

**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 Sam Dewar
4100 Park Approach,
Leeds,
LS15 8GB

Application No: PL/25/0434
Application type: Advertisement Consent

Applicant: C/O Agent

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

Proposal: Installation of a wall mounted billboard to the south facing gable end of the application site

At: 24 REGENT COURT, READING, RG1 7HW

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

PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE

Date: 15 May 2025



SDV

**Acting Assistant Director, Planning,
Transport & Public Protection**

Application At: 24 REGENT COURT, READING, RG1 7HW

Application No: PL/25/0434

Application type: Advertisement Consent

REASONS FOR REFUSAL

1. The proposed digital LED billboard, due to its scale, size, and siting on the side elevation of the Grade II Listed terrace, would be an unsympathetic, incongruous, and dominant addition that would disrupt and harm the character and special architectural and historic interest of the listed building and would fail to preserve or enhance the setting of the listed building. The proposal would therefore cause harm at a 'less than substantial level', to the significance of the heritage assets, with consequent harm to the visual amenity of the area in conflict with Policies EN1, EN6 and OU4 of the Reading Borough Local Plan and Chapter 16 of the NPPF.

2. The siting of, and images displayed on, the digital LED billboard affixed to the gable end of 24 Regent Court, Caversham Road would distract drivers in a location where there is conflicting vehicle movement and high flows of traffic. This would increase the risk of sudden and unpredictable vehicle movements, increasing the risk of collisions with other vehicles or pedestrians. This would result in harm to public safety and would be in conflict with Policies TR3 and OU4 of the Reading Borough Local Plan 2019 and Paragraph: 067 Reference ID: 18b-067-20140306 Revision date: 06 03 2014 and Paragraph: 068 Reference ID: 18b-068-20140306 Revision date: 06 03 2014 of National Planning Policy Guidance (NPPG).

3. The internally illuminated digital advertisement on the gable end of 24 Regent Court by virtue of its large size, illumination, orientation, and elevated position, would appear as an unattractive and obtrusive feature in the wider street scene and would contribute towards an undesirable proliferation of visual clutter at this location. 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.

INFORMATIVES

The plans and documents considered in this planning application are as follows:

Application Form(s), dated 20th Mar 2025

Covering Letters(s) (Dewar Planning) dated Mar 25

Planning and Heritage Statement (Dewar Planning) dated Mar 25

Drawing no: RC001-Site Location Plan(s) dated Mar 25

Drawing no: RC002-Site Layout Plan(s) dated Mar 25

Drawing no: RC003-Proposed Elevations, dated Mar 25

Received by the Local Planning Authority 20th March 2025

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.

Date: 15 May 2025



SDV

**Acting Assistant Director, Planning,
Transport & Public Protection**

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: 15 May 2025



SDV

**Acting Assistant Director, Planning,
Transport & Public Protection**