DELEGATED APPLICATION REPORT
Ward: Emmer Green
App Ref: PL/26/0332 Consent to display an advertisement
Address: 236 PEPPARD ROAD, EMMER GREEN, READING, RG4 8UA
Proposal: Display of 4 no. illuminated fascia signs, 1 no. illuminated pylon sign
Applicant: Mrs Jane Grimble
Received date: 12/03/2026
Target Decision date: 07/05/2026
Case Officer: Gary Miles

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1. SITE DESCRIPTION

The application site consists of a purpose-built car sales showroom located off Peppard Road; the site has been in use as a car garage, sales and repair provider for nearly 90 years. The application site is adjacent to and opposite residential properties. The site is not within a conservation area.

Site visit date: 31st March 2026

2. PROPOSAL AND SUPPORTING INFORMATION

The proposal consists of the removal of existing illuminated signage, and the display of 4 no. illuminated fascia signs (Retrospective). The signage is to be attached to the front and side elevations of the building.

- Sign A - Fascia sign constructed from acrylic, measuring 1m in height by 3.2m in width and 4m from the ground. The fascia sign will be internally illuminated (static) to 270candela.
- Sign B - Fascia sign constructed from acrylic, measuring 0.6m in height by 2m in width, 4.3m from the ground. The fascia sign will be internally illuminated (static) to 270candela.
- Sign C - Fascia sign constructed from acrylic, measuring 1m in height, by 3.2m in width, 4m from the ground. The fascia sign will be internally illuminated (static) to 270candela.
- Sign D - Fascia sign constructed from acrylic, measuring 1m in height, by 3.2m in width, 4m from the ground. The fascia sign will be internally illuminated (static) to 270candela.

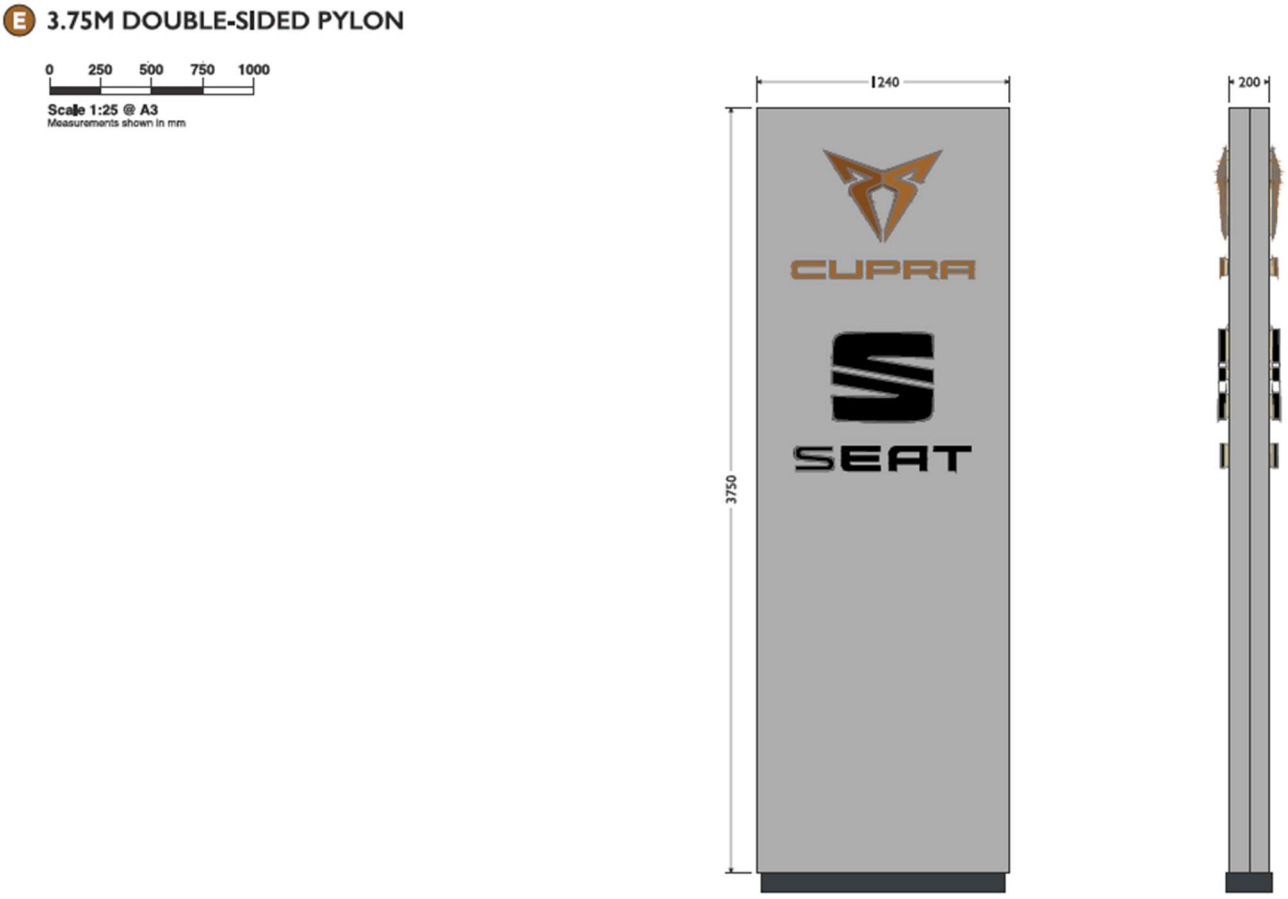
The proposal includes 1 no. illuminated pylon sign which didn't form part of the most recent application submitted in September 2025.

- Sign E – Double-sided pylon sign constructed from steel and acrylic, measuring 3.75m in height, by 1.24m in width. The pylon will be internally illuminated (static) to 270candela.

<u>Plans and documents considered:</u>

Drawing: 02/03/26 Site Plan
Drawing: 02/03/26 Existing Elevations
Drawing: 02/03/26 Proposed Elevations
Drawing: 02/03/26 Proposed Double-Sided Pylon
Received by the LPA on 12th March 2026

Proposed



Proposed

3. RELEVANT PLANNING HISTORY

PL/25/1278 – ADV - Removal of existing signage and the display of 4 no. illuminated fascia signs (Retrospective) – Approved December 2025 (Excluded the Pylon sign)

4. CONSULTATIONS

Internal:

RBC Environmental Protection

The area is predominantly residential; there are concerns that the illuminated double-sided pylon will be harmful to residential amenity in terms of light pollution. The luminance level of 270candela is considered acceptable during the hours of operation. To minimise harm to neighbouring residential amenity the illuminated pylon sign will be required to be switched off outside normal hours of operation and will be controlled via a condition.

RBC Transport Development Control

Due to the proximity of illuminated signage to the public highway, the Transport officer was consulted.

Due to the subservient nature of and the fact the signage is replacement of existing illuminated signage – there are no Transport objections to the proposal subject to a condition controlling the luminance levels.

External:

A planning notice was attached to a nearby streetlamp column on 31st March 2026 and left in place for the 21-day statutory consultation period.

No letters of representation have been received.

5. 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.

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

National Policy
National Planning Policy Framework
National Planning Practice Guidance

Reading Borough Local Plan (2019)
CC7 (Design and the Public Realm)
CC8 (Safeguarding Amenity)
OU4 (Advertisements)
TR3 (Access, Traffic & Highway-Related Matters)

7. APPRAISAL

The main issues are considered to be:

i) Amenity
ii) Public safety

7.1 Amenity

The proposed replacement illuminated signage is considered to be appropriate for the application site and the overall character of the building and surrounding area.

Four no. signs and a pylon sign will be internally illuminated to a maximum luminance of 270cd/m2, therefore the maximum luminance shall not exceed 300cd/m2 – this will be applied to the decision notice as a condition.

The construction materials and colours are considered acceptable in terms of appearance.

The proposed changes are not too dissimilar to the existing signage. The application forms part of the re branding of Seat and Cupra.

The proposal is deemed compliant with policies CC7 and OU4 of the Reading Borough Council Local Plan (2019).

7.2 Public Safety

The National Planning Policy Framework and Guidance (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:
i. where the means of illumination is directly visible from any part of the road;
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; or **NO**
ii. those incorporating large arrows or chevrons with only the arrow or chevron made of retroflective 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: **NO**
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; or **NO**
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**
In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds.

No objections have been received from the Transport Development Control officer in terms of public safety on the highway. Therefore, the proposal is complaint with policies CC7 and OU4 of the Reading Borough LocalPlan 2019.

The proposal is also compliant with the National Planning Policy Guidance (in particular in this instance Paragraph: 068 Reference ID: 18b-068-20140306 & Paragraph: 078 Reference ID: 18b-078-20140306).

8. CONCLUSION

The proposal has been assessed, and the works are considered to be in line with the above policies and therefore Advertisement Consent can be granted subject to conditions.

9. RECOMMENDATION

GRANT

Subject to the following conditions:

Standard Advert Requirements
Advert Luminance
Face of each letter advert luminance
Hours of Luminance (pylon) operation
Approved Plans (Adverts)