

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

To: Nick Bundy
Woolhampton Design Centre
Midgham Park Gardens
Midgham Park
Reading
RG7 5UG

Application No: PL/25/18-7
Application type: Consent to display an
advertisement

Applicant: Mr Hamza Chaudhry

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

Proposal: Application for advertisement consent for the display of a banner secured to wall facing Eastern Ave and the display of one replacement fascia sign and window privacy film (retrospective).

At: 18-20 Wokingham Road, Reading

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

OTHER STATUTORY CONSENTS MAY BE REQUIRED

PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE

Date: 21 May 2026



SDV

Acting Assistant Director, Planning, Transport
& Public Protection

Application At: 18-20 Wokingham Road, Reading

Application No: PL/25/1807

Application type: Consent to display an advertisement

REASONS

1. The proposed canvas banner sign would be a poor quality installation which would fail to provide a suitable standard of signage suitable for permanent retention. Furthermore, the siting of the sign in this location would obscure patterned brickwork on the flank elevation of the building which contributes to the character of the Conservation Area. For these reasons, the proposed sign would be harmful to views into and out of the South Park Conservation Area and the residential streetscene of Eastern Avenue generally, contrary to policies EN1 (Protection and Enhancement of the Historic Environment, CC7 (Design and the Public Realm) and OU4 (Advertisements) of the Reading Borough Local Plan (2019) and paragraphs 139, 141, 202, 207, 208, 210 and 212 of the National Planning Policy Framework (December 2024, as amended).
2. The unauthorised fascia signage which has been installed is of poor quality, being a slim internally illuminated light-box attached to existing shutters, which are long and continue across the shop unit frontages. Illumination of the poor quality signage (not confirmed in the application) is detrimental to the character of the area. This sign is consequently harmful to the streetscene of Wokingham Road and the setting of Reading Cemetery (a Registered Park and Garden) contrary to policies EN1 (Protection and Enhancement of the Historic Environment, CC7 (Design and the Public Realm) and OU4 (Advertisements) of the Reading Borough Local Plan (2019), the Council's adopted Design Guide for Shopfronts SPD (2022) and paragraphs 139, 141, 202, 207, 208, 210 and 212 of the National Planning Policy Framework (December 2024, as amended).
3. The unauthorised privacy film which has been installed obstructs windows and removes surveillance into the ground floor of the building, which is a retained shop/shopfront in this key retail frontage in the Cemetery Junction District Centre. This installation is of poor-quality and harmful to the appearance of the District Centre and with the unacceptable fascia signage, causes further cumulative harm. For these reasons, the privacy film is causing harm to the streetscene of Wokingham Road and fails to produce a safe environment through interaction with the street, contrary to policies CC7 (Design and the Public Realm) and OU4 (Advertisements) of the Reading Borough Local Plan (2019), the Council's adopted Design Guide for Shopfronts SPD (2022) and paragraphs 8, 139 and 141 of the National Planning Policy Framework (December 2024, as amended).

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INFORMATIVES

1. The Local Planning Authority has been positive and proactive in dealing with this application by communicating issues with the application to the applicant and giving them the opportunity to withdraw.
2. This application was considered against the following plans (although noting that the plans are also considered to be inaccurate):
 - Plan LOC01 O/S Location Map Extract (received 16/12/25)
 - Plan 25/06/05 Advertisement Signage Front Elevation (received 16/12/25)
3. This signage was installed and this application submitted without the benefit of seeking pre-application advice from the Local Planning Authority which can often avoid the need to refuse applications for consent. The Council's pre-application advice service can be accessed here: <https://www.reading.gov.uk/planning-and-building-control/planning-applications/before-making-a-planning-application/pre-application-planning-advice/>
4. These signs do not have advertisement consent and this matter will now be passed to RBC Planning Enforcement to consider for enforcement action, if considered expedient to do so. It should also be noted that the plastic sign on the rear (car park) elevation on the building is unauthorised, and if it does not enjoy Deemed Consent, may also be subject to enforcement action.

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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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