

DELEGATED APPLICATION REPORT

Ward: Abbey Ward

App Ref: PL/25/1467 Consent to display an advertisement

Address: One Station Hill, Reading, RG1 1NR

Proposal: Advertisement Consent for canopy signage with fascia lights and hanging sign

Applicant: Red Engine

Received date: 14 October 2025

Target Decision date: 09 December 2025

Case Officer: Catrin Davies

1. SITE DESCRIPTION

The application site comprises part of a modern, mixed-use, commercial and residential building, located on Station Hill, close to Reading railway station which gained consent to be redeveloped within (PL/20/1532) The mixed-use redevelopment scheme for the wider site comprises residential units, together with a range of town centre uses, including retail, drinking establishments, hot food takeaways and leisure uses.

The application site relates to Unit 7/9 of the building.

2. PROPOSAL AND SUPPORTING INFORMATION

The proposal seeks advertisement consent for signage fascia lights and hanging sign. The external alterations comprise the installation of a freestanding Corten steel canopy over the entrance doors, together with the installation of festoon lighting on shepherd's hooks within the left-hand external customer seating area. The signage/branded items comprise: an internally illuminated canopy sign, integrated into the design of the proposed steel canopy; and an externally illuminated projecting sign.

Plans:

FC-UK-16-I-201 PL01- Proposed elevation received 14/10/25

FC-UK-16-A-010 PL01- Location and site plan received 14/10/25

FC-UK-16-I-202 PL01- Project Sign Details received 14/10/25

FC-UK-16-I-203 PL01- Fascia Design details received 14/10/25

Planning History:

PL/25/1466- Proposed use of part of the adjoining forecourt to form an outside customer seating area with external alterations to the building. Under Consideration

PL/20/1532- Outline application under s.73 of the Town & Country Planning Act 1990 with all matters reserved for mixed use redevelopment of Plot E of the Station Hill site and neighbouring Telecom House site (48 to 51 Friar Street & 4 to 20 Garrard Street) to comprise the demolition of existing buildings and erection of new buildings/ structures to provide residential units (Use Class C3), a range of town centre uses ,including retail and related uses (Use Class E (a),(b) and (c); Drinking establishments (sui generis) and Hot food takeaways (sui generis)), and leisure uses (Use Class E (d), (e), and (f); Class F.1;Class F.2; and Theatres; Cinemas; Concert Halls; Bingo Halls; Dance- Approved

3. CONSULTATIONS

The following were consulted:

Transport Development Control

No objection subject to conditions

Environment Protection

No comments provided.

A site notice was displayed at the site, and no comments were received.

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.

5. APPRAISAL

Advertisements may only be controlled with regard to two material considerations:

- Amenity –The effect of advertisement(s) on the appearance of buildings or the immediate vicinity of where they are displayed, including the character and appearance of the conservation area, the setting of Listed Buildings, and impact on non-designated heritage assets such as locally listed buildings
- Public safety – matters having a bearing on the safe use and operation of any form of traffic or transport, including the safety of pedestrians, or distraction of drivers or confusion with traffic signs.

The NPPF advises that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment, and that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policies OU4 and OU5 state advertisements and shopfronts will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety.

Amenity

The application site is located within the town centre of Reading where there are numerous signage relating to their respective units. As such, the proposed signage not out of keeping with the wider area. The proposal signage relates to the commercial use and is located within a mixed use site as such is

considered to be in-keeping with the building. The signage is considered to be of a suitable sizing and siting to avoid creating an overcluttered and overbearing façade. The proposed signage is visually acceptable and in keeping with the surrounding area and would not materially harm the visual amenities of the area.

Regarding neighbouring amenities, residential development will be above the application site and is adjacent to the application site. The proposed advertisements are modest in size and would not be overbearing. There will be no over-cluttering of the façade in regard to scale, light-source or materials. The proposed signage is of a limited, fixed illumination, and is sited appropriately to ensure no adverse impact on neighbouring amenity. A condition will be imposed controlling the illumination level in daylight and the evening to ensure it complies with CC7 and OU4 of the Reading Borough Local Plan 2019

Public Safety

Whilst visible, the fascia signage is not considered to cause obstruction or distraction to road/footway/cycle users. Transport Officers were consulted, but no comments received. However, a condition controlling luminance levels will be included for ongoing public safety. As such the proposal is considered to be acceptable in public safety terms in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

6. CONCLUSION

The development has been assessed and the works are considered to be in accordance with the above relevant policies and Advertisement Consent can be granted. The signage is not considered to have a detrimental impact on amenity, public safety or the historic environment.