

DELEGATED APPLICATION REPORT

Ward: Emmer Green

App Ref: PL/26/0127 Consent to display an advertisement

Address: 2 WILLOW VIEW, CAVERSHAM, READING, RG4 6LB

Proposal: Installation of two freestanding advertisements.

Applicant: C/O Agent

Received date: 30/01/2026

Target Decision date: 30/03/2026

Case Officer: Sian Hickey

INTRODUCTION

The proposal site consists of a detached care home building located on the west side of Willow View off of Henley Road in Reading. The site is not listed, nor does it fall within a conservation area. It does fall within an Air Quality Management Area and there are trees which a subject to Tree Preservation Orders within the site. The surrounding area is predominantly residential.

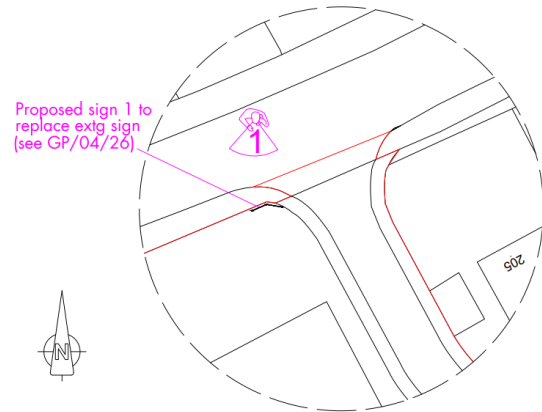
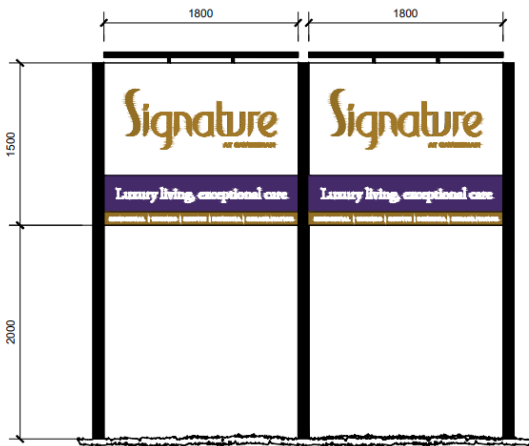
Site visit date: 17th February 2026

Site Visit photos:



PROPOSAL AND SUPPORTING INFORMATION

Advertisement consent is sought for the installation of two freestanding signs with trough light above, in the north-west corner of the site, at the junction of Henley Road and Willow View. The freestanding signs consists of advertisements both measuring 1.8m x 1.5m. The signs would be raised above the ground with a height of circa 3.5m to accommodate the topographical differences between the road and the land.



Plans/documents considered:

GP/04/26 rev B – Proposed Signage Elevations
GP/03/26 – Proposed Block Plan with photos
GP/02/26 – Existing Block Plan with photos
GP/01/26 – Location Plan
Planning Statement

As received 30th January 2026

Email from DM-Planning 'Re: PL/26/0127 - 2 WILLOW VIEW, CAVERSHAM, READING, RG4 6LB', dated and received 27/02/2026.

RELEVANT PLANNING HISTORY

PL/19/0835 - Demolition of 199-203 Henley Road and erection of part four, part three and part two storey 82 unit residential care home building (C2 use class) with associated external structures, access from Henley Road, car parking and landscaping. Granted following completion of s106 legal agreement 19/12/2019.

A series of approval of details applications have subsequently been submitted and approved at the site, none of which are particularly relevant to the determination of this application.

CONSULTATIONS

A site notice was displayed at the front of the property by the case officer on 17th February 2026 for a period of 21 days. No letters of representation have been received at the time of writing this report.

Consultees

Reading Borough Council, Transport Development Control – Response received on 27/02/2026:

This application is for two freestanding advertisements.

There are no transport objections to the proposed design or siting of the advertisements subject to the condition below regarding luminance levels.

The maximum luminance of advertisements displayed should not exceed 600 cd/m² above ambient light levels.

REASON: *To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policy CC7 and OU4 of the Reading Borough Local Plan 2019*

Reading Borough Council, Natural Environment – No response received

Discussions with applicant/agent

The application form states that the luminance levels will be 1000 cd/m², however, to align with policy OU4 of the Reading Borough Council Local Plan (2019), and the comments received from RBC Transport (above), the agent confirmed they are happy for the luminance levels to be reduced to 600cd/m² (Email correspondence dated 27/02/2026).

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.

LEGAL AND PLANNING POLICY CONTEXT

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'.

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.

The following local and national planning policy and guidance is relevant to this application:

National Policy

National Planning Policy Framework
National Planning Practice Guidance
NPPG: Advertisements

Reading Borough Local Plan (Adopted November 2019)

CC7 Design and the Public Realm
CC8 Safeguarding Amenity
OU4 Advertisements

TR3 Access, Traffic and Highway-Related Matters

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 consultation version of the draft updated version of the Local Plan was published on 6th November 2024. Subsequent to this consultation a submission draft was sent to the Secretary of State on 9th May 2025. At the time of writing, the examination-in-public of the partial update to the local plan is in the process of taking place. Stage 1 hearings were held virtually on 11th and 12th November 2025. Stage 2 hearings took place in February 2026.

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 submission 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’.

APPRAISAL

The main issues are considered to be:

i) Amenity

ii) Public safety

i) Amenity

The proposed signage is located at the junction between Willow View and Henley Road. The signs are not considered to be significantly visually prominent or out of character with the local area. Despite the area being predominantly residential in character, it would be expected for a care home use to include some form of signage and that proposed, albeit at a prominent location, would not be over-sized or so visually prominent to constitute a harmful addition. There are existing advertisements at the site, albeit there does not appear to have been any previous consent for these (see relevant history above). The material and colour proposed for the signage is considered acceptable. The proposed signage is therefore not considered harmful to the character of the building or the surrounding area, nor is the signage considered harmful to neighbouring amenity. A condition is advised to restrict luminance levels so that the maximum allowance of 600cd/m², as referenced in Policy OU4 of the Reading Borough Council Local Plan (2019), would not be exceeded. The agent has agreed to this via correspondence during the application.

Overall, the proposed signage is considered acceptable in terms of policies CC7, CC8 and OU4 of the Reading Borough Council Local Plan (2019). A condition is attached to limit the luminance levels of the signage.

ii) Public 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. These are detailed below (in *italics*), together with officer responses in relation to the proposal (in **bold**):

The main types of advertisement which may cause danger to road users are:

- (a) those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway; **No***
- (b) those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal, or would be likely to distract road-users because of their unusual nature; **No***
- (c) those which effectively leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriageway (due allowance being made for the camber of the road-surface); **No***
- (d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology: **No***
 - i. where the means of illumination is directly visible from any part of the road; **No***
 - ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; **No***
 - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; **No***
 - iv. which are subject to frequent changes of the display; **No***
- (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **No***
- (f) those requiring close study (such as Public Information Panels), which are situated so that people looking at them would be insufficiently protected from passing vehicles; or those advertisements sited on narrow footpaths where they may interfere with safe passage by causing pedestrians to step into the road; **No***
- (g) those which resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984, and may therefore be subject to removal by the traffic authority under section 69 of that Act, for example:*
 - i. those embodying red circles, crosses or triangles, or any traffic sign symbol; or those in combinations of colours which might otherwise be mistaken for traffic signs; **No** or*
 - ii. those incorporating large arrows or chevrons with only the arrow or chevron made of retroreflective material or illuminated, causing confusion with similar signs in use at, or approaching roundabouts. **No***
- (h) those which embody directional or other traffic elements and which need special scrutiny because of possible resemblance to, or confusion with, traffic signs, for example, advertisements which:*
 - i. contain a large arrow or chevron (or have a pointed end and have only a few words of message); **No***
 - ii. invite drivers to turn right on a main road, or where there is fast moving traffic; **No***
 - iii. invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely; **No** or*
 - iv. are so close to similar advertisements, or official traffic signs, that road-users might be confused in the vicinity of a road junction or other traffic hazard. **No***



*The prevention of crime is a public safety consideration and local planning authorities should consider whether granting express consent could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras. **No.***

In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds.

CONCLUSION

The proposed development has been assessed and the proposed works are considered to be in accordance with the above relevant policies and planning permission can be granted.

RECOMMENDATION

GRANT

Conditions:

Time limit
Approved plans
Advert luminance