

**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 Andreas Koch
Hudson Group Ltd
Unit 11 Riverside Industrial Park
Rapier Street
Ipswich
IP2 8JX

Application No: PL/25/1180
Application type: Consent to display an
advertisement

Agent: Mr Andreas Koch

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

Proposal: Advertisement consent for the replacement of 1 existing Hollywood Bowl sign from non-illuminated to illuminated.

At: Hollywood Bowl, The Oracle, Bridge Street, Reading, RG1 2AS

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

PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE

Date: 21 November 2025



SDV

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

Application At: Hollywood Bowl, The Oracle, Bridge Street, Reading, RG1 2AS

Application No: PL/25/1180

Application type: Consent to display an advertisement

REASON FOR REFUSAL

1. The illuminated letters, by virtue of their brightness, materials, overall design and prominent siting at high level would be at odds with the established character of Bridge Street and its surroundings and would appear visually jarring within key views from and within both the St Marys Butts/Castle Street and Market Place/London Street conservation areas, resulting in harm to the character of those areas and harmful to visual amenity. As such, the proposal is considered contrary to Policies EN1, OU4 and CC7 of the Reading Borough Local Plan (2019).

INFORMATIVES

1. The refusal relates only to the following plans and drawings:

Drawing Numbers:

05954- Rev A (Location Plan)

05954- Rev A (Detailed Elevations of sign A)

Received by the LPA on 21.08.2025

NOTES

Date: 21 November 2025



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

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: 21 November 2025



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