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

20th April 2026

Dear Jonathan,

**Re: Application for Advertisement Consent – 29–35 Station Road, Reading, RG1 1LG
(PL/26/0351)**

Supplementary note: local precedent for illuminated advertising

Further to our submission, we wish to draw the Council's attention to a directly relevant local precedent in support of the proposed external illumination.

The "Reading Lights" double-sided LED digital advertising display (PL/18/0410), consented by Reading Borough Council and located within the pedestrian zone at Station Approach approximately 70 metres from the application site, is fully visible from the north elevation of 29–35 Station Road and forms part of the same immediate townscape.

That consented display operates as a dynamic, internally-lit commercial advertisement at luminance levels of up to 5,000 cd/m² during daylight hours, with moving imagery transitioning every ten seconds, between the hours of 0600 and 2400 daily. It was considered acceptable by the Council in the context of a setting that includes five Grade II listed buildings – the former Main Station Building (UID 1321892), the Statue of King Edward VII (UID 1113589), Great Western House (UID 1113591), 13 and 15 Station Road (UID 1113590), and the Walter Parsons Corn Stores at 10 Forbury Road (UID 1248738) – together with the Market Place/London Street Conservation Area.

In contrast, the current proposal is for static, hand-painted artwork applied directly to an existing blank wall, with external illumination capped at 1,000 cd/m² in accordance with Zone E4 under Policy OU4. The murals do not move, do not emit their own light, and are contained within the existing envelope of the building.

We respectfully suggest that if a free-standing illuminated digital display of that scale and character is considered appropriate to this part of Reading, a hand-painted mural of the type proposed sits comfortably within the same established context.

Yours sincerely,

Jay Stewart
Portfolio Investment Manager
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