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

## APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

To: Mr Tom Collins

Application No: PL/24/1043
Application type: Consent to display an advertisement

**Applicant:** Mr NATHAN STILL

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

**Proposal:** installation of a modern, multifunction Hub unit featuring an integral advertisement display and defibrillator

**At:** PAVEMENT OUTSIDE METRO BANK, ST MARYS BUTTS, READING, RG1 7QE

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

**PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE**

Date: 7 October 2024

Assistant Director of Planning, Transport and Public Protection Services RE

Reading Borough Council
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**Application At:** PAVEMENT OUTSIDE METRO BANK, ST MARYS BUTTS, READING, RG1 7QE

**Application No: PL/24/1043**
**Application type:** Consent to display an advertisement

## REASONS FOR REFUSAL

1. The proposed double sided Hub advertisement screen is positioned in an area under CCTV camera surveillance and resultant glare would interfere, obstruct and compromise the effectiveness of the surveillance of the area. The structure would further obscure pedestrians behind the unit and therefore would pose a security risk along St Mary's Butts. Therefore the proposal does not comply with Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 101 and 141 of the NPPF.

2. The proposed electronic digital Hub screen advertisement and associated supporting structures, by virtue of their size, illumination, and prominent location, would appear as unattractive and prominent features in the street scene and would contribute towards an undesirable proliferation of digital screens at this location due to an existing screen at 4-5 St Mary's Butts. The proposed advertisements would therefore result in harm to the visual amenity, character and appearance of the area, contrary to Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 116 c) of the NPPF.

## INFORMATIVES

1. The refusal relates only to the following plans and drawings as received by the local planning authority on 12 August 2024:
A02601 Site plan and images, Communication hub proposal, JCDecaux
Application letter, JCDecaux, 12 August 2024
Appendix A Hub unit specification, JCDecaux
Appendix B Community Channel, JCDecaux
Appendix C Sustainability, eDF, 01/01/2023 -31/12/2024
Appendix D Pavement reinstatement, JCDecaux
Appendix E Unit management plan, Communication hub, JCDecaux
Appendix F The CHBT (Community Heartbeat trust)

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 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/

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3. Information submitted in support of the hub applications was not consistent.

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 advertisement consent has been taken.

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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.

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