

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

To: MISS VICTORIA JACKSON
S R Signs Ltd
12 Wortley Moor Lane Trading Estate
LEEDS
LS12 4HX

Application No: PL/24/0952
Application type: Consent to display an
advertisement

Applicant: HEARTWOOD INNS LTD

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

Proposal: Retrospective application for erection of illuminated sign A - one X retrospective sign written house name. Sign B - two X retrospective cowl lights to illuminate sign A

At: THE SUN PH, 16 CASTLE STREET, READING, RG1 7RD

Subject to such conditions and for such reasons as may be attached

PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE

Date: 27 September 2024



SDV

Assistant Director of Planning, Transport and
Public Protection Services

Application At: THE SUN PH, 16 CASTLE STREET, READING, RG1 7RD

Application No: PL/24/0952

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REASONS FOR REFUSAL

1. The additional signage and lighting on the first floor of the front elevation due to its prominent siting, excessive size, and contribution to a proliferation of signage on the building, would be harmful to the architectural integrity, composition and legibility of the facade of the host building and is therefore harmful to the historic and architectural interest of the listed building and would fail to preserve or enhance the character and appearance of the St. Mary's Butts/Castle Street Conservation Area. The signage is therefore contrary to Policies EN1, EN3 and OU4 of the Reading Borough Local Plan 2019 and the Design Guide to Shopfronts SPD 2022

INFORMATIVES

- 1 The proposal was assessed on the following submitted information:
 - . 227772-Planning Retro 2 DD, received 2nd August 2024
 - . Heritage Statement, Forum Heritage Services, received 26th July 2024
 - . Location Plan, dated 26th July 2024, received 26th July 2024
 - . Design and Access Statement, received 26th July 2024
- 2 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: 27 September 2024



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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.

Date: 27 September 2024



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