

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Applicant: Mr Jaden Taylor

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

Proposal: Advertisement Consent for new signage

At: HELENA HOUSE, 1 BROWNLOW ROAD, READING

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

PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE

Application At: HELENA HOUSE, 1 BROWNLOW ROAD, READING

Application No: PL/26/1102

Application type: Consent to display an advertisement

Date: 9 October 2026



EH

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

REASONS FOR REFUSAL

1. The proposed advertisements, by reason of their excessive number, siting and unsympathetic design, would appear as unattractive features that would result in an undesirable proliferation of signage and visual clutter within the Downshire Square Conservation Area and the setting of the nearby listed buildings. The advertisements would fail to preserve or enhance the character and appearance of the Conservation Area and would harm the setting and significance of the designated heritage assets. As such, the proposed advertisements would result in harm to the visual amenity, character and appearance of the area, contrary to Policies CC7, EN1, EN3, EN6 and OU4 of the Reading Borough Local Plan 2019, the Downshire Square Conservation Area Appraisal, s.72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 and Policies HE4 and HE6 of the NPPF 2026.

INFORMATIVES

1. The refusal relates to the following plans and documents:
 - c-32755-001 - location plan received 17 Aug 2026
 - c-32755-002 - site plan received 17 Aug 2026
 - c-32755-003 - signage plan received 17 Aug 2026
 - c-32755-004 - signage details received 17 Aug 2026
 - Design and Access Statement received 17 Aug 2026
 - e-0000-001 - wall mounted signage installation details received 17 Aug 2026
 - tyton 1c camera details received 17 Aug 2026
2. The Local Planning Authority has worked positively and proactively with the applicant to advise the agent of shortcomings and provide an opportunity for the application to be withdrawn prior to a decision being made. No response has been received and therefore the decision to refuse advertisement consent has been taken.
3. This 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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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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