

DELEGATED APPLICATION REPORT

Ward: Abbey Ward

App Ref: PL/25/0375 Consent to display an advertisement

Address: REVOLUTION PH, 14-16 STATION ROAD, READING, RG1 1JX

Proposal: 1no. Illuminated Fascia Logo, 1no. Illuminated Projection Sign, 1no. Menu Graphic, and 2no. Awnings (amended).

Applicant: Mr Andrew Jacob

Received date: 10/03/2025

Target Decision date: 30/05/2025 (EXT)

Case Officer: Huimin Chen

1. SITE DESCRIPTION

The application site is a single-storey building located at 14-16 Station Road. The site is currently vacant; it was previously used as the Revolution Bar. The site is surrounded by retail shops with residential flats above. The site falls within an Air Quality Management Area (AQMA). The property is not listed nor located in a conservation area, however, the attached site at 28 Station Road is listed.



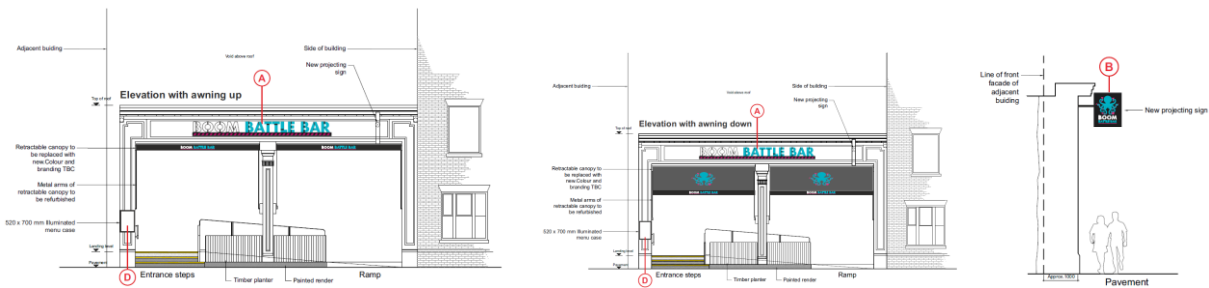
Fig 1 & 2: View from the front of the property (17/04/25); Extract of the location plan submitted

2. PROPOSAL AND SUPPORTING INFORMATION

Following communication with the agent, the originally proposed TV screen has been removed, as it was considered harmful to the shopfront and the street scene. This is because Station Road has been designated as a primary frontage in the Reading Borough Local Plan Proposals Map 2019, and the adjoining property at 18-20 Station Road is a listed building.

Therefore, the revised proposal is for the installation of 1 illuminated fascia logo (item A), 1 illuminated projection sign (item B) and replacement of 1 menu graphic (item D). As per the application form, the proposed fascia logo and projecting sign would be made of aluminium and acrylic. The text and background colours would be white, teal, pink, and black. Both signs are internally illuminated static signs, with brightness levels of 300 cd/m² and 250 cd/m², respectively. The menu case would remain unchanged, measuring 520 mm in width and 700 mm in height, and is made with a black frame. The background would feature a printed graphic. The menu case would be internally illuminated at 200 cd/m², static.

Two existing retractable awnings (canopies) would be replaced with new ones. They would be made of polyester. The colours of the text and background would be white, teal, magenta, and black. The colour and branding details have not been provided with the proposed elevation.



Plans submitted:

- Location (Site) Plan received 10/03/2025.
- Existing Elevation received 18/03/2025.
- Signage Details V3 received 29/05/2025.
- Proposed Elevation V3 received 29/05/2025.
- Location Plan – Proposed Ground Floor Plan V3 received 29/05/2025.

Relevant planning history:

PL/24/0763 - The Royal Bank of Scotland Plc 17-27 Station Road Reading RG1 1LG - 1 no. fascia, 2 no. projecting signs, and 1 no. ATM surround sign.

3. CONSULTATIONS

Internal:

Environmental Protection Consultations, Reading Borough Council – no objection.

Transport Development Control, Reading Borough Council – no objection.

Public:

Site notice – A site notice was displayed on 17th April 2025 in front of the application site. The 21-day consultation period ended on 8th May 2025. No letters of representation have been received.



Fig 3: Site notice photo

Communication with agents – With regard to Fig 4, the officers visited the property and found out two planters in the shopfront have been removed. The officer confirmed with the agent regarding the arrangement of the planters; Agents confirmed that the planters would be moved back upon the completion of the refreshment/decoration works via email dated 29th May 2025.



Fig 4: Image took by the officer, 23/05/2025.

Equality Act 2010:

In determining this application the Council is required to have regard to its obligations under the Equality Act 2010. However, there is no indication or evidence (including from consultation on the application) that the protected groups identified by the Act have or will have different needs, experiences, issues and priorities in relation to this particular planning application. Therefore in terms of the key equalities protected characteristics it is considered there would be no significant adverse impacts as a result of the development.

4. LEGAL AND PLANNING POLICY CONTEXT

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires the Local Planning Authority to exercise its powers under these regulations in the interests of amenity and public safety taking into account the provisions of the development plan, so far as they are material; and any other relevant factors. Regulation 3 states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.

Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that proposals be determined in accordance with the development plan unless material considerations indicate otherwise. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. The following local and national planning policy and guidance is relevant to this application.

National Policy and Guidance

National Planning Policy Framework
National Planning Practice Guidance

Reading Borough Local Plan (2019)

CC7: DESIGN AND THE PUBLIC REALM
CC8: SAFEGUARDING AMENITY
TR3: ACCESS, TRAFFIC AND HIGHWAY-RELATED MATTERS
OU4: ADVERTISEMENTS

Other Document

Design Guide for Shopfronts SPD 2022

Local Plan Update

The current version of the Local Plan (adopted in November 2019) turned five years old on Tuesday 5th November 2024. The Local Plan was reviewed in March 2023 and around half of the policies in the plan are considered still up to date. However, the rest need to be considered for updating to reflect changing circumstances and national policy. A submission draft of the Local Plan was submitted on 9th May 2025.

Although there is a five-year period for carrying out a review of a plan after it is adopted, nothing in the NPPF or elsewhere says that policies automatically become “out of date” when they are five years old. It is a matter of planning judgement rather than legal fact whether a plan or policies within it are out-of-date. This will depend on whether they have been overtaken by things that have happened since the plan was adopted, either on the ground or through changes in national policy, for example.

Officer advice in respect of the Local Plan policies pertinent to this application is that they remain in accordance with national policy and that the objectives of those policies remains very similar in the draft updated Local Plan. Therefore, they can continue to be afforded weight in the determination of this planning application and are not considered to be ‘out of date’.

5. APPRAISAL

The main issues for consideration are:

- a) Amenity; and
- b) Safety

a) Amenity

The proposed installation of 1 illuminated fascia logo (item A), 1 illuminated projection sign (item B) and the replacement of 1 menu graphic (item D), and 2 awnings are similar to the existing Revolution Bar in terms of size, location, and design. The proposed development would mainly feature black, pink, opal, and translucent teal, with internal illumination. The existing frontage of the property consists of dark colours such as green, black, and dark pink. Therefore, the proposed development is generally considered to respect the main building in terms of size, location, design, colour, noise and scale.

With regard to the replacement of the two retractable awnings, although the proposed elevations state that the colour and branding details are not yet confirmed, it is not considered harmful as the main colours—white, teal, magenta, and black—would match the existing and proposed colour scheme.

Additionally, the Transport consultee's response confirms that the proposed dimensions and illuminance levels of the fascia, projection sign, and menu graphic are acceptable.

Overall, the proposal is in compliance with Policies CC7, CC8, TR3, and OU4 of Reading Borough Local Plan.

b) Safety

The NPPG (in particular in this instance Paragraph: 068 Reference ID: 18b-068-20140306 & Paragraph: 078 Reference ID: 18b-078-20140306) provides guidance as to the considerations affecting public safety.

The Transport consultee response confirms that there are no transport objections to this application subject to conditions to secure public safety, as discussed in the amenity section above (also separately relevant from a safety perspective too). Therefore, it is concluded that there would be no detrimental effect with regard to highway safety and the proposed development is therefore, considered to accord with Adopted Reading Borough Local Plan Policies TR3 and OU4.

6. CONCLUSION

The proposed development has been assessed as set out above and is considered to be acceptable on that basis, subject to the following conditions.

7. RECOMMENDATION

Approved with conditions

Recommended Conditions:

1. Standard Advert Requirements

- i. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- ii. No advertisement shall be sited or displayed so as to:
 - a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- iii. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- iv. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
- v. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

REASON: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. Approved Plans

The advertisements hereby consented shall be carried out in accordance with the following approved plans:

- Signage Details V3 received 29/05/2025.
- Proposed Elevation V3 received 29/05/2025.
- Location Plan – Proposed Ground Floor Plan V3 received 29/05/2025

REASON: For the avoidance of doubt and to ensure that the advertisement is carried out in accordance the details hereby approved in accordance with Policy OU4 of the Reading Borough Local Plan 2019.