

Our ref. 2437-4.1-jeg-advertising

15/04/2026

GENTING CASINO, 18 RICHFIELD AVENUE, READING, RG1 8PA

ADVERTISING STATEMENT

INTRODUCTION

This statement has been prepared in support of an application for Advertisement Consent for the installation of signage at Genting Casino, Reading, and is to be read in conjunction with the Full Planning application made for the external terrace works proposed on the West Elevation, as can be seen in application PL/26/0353.

The application comprises a coordinated package of replaced & new fascia signage and replaced freestanding totems, all designed to enhance the visibility and branding of the premises.

SITE CONTEXT

The site is located within a commercial and leisure area characterised by large-format buildings, vehicular routes and warehouse-style premises. There are no residential properties within the immediate vicinity.

DESCRIPTION OF ADVERTISEMENTS

The proposals comprise the following elements:

1. High-Level Fascia Signage:

Non-illuminated vinyl banner signage mounted within the existing façade recess at high level, wrapping the south, east and west elevations. The fascia has a height of approximately 1000mm.

Integrated into this signage are built-up individual letters forming the Genting branding, with opal acrylic faces and a red acrylic logo, internally illuminated. Letters incorporate brushed stainless steel returns.

Externally mounted IP65-rated amber LED strips are located at the top and bottom of the fascia in existing positions, with the brightness matching the existing LED.

2. Mid-Level Fascia Signage:

Internally illuminated vinyl banner signage located at mid-height across north, east and west elevations, incorporating a new IP65-rated amber LED strip positioned below the signage, which is designed to line through with the existing glazing transoms, as well as the capping of the proposed terrace (see separate application PL/26/0353). The LED brightness will match the existing LED.

3. Entrance Canopy Signage:

Internally illuminated vinyl fascia signage mounted above the main entrance canopy, wrapping three sides, with amber LED strips (brightness to match the existing LED), positioned above and below the signage in existing locations.

4. Freestanding Totems:

Two freestanding totem signs, each approximately 1.25m wide by 5m high, matching the scale, brightness and design of existing signage on site.

Each totem, as existing, will be finished in black and incorporates push-through acrylic lettering and an internally illuminated logo at high level.

Each face of the totems will include a 75-inch external IP65-rated digital display screen. The screens will display static images which change at intervals of approximately 2 minutes.

ASSESSMENT

Visual Amenity

The signage has been designed as a cohesive package, integrated within the architectural composition of the building. The scale and placement of the signage reflects the commercial nature of the site and surrounding area.

The use of restrained colour tones and controlled illumination ensures that the signage will not result in visual clutter or harm to the character of the area.

Public Safety

The signage is positioned to avoid obstruction of visibility for pedestrians and vehicles.

Illumination levels will be controlled to prevent glare or distraction to road users. The digital displays will show static images only, with no scrolling or rapid animation, and transitions will occur at controlled intervals.

CONCLUSION

The proposed advertisements are appropriate in scale, design and illumination for the host building and its commercial setting.

The proposals comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, having regard to amenity and public safety, and should therefore, in our opinion, be granted consent.