

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

**APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT**

Rolfe Judd Planning  
Old Church Court  
Claylands Road  
Oval  
SW8 1NZ

Application No: 151149  
Application type: Advertisement Consent

**Applicant:** Itsu Limited,

READING BOROUGH COUNCIL as local planning authority **REFUSE** consent for the display of the following advertisements:

**Proposal:** Two illuminated fascia signs and two illuminated projecting (retrospective)

**At:** 29-31 Queen Victoria Street Reading RG1 1SY

For the attached reasons

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

Date: 3 September 2015



Head of Planning, Development  
& Regulatory Services *J.P.M.*

**Application At:** 29-31 Queen Victoria Street Reading RG1 1SY

**Application No:** 151149

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### **REASONS FOR REFUSAL**

1. The proposed fascia signs appear sparse and unframed within the continuous un-interrupted and unsympathetic large scale fascia boarding and are not considered to reflect the rhythm and appearance of the adjoined and surrounding shop front signage, contrary to policy DM22 of the Sites and Detailed Policies Document (2012, altered 2015), Policy CS7 of the Core Strategy (2008, altered 2015) and Policies RC5 and RC10 of the Reading Central Area Action Plan (2009) and are considered to detract from the architectural and historic interest of the grade II listed building and the setting of the adjoined grade II listed buildings contrary to Policy CS33 of the Core Strategy (2008, altered 2015).

### **INFORMATIVES**

1. The decision relates to the following drawings and documents:  
Drawing ref. 5850 - Site Location Plan  
Drawing ref. 1509-P02 - Site Block Plan  
Drawing ref. 1509-P-03 - Existing Shop Front  
Drawing ref. 1509-P04 - Proposed Shop Front  
Drawing ref. 1509-P-06 - Proposed Sign Details Received on 2nd July 2015
2. Officers have worked positively and proactively to provide a decision within the statutory timeframe.
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: 3 September 2015



Head of Planning, Development  
& Regulatory Services *J.B.M.*

## 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](http://www.planningportal.gov.uk/pcs).