVES

1. The plans considered in this planning application are as follows: Location Plan
Block Plan

Received by the Local Planning Authority on 30th November 2015

And the following

Drawing No: MM-0815-05 rev.C - Signage Received by the Local Planning Authority on
14th March 2016

2. This planning application was submitted without first having sought pre-application advice, which can often avoid the need to refuse planning permission. 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

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: 25 March 2016

Head of Planning, Development & Regulatory Services *LEB*

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.