

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

To: Ms Emma Watts
The Keen Partnership
The Courtyard
Edinburgh Road
Reading
RG30 2UA

Application No: PL/25/1802
Application type: Consent to display an
advertisement

Applicant: Mirwis Golestan

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

Proposal: Retrospective installation of aluminium fascia signage

At: RUSSELL HOUSE, 117-119 OXFORD ROAD, READING, RG1 7UH

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

PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE

Date: 6 February 2026



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

Application At: RUSSELL HOUSE, 117-119 OXFORD ROAD, READING, RG1 7UH

Application No: PL/25/1802

Application type: Consent to display an advertisement

REASONS FOR REFUSAL

1. Due to the unsympathetic and prominent siting, excessive scale, size, cluttered design, the awning and advertising introduces an overly visually prominent feature within the street scene and the Conservation Area. This further adds to the existing visual clutter experienced within the Conservation Area resulting from the proliferation of unsympathetic advertisements elsewhere in the Conservation Area. The proposal, therefore, fails to preserve or enhance the character and appearance of the Castle Hill/Russell Street/Oxford Road Conservation Area and, therefore, fails to comply with Policies CC7, EN3, EN6 and OU4 of the Reading Borough Local Plan and RBC Design Guide to Shopfronts SPD 2022.

INFORMATIVES

1. The decision relates to the following submitted drawings and documents:

Planning Statement
9438 PL-03.04 Existing Elevations.
9438 PL-04.05 Proposed Elevations
Received by the LPA on 15 December 2025
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: 6 February 2026



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**Acting Assistant Director, Planning,
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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: 6 February 2026



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