

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

ECE Planning Limited
64-68 Brighton Road
Worthing
BN112EN

Application No: 231423
Application type: Advertisement Consent

Applicant: Maxx Media Limited,

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

Proposal: Erection of a double sided LED digital screen

At: Broad Street Pedestrian Zone West of King Street Reading

For the attached reasons

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

Date: 10 July 2024



Assistant Director of Planning, Transport and
Public Protection Services

Application At: Broad Street Pedestrian Zone West of King Street Reading

Application No: 231423

Application type: Advertisement Consent

REASONS FOR REFUSAL

1. The proposal, due to its excessive scale, poor design and inappropriate position, would result in significant harm to the character, appearance and amenity of the area through the creation of an incongruous and intrusive addition to the street scene and an increase in unnecessary street clutter. The proposal would therefore fail to comply with Paragraph 141 of the NPPF or Local Plan Policies OU4 (Advertisements), CC7 (Design and the Public Realm) and CR2 (Design in Central Reading).
2. The proposal, due to its excessive scale, poor design and inappropriate position, would result in harm to the setting/views of both the Market Place/London Street Conservation Area and the nearby Grade II Listed Buildings, failing to maintain or enhance the historic environment through the introduction of an intrusive and incongruous addition to the street scene. The proposal would therefore fail to comply with the NPPF or Local Plan Policies EN1 (Protection and Enhancement of the Historic Environment), EN3 (Enhancement of Conservation Areas), EN6 (New Development in a Historic Context) and OU4 (Advertisements).

INFORMATIVES

1. This application for consent has been considered in relation to the following submitted plans, which were received by the Local Planning Authority on 9/10/23:
-2881-01
-2881-02
-2881-03
2. Pre-application Advice should be sought before the resubmission of any further similar proposal in this location, using the Council's formal pre-application advice service:
<https://www.reading.gov.uk/planning-and-building-control/planning-applications/before-making-a-planning-application/pre-application-planning-advice/>
3. The Local Planning Authority has been positive and proactive in dealing with this application for consent by extending the time for determination to see if the issue could be overcome, then advising the applicant of the issues which remained of concern and that the application should be withdrawn. The applicant declined to withdraw, therefore the application was determined on its merits and in this instance, the Council's Planning Applications Committee resolved to refuse consent.

Date: 10 July 2024



Assistant Director of Planning, Transport and
Public Protection 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 can be made online at: <https://www.gov.uk/planning-inspectorate>.

If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.