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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Rammurti Design Limited
268 Tilehurst Road
Reading
RG30 2NE

Application No: 231249
Application type: Advertisement Consent

Applicant: Mr Saleem,

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

Proposal: Retrospective replacement shop signage, proposed to be illuminated, with a change in colour, logos and shopfront redecoration.

At: 80 Oxford Road Reading RG1 7LJ

For the attached reasons

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

Date: 20/03/2024

Assistant Director of Planning, Transport and
Public Protection Services *JLB*

Application At: 80 Oxford Road Reading RG1 7LJ

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REASONS FOR REFUSAL

1. The proposal, by virtue of its poor design, materials that are out of keeping with the Castle Hill/Russell Hill/Oxford Road Conservation Area and internally lit illumination result in an overly prominent and visually dominant development which fails to respect the existing streetscene or the setting of Rox Borough House Listed Building. The signage is detrimental to the activity of the street frontage and the brightness of the illumination has a harmful impact on the character of the street scene. The fascia is overlarge obscuring corbels and pilasters and other detailing, harmful to the character and appearance of the host building.

As a consequence the development fails to maintain or enhance the character and appearance London Road, contrary to Policy CC7 (Design and the Public Realm), Policy OU4 (Advertisements), OU5 (Shopfronts and Cash Machines), EN1 Protection and Enhancement of the Historic Environment and EN3 Enhancement of Conservation Areas of the Reading Borough Local Plan (2019), the Design Guide for Shopfronts (2022) and National Planning Policy Framework (Dec 2023) Chapter 12, Paragraph 141, Chapter 16, Paragraph 212 and Paragraph 207-208.

2. The proposal would result in a safety hazard for users of the highway due to its excessive illumination levels resulting in an advertisement which would distract drivers and interfere with pedestrian routes, contrary to Local Plan Policies Policy CC7, TR3 and OU4 of the Reading Borough Local Plan 2019 and National Planning Policy Framework (Dec 2023) Chapter 9, Paragraph 114 d), 115, 116 c) and Chapter 12 Paragraph 141 and NPPG Advertisements Paragraph: 068 Reference ID: 18b-068-20140306.

INFORMATIVES

1. For the avoidance of doubt, this application has been considered on the basis of the following plans:

Planning and Heritage Statement, Rammurti Design Ltd, August 2023

OXR80-001 REV1 Location Plan & Block Plan

OXR80-002 As built elevation

Signage details

As received 31/08/2023

2. This planning application was submitted without the benefit of first seeking pre-application advice from the Local Planning Authority, which can often result in the

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Assistant Director of Planning, Transport and
Public Protection Services *TEB*



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avoidance of refusal of planning permission. Please see the following link to the Council's pre- application service here: <https://www.reading.gov.uk/planning-and-building-control/planning-applications/before-making-a-planning-application/pre-application-planning-advice/>

3. Unauthorised signage on a listed building would be subject to an enforcement investigation.

4. The Local Planning Authority has worked positively and proactively with the applicant to see if relevant concerns could be resolved to allow permission to be granted. However, that has not been possible within the prescribed target or agreed extended timescale and therefore the decision to refuse planning permission has been taken.

Date: 20/03/2024

Assistant Director of Planning, Transport and
Public Protection Services *TEB*

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.