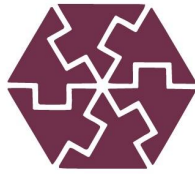


Planning, Reading Borough Council
Civic Offices, Bridge Street, Reading RG1 2LU

Website: www.reading.gov.uk
Tel: 0118 9373787



Reading

BOROUGH COUNCIL

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x) Northing (y)

Description

Applicant Details

Name/Company

Title

Mr

First name

Andrew

Surname

Joyce

Company Name

Genting Casinos UK

Address

Address line 1

Genting Casinos UK

Address line 2

Genting Club Star City

Address line 3

Watson Road

Town/City

Birmingham

County

Country

Postcode

B7 5SA

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Applicant Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Display of a coordinated scheme of advertisements comprising high-level and mid-level fascia signage, including non-illuminated and internally illuminated elements with built-up lettering and logo; internally illuminated signage to the entrance canopy; associated low-level external LED accent lighting; and two freestanding double-sided digital totem signs with static image displays to replace the existing totems.

Advertisement Type:

Fascia Sign

Height:

1 metres

Width:

10.45 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

6.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0.11 metres

What is the maximum height of any of the individual letters and symbols?:

58 centimetres

What materials will the advertisement be made of?:

Sign 01: Facia sign to consist of vinyl graphics adhered to board, with individual natural white internally LED illuminated opal acrylic individual letters & red acrylic logo, with pressed aluminium returns and aluminium back plate, all as existing. Amber LED to be installed top & bottom, to match existing LED locations & brightness.

The colour of text and background:

White text with red logo, on black & amber vinyl non-illuminated background.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1 metres

Width:

34.2 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

6.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0.11 metres

What is the maximum height of any of the individual letters and symbols?:

58 centimetres

What materials will the advertisement be made of?:

Sign 02: Facia sign to consist of vinyl graphics adhered to board, with individual natural white internally LED illuminated opal acrylic individual letters & red acrylic logo, with pressed aluminium returns and aluminium back plate, all as existing. Amber LED to be installed top & bottom, to match existing LED locations & brightness.

The colour of text and background:

White text with red logo, on black & amber vinyl non-illuminated background.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1 metres

Width:

10.45 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

6.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0.11 metres

What is the maximum height of any of the individual letters and symbols?:

58 centimetres

What materials will the advertisement be made of?:

Sign 03: Facia sign to consist of vinyl graphics adhered to board, with individual natural white internally LED illuminated opal acrylic individual letters & red acrylic logo, with pressed aluminium returns and aluminium back plate, all as existing. Amber LED to be installed top & bottom, to match existing LED locations & brightness.

The colour of text and background:

White text with red logo, on black & amber vinyl non-illuminated background.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.135 metres

Width:

1.634 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.09 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Sign 04: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

Black & amber background graphics.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.135 metres

Width:

5.62 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.09 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

8 centimetres

What materials will the advertisement be made of?:

Sign 05: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

Black, grey & amber background w/ white text.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.135 metres

Width:

1.53 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

2.09 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Sign 06: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

Black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.135 metres

Width:

1.63 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.09 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Sign 07: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

Black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.135 metres

Width:

2.66 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.09 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

8 centimetres

What materials will the advertisement be made of?:

Sign 08: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

White text, w/ black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.745 metres

Width:

5.09 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Sign 09: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

Black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.135 metres

Width:

2.8 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.09 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

8 centimetres

What materials will the advertisement be made of?:

Sign 10: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

White text, w/ black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.135 metres

Width:

2.68 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.09 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

8 centimetres

What materials will the advertisement be made of?:

Sign 11: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

White text, w/ black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.135 metres

Width:

1.65 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.09 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Sign 12: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

Black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.135 metres

Width:

1.53 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.09 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Sign 13: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

Black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.135 metres

Width:

4.97 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.09 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

8 centimetres

What materials will the advertisement be made of?:

Sign 14: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

White text, w/ black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.135 metres

Width:

2.15 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.09 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Sign 15: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

Black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.55 metres

Width:

5.79 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

2.6 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

33 centimetres

What materials will the advertisement be made of?:

Sign 16: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

White text, red symbol, w/ black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.55 metres

Width:

5.39 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

2.6 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

30 centimetres

What materials will the advertisement be made of?:

Sign 17: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

White text, w/ black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.55 metres

Width:

5.75 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

2.6 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

33 centimetres

What materials will the advertisement be made of?:

Sign 18: Internally LED illuminated graphics, with vinyl banner fixed to face acrylic w/ LED behind.

The colour of text and background:

White text, red symbol, w/ black, grey & amber background image.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

197 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

5 metres

Width:

1.26 metres

Depth:

0.35 metres

What is the height from the ground to the base of the advertisement?:

0.12 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

26 centimetres

What materials will the advertisement be made of?:

Sign 19: Individual built-up internally illuminated letters & logo. Acrylic faces with brushed stainless steel returns. Amenity wording to be illuminated pushed through acrylic. Aluminium outer skin Complete with recessed amber LED tubing along the length of either side and an illuminated keyline to the face. New back to back IP65 rated 75" monitors to be fixed to central SHS via monitor mounts. Monitors to display static images, changed periodically (approx. 120s).

The colour of text and background:

White acrylic LED illuminated letters, red acrylic LED illuminated keylines. Black EPC/Vinyl aluminium faced sheet. 2no. back-to-back monitors, showing static images, changing periodically (120secs minimum). Mild Steel posts and framework within.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

230 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

5 metres

Width:

1.26 metres

Depth:

0.35 metres

What is the height from the ground to the base of the advertisement?:

0.12 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

26 centimetres

What materials will the advertisement be made of?:

Sign 20: Individual built-up internally illuminated letters & logo. Acrylic faces with brushed stainless steel returns. Amenity wording to be illuminated pushed through acrylic. Aluminium outer skin Complete with recessed amber LED tubing along the length of either side and an illuminated keyline to the face. New back to back IP65 rated 75" monitors to be fixed to central SHS via monitor mounts. Monitors to display static images, changed periodically (approx. 120s).

The colour of text and background:

White acrylic LED illuminated letters, red acrylic LED illuminated keylines. Black EPC/Vinyl aluminium faced sheet. 2no. back-to-back monitors, showing static images, changing periodically (120secs minimum). Mild Steel posts and framework within.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

230 cd/m²

Will the illumination be static or intermittent?:

Static

Please describe each of the 'Other type(s)' of advertising proposed

Signs 19 & 20 to be new double sided free-standing totems, in existing locations, to match existing dimensions, with colours & luminance levels to match.

To include 2no. back to back external monitors integrated into each totem, displaying static images changing periodically.

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- ☐ Yes
☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- ☒ Yes
☐ No
☐ Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Please see 2437.P03 latest issue for photographs, and 2437.P05 latest issue for elevations showing the size and location of the existing signage.

Will the proposed advertisement(s) project over a footpath or other public highway?

- ☐ Yes
☒ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

30/04/2026

To Date

30/04/2031

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☐ Yes
☒ No

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☒ The agent
☐ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☐ Yes
☒ No

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes
☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- ☒ Yes
☐ No

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes
- ☒ No

Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

- DESIGN AT SOURCE LTD

Date

15/04/2026