

DELEGATED APPLICATION REPORT

Ward: Abbey

Address: 29-35 Station Road, Reading, RG1 1LG

Application No: PL/26/0351

Proposal: Display of externally illuminated hand painted murals on the north (Garrard Street) elevation at first to fourth floor level.

Applicant: Station Road Dev Co Limited

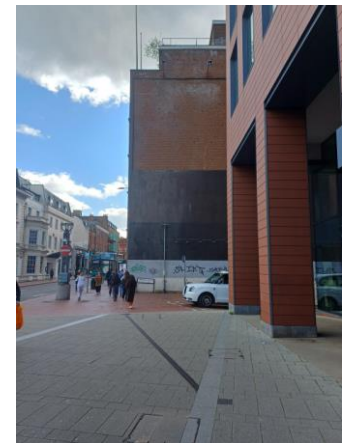
Date valid from: 15/04/2026

Target Decision date: 10/06/2026

Case officer: Jonathan Markwell

1. Site Description and Surrounding Area

The application site comprises a basement and 6-storey building located on the west side of Station Road, at the junction with Garrard Street (to the north). The 1950's brick building has been vacant since 2013, having previously incorporated a retail use at ground floor level and offices above, with a plant room at roof level. As existing on the Station Road ground floor façade, a hoarding for Reading Borough Council's arts and cultural offerings is provided.



The application site is located within the defined Reading Central Area. The site is also wholly within the Station/River Major Opportunity Area (Policy CR11) and forms part of the Friar Street & Station Road sub-area (Policy CR11a). The site has a number of other designations, including being located within:

- an Area of Archaeological Importance
- an Air Quality Management Area
- the Central Core
- an existing Active Frontage (which extends along both sides of Station Road and also includes the eastern elevation of Thames Tower)
- the Office Core
- the Primary Shopping Area
- the Tall Buildings Cluster (the west side of Station Road and north of Blagrove Street mark the south-eastern corner of this cluster)
- Abbey ward

Station Road is a main pedestrian route between Reading Station and Broad Street within the town centre. It is also a designated cycle route and has restricted access for cars, with buses and taxis permitted (with bus stops and taxi ranks nearby). Garrard Street links the on-going Station Hill redevelopment and Thames Tower / Reading Station, with there being a significant change in topography when approaching the application site from the west. The service access road, to the west of the existing building, provides access/servicing capabilities to the existing building, Garrard House, Brunel House, Icon House, the Novotel and Ibis Hotels and pedestrian access through to Merchants Place.

The surrounding area comprises a mix of uses and building heights/styles/time periods, all within a dense urban setting. To the north of the application site is the 15 storey Thames Tower, which comprises retail and related uses at ground floor and offices above. Beyond this (to the north and north-east of the application site) is the Southern Station Square and Reading Station, for which the main building is Grade II listed. This was built 1865-67 by architect Mr Lane (Chief Engineer of the GWR Co) as an enlargement and remodelling of Isambard Kingdom Brunel's original station of circa 1840. The building is described as:

Italianate details. Two storey symmetrical main building of buff brick from Coalbrookdale with Bath stone dressings, rusticated quoins. 10 bays wide, slight break to centre 4. Frieze, moulded cornice and blocking course, the projecting centre having console brackets to the cornice and the blocking course raised as solid pediment. The ground floor of the centre break has guilloche frieze and panelled pilasters with wreath caps flanking the windows and doorways. Cornices on console brackets over 1st floor windows, with triangular and segmental pediments over those in centre break. Canopy across ground floor. Hipped slate roof, chimneys removed. Pleasant central cupola, which has round headed lights and bracket eaves to pyramidal roof with finial. Canopy extends over ground floor extensions on both sides, about 12 bays to left and 7 to right.

The Three Guineas Public House (former station ticket office) is also Grade II listed, sitting between the 1980s Reading Station concourse building to the east and the recent Reading Station entrance to the west. To the front of the station the statue of King Edward VII is also Grade II listed.

To the east of the application site, on the junction of Station Road and Blagrove Street, is the Grade II listed former Great Western Hotel, now a Malmaison Hotel (ground and three floors above, with the third floor being in mansard form). The listing describes the building as:

One of the 1st Railway Hotels in Britain. 1844 Italianate. 3 storeys and basement. Stucco with rusticated quoins. Ground floor channelled. 5x3 bays divided by pilasters supporting an entablature and boldly projecting modillion cornice. Glazing bar sash windows with architraves. Balustraded balcony, frieze and cornice to 1st floor windows, centre with pediment. 2nd floor windows with bracket cornice. Central projecting portico with full Doric order and paired columns. 2 bay canted extension to right in matching style. North front has central bowed 3 light bay with cornice over on ground floor. High panelled parapet over cornice. Later 4 storey extension to left with carriage entry. Moulded coping to parapet. 2+1 bays. Modern extension to south. Similarities with Royal Station Hotel at Slough suggest I K Brunel as architect or one of his assistants. Balustraded area to street with heavy balusters. Curved to station approach corner.

Further to the south along the east side of Station Road are unlisted 3/4 storey buildings leading towards Friar Street. This neighbouring area is subject to Policy CR16 (Area to the north of Friar Street and east of Station Road), being identified as making a positive contribution to the character of the town centre

Immediately to the south of the site is Brunel House (17/27 Station Road), a 6-storey building. To the south of this the Grade II listed 13 and 15 Station Road are 4-storeys in height. To the south-west of the site beyond the service access route is Icon House, which is in residential use (as flats) and rises to 10 and 11-storeys. Connected to Icon House are the further residential blocks known as Projection East and Projection West (which fronts onto Merchants Place). Beyond Icon House is the Novotel and Ibis Hotel buildings, which rise up to 13-storeys in total and front onto Friar Street. Immediately adjacent to the western boundary of the application site is Garrard House, which has recently been converted from office to residential and extended to basement and 7-storeys (see relevant history section below). Beyond Garrard House to the north and west are predominantly sites which form part of the on-going Station Hill redevelopment proposals, with One Station Hill having been completed in the past two years.

The application site is not located within a conservation area, although the nearest part of the site is approximately 100 metres from the edge of the Market Place/London Street Conservation Area's northern extent on Blagrove Street.

The site in relation to the wider urban area is shown below, together with a site photograph and an aerial view.



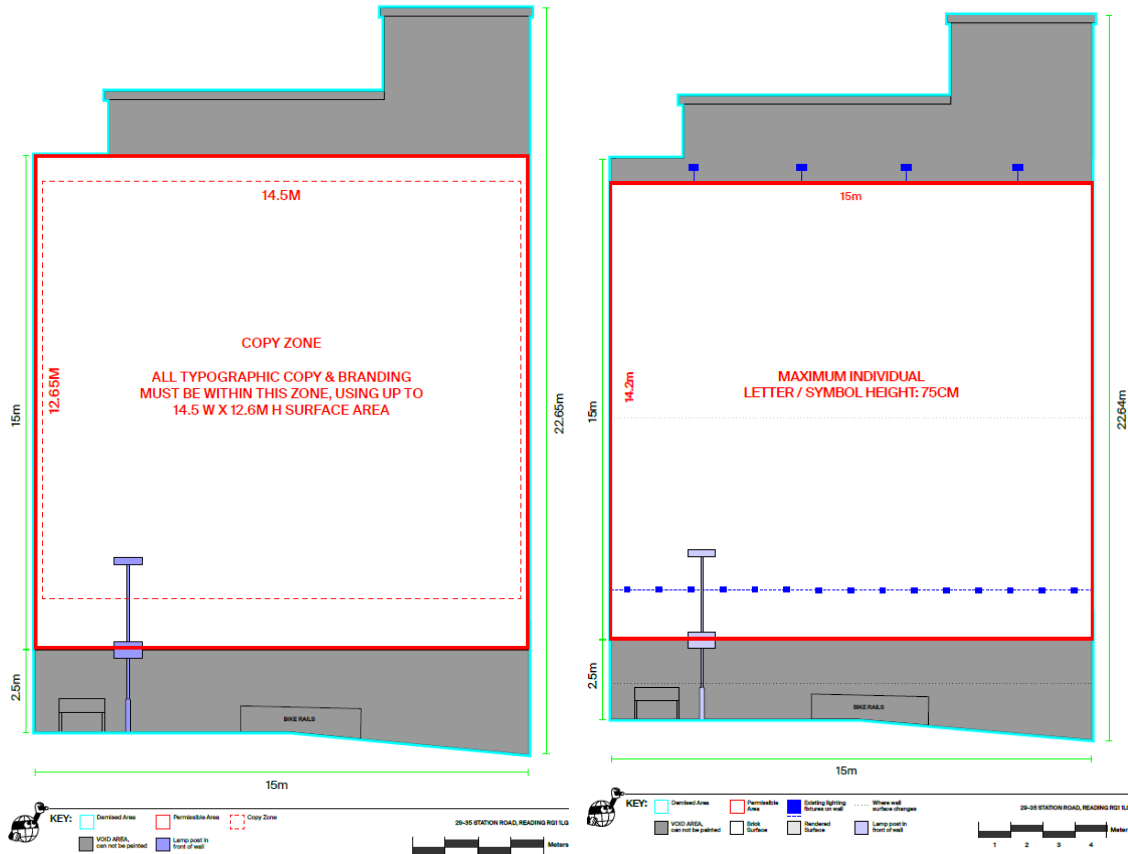
View from within Thames Tower (from 2019) and street level (April 2026)

2. The Proposals

- i. Advertisement consent is sought for the display of externally illuminated hand painted murals on the north (Garrard Street) elevation at first to fourth floor level. Based on the plan submitted for approval (see below), the typographic and branding components will utilise an area of up to 14.5m in width and 12.6m in height, with this being a minimum of 2.5m above ground level of the highest point of Garrard Street. Individual letters and symbols will be limited to a maximum of 0.75m (75cm)
- ii. The applicant also advises that:
 - a) Content will include cultural and artistic murals and sponsored commercial advertising, displayed flexibly as a single mural or multiple murals within the space.
 - b) Advertisement consent is sought for a temporary time period until 01/05/2031.
 - c) The proposal is sought flexibly so that the advertising area could accommodate a single mural covering the entire space, or multiple murals displayed within it.
 - d) There is no fixed minimum or maximum display period — the applicant states that, in practice, murals would typically remain in place for around four weeks before being repainted, though this will vary according to the programme.
 - e) The applicant outlines that installations will be carried out by professional artists using scaffold access. Works will be undertaken during standard daytime hours and each installation is expected to take approximately five days. No closure of Garrard Street or the Station Road pavement will be required.

- f) The murals will be hand-painted directly onto the existing surfaces of the building and will change periodically as content is updated.
- g) The murals will be externally illuminated from above, utilising the existing protruding downlights on the façade of the building. The applicant proposes a maximum luminance of 300 cd/m² (reduced from the originally proposed 1,000 cd/m², as per email correspondence with the agent on 02/06/2026).

iii.



3. Public Consultation

- i. Neighbour Consultation
- ii. Although there is no statutory requirement for this type of application, a site notice was erected on 20/04/2026, giving interested parties until 15/05/2026 to comment. No responses received.
- iii. Local Groups – No statutory requirements and no responses received.

4. Internal / External Consultations

- i. RBC Transport advise that Station Road is used by buses and forms part of the town centre bus loop. The proposal is not considered to result in any detrimental impact on the surrounding highway network, subject to a condition securing a comprehensive management plan for the proposed installation works. Station Road functions as a one-way carriageway in a south-to-north direction, and the siting of the mural would not impede visibility, distract drivers, or otherwise affect highway safety. More specifically in this regard, it is recognised that taxi's queue close to where installation works would take place, with cycle stands at this point of the pavement too. Any scaffolding would require a license from our highways department which would ensure that suitable pedestrian movement is maintained. As the mural is at higher level, a pedestrian gantry would be able to maintain access to the cycle stands during the installation process. However, a Management Plan is required by condition to ensure the applicant has a method

statement to follow, as it will be a rolling installation. This is recommended to secure the following details:

- a. *Details of the dimensions, location and type of any scaffolding required within or over the public highway.*
 - b. *Confirmation of all necessary licences, consents, and approvals required from the Local Highway Authority being in place.*
 - c. *Details of the maximum duration the scaffolding will be in place prior to each work being installed.*
 - d. *A scheme for pedestrian and vehicular management during the works including provision for disabled users*
 - e. *Details of how the scaffolding will be erected, used, and dismantled.*
 - f. *Details of arrangements for the protection and maintenance of the existing/proposed lamp column during and after the works.*
 - g. *Confirmation that lighting provision will be maintained at all times and details of any temporary measures.*
 - h. *Details of continual access arrangements for the cycle stands during the works.*
- ii. In terms of the illumination levels, the Policy OU4 limit is 300 cd/m² above ambient light levels. The applicant is proposing 1,000 cd/m² and has included commentary regarding the existing big screen outside of Reading Station, close to the site, as means for justifying this. The Advertisement Regulations set a clear benchmark of >10 m² displays → 300 cd/m² above ambient light levels. It is not considered that the big screen outside the station is a direct comparator, as the screen needs to be illuminated internally in order to be seen whereas the mural will be seen in daytime hours regardless. If the applicant wishes to pursue new lighting at 1,000 cd/m² then evidence to justify this would be required, as the regulations do not specify that painted murals can have a brighter illumination. *Planning Officer comment: The applicant later confirmed that they are content with a 300 cd/m² limit.*
- iii. Accordingly, the proposal raises no highway-related concerns subject to conditions relating to the illumination levels and a management plan.
- iv. RBC Conservation Officer advises that there would be some impact, potentially negative, on the settings of the listed building, Great Western House, and the listed Statue of King Edward VII. In addition to the size of the mural(s) and illumination, the design and colours of the displayed product/artwork would also matter. It is noted that a condition could be added to ensure the mural(s) would be temporary. It would be preferable had a more defined design for the proposed mural(s) been confirmed, with a reduction in size, a well-defined one colour framework to be permanent, and the designs would be inserted into it.
- v. Reading's Economy & Destination Agency (REDA) – no response received.
- vi. RBC CCTV Team – no response received.

5. Plans and information considered

- i. The applicant has submitted the following for consideration:
- Application form Planning Portal Reference PP-14776626 dated 15/04/2026
 - Location Plan Site Address: 35, Station Road, Reading, RG1 1LG Planning Portal Reference: PP-14776626v2
 - Block Location Plan – 29-35 Station Road, Reading
 - Letter from Global Street Art 'Re: Application for Advertisement Consent — 29-35 Station Road, Reading, RG1 1LG (PL/26/0351)', dated 15/04/2026
 - Proposed Elevation – 1% scale Station Road Reading – Ref .V1-GSA-SR-PA
 - Proposed Elevation – 1% scale Station Road Reading – Ref .V2-GSA-SR-PA
 - Existing Elevation – 1% scale Station Road Reading – Ref .V2-GSA-SR-EX

As all received on 15/04/2026

- Letter from Global Street Art, 'Re: Application for Advertisement Consent — 29–35 Station Road, Reading, RG1 1LG (PL/26/0351) Supplementary note: local precedent for illuminated advertising', dated 20/04/2026
- Five images of nearby advertisement by Maxx Media Limited
As all received on 20/04/2026
- Email from Global Street Art 'Re: Acknowledgement of Planning Application - PL/26/0351', including two photographs, as received 23/04/2026
- Email from Global Street Art 'Re: 29-35 Station Road, Reading (PL/26/0351) – feedback', as received 02/06/2026

Discussions with agent

Prior to the validation of the application more details about the precise nature and extent of the proposals were sought and received from the agent. During the course of the application the applicant provided commentary of a separate advertisement in the area and photographs of the existing façade with graffiti at the ground level. Officer feedback was provided on 02/06/2026, including discussion of consultee feedback and seeking clarity over whether the applicant would be agreeable to a maximum 300 cd/m2 illumination level, rather than the 1,000 cd/m2 applied for. The agent replied on the same day confirming agreement to the officer recommended illumination level of 300 cd/m2.

Relevant Planning History

Application site

- i. There is an extensive planning history for the application site. The applications detailed below are considered the most relevant to the assessment of the current proposal:
- ii. 170772/OPA - Change of use of 1st to 5th floors from Class B1(a) (offices) to C3 (dwelling houses) to comprise 33 x 1-bed flats. Prior Notification under Class O, Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015 (as amended). Prior Approval Notification – Approval 10/07/17. Not implemented.
- iii. 181930 - Demolition of the existing vacant 6-storey retail and office building and erection of a replacement basement and part 4, part 22 (with rooftop plant above) storey building to provide flexible retail (Class A1, A2 or A3) use at part ground floor level, a 135-bedroom hotel (Class C1) at 1st to 16th floors and offices (Class B1a) at 17th to 21st floors, associated servicing from Garrard Street and other associated works (amended description). Granted following completion of S106 Legal Agreement 29/10/2019. Not implemented.

6. 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.

7. Relevant Planning Guidance

- i. 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. The Development Plan for Reading relevant to the application site comprises the Reading Borough Local Plan 2019.

- ii. Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the local planning authority to have special regard to the desirability of preserving a listed building or its setting or any features of special interest which it possesses.
- iii. Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the local planning authority in the exercise of its functions to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area.
- iv. 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.
- v. Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.
- vi. The ‘*National Planning Policy framework*’ (“NPPF”) states clearly that its content is to be a material consideration in the determination of applications. The ‘NPPF’ states that due weight should be given to the adopted policies of the Local Plan according to their degree of consistency with the ‘NPPF’ (the closer the policies in the plan to the policies in the ‘NPPF’, the greater the weight that may be given). In addition, chapter 12 (Achieving well-designed places) states at paragraph 141 that *“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”*.
- vii. National Planning Practice Guidance (NPPG)
- viii. Accordingly, the ‘NPPF’ and the following development plan policies and supplementary planning guidance are relevant:

8. Relevant Policies

- i. The application has been assessed against the following policies:

National

National Planning Policy Framework 2024 (including changes February 2025)

National Planning Practice Guidance

Reading Borough Local Plan 2019

CC7 Design and the Public Realm
 CC8 Safeguarding amenity
 EN1 Protection and Enhancement of the Historic Environment
 EN6 New Development in a Historic Context
 TR3 Access, Traffic and Highway-Related Matters
 OU4 Advertisements
 CR1 Definition of Central Reading
 CR2 Design in the Centre
 CR3 Public Realm in Central Reading
 CR4 Leisure, Culture and Tourism in Central Reading
 CR11 Station/River Major Opportunity Area
 CR16 Area to the North of Friar Street and East of Station Road

Supplementary Planning Documents

Design Guide for Shopfronts (2022)

ix. 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. The examination-in-public of the partial update to the local plan took place in November 2025 and February 2026.

- x. 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.
- xi. 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’.

9. Appraisal

Introduction

- i. As a starting point, it is relevant to note that for planning purposes an advertisement is defined in section 336(1) of the Town and Country Planning Act 1990 (as amended) as:
“any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adapted for use and anything else principally used, or designed or adapted principally for use, for the display of advertisements.”
- ii. In this instance, whilst the applicant has not specified the exact appearance of the advertisement, this is owing to the nature of the proposal being a mural on the blank façade of a building. The applicant advises that this will change over the time consent is sought for (until 01/05/2031), with the area where the advertisement is permitted and the maximum height of any letter or symbol is specified (75cm). The installations would comprise cultural and artistic murals and sponsored commercial advertising. The exact area where the lettering or symbols would be positioned is therefore not known.
- iii. With this context in mind, the main issues to be considered are: i) Amenity ii) Public safety. Each is therefore considered below:

Amenity

- iv. The NPPG provides a subsection entitled Considerations affecting amenity - What does “Amenity” mean? (Paragraph: 079 Reference ID: 18b-079-20140306). This is reproduced in full below:

“Amenity” is not defined exhaustively in the [Town and Country Planning \(Control of Advertisements\) \(England\) Regulations 2007](#). It includes aural and visual amenity ([regulation 2\(1\)](#)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest ([regulation 3\(2\)\(a\)](#)).

It is, however, a matter of interpretation by the local planning authority (and the Secretary of State) as it applies in any particular case. In practice, "amenity" is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.

This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings, but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.

If the advertisement makes a noise, aural amenity would also be taken into account before express consent would be given.

- v. With the above in mind, it is considered to be particularly pertinent that the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 state at Paragraph 3 that: Local planning authorities are required to exercise their powers under the Regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they relate to amenity and public safety, and any other relevant factors.
- vi. Therefore, at the local level, policies CC7, CR2, OU4, EN1 and EN6 require that development be compatible with the character and appearance of the surrounding environment in order to maintain the visual amenities of the area. In particular, policy OU4 states:

"Advertisements will respect the building or structure on which they are located and/or their surroundings and setting in terms of size, location, design, materials, colour, noise, lettering, amount and type of text, illumination and luminance, and will not have a detrimental effect on public safety. The cumulative impact of adverts will be taken into account, and a proliferation of advertisements that detrimentally affects visual or aural amenity or public safety will not be acceptable".
- vii. In addition, Policy CC7 states that all development must be of a high quality that maintains and enhances the character and appearance of the area of Reading in which it is located. More specifically, the policy continues by stated that developments will ensure they respond positively to their local context. Furthermore, in the central area (which this site is located within), Policy CR2b states development will provide appropriate, well design public spaces and other public realm, including squares, open spaces, streetscape, utilising high quality and well-maintained hard and soft landscaped areas, and public arts, that provide suitable functions and interest, sense of place and safe and convenient linkages to adjoining areas. Policy EN1 seeks to ensure that historic features (including their settings) will be protected and where possible enhanced, such as in this case the listed building to the east, the statue to the north-east of the site, as referenced by the Conservation Officer (see section 4 above). Policy EN6 also states that the historic environment will inform and shape new development in areas characterised by heritage assets. Furthermore, Policy CR16 (Area to the north of Friar Street and east of Station Road) is also relevant, with this neighbouring area to the application site being confirmed as making a positive contribution to the character of the town centre and this therefore needing to be maintained.
- viii. With all of the above context in mind, it is recognised that the Conservation Officer (as per section 4 above) advises that there would be some impact, potentially negative, on the settings of the listed building, Great Western House, and the listed Statue of King Edward VII. However, given the dense urban environment that the site is located within, it is considered that the proposals represent a potentially positive addition to the area, with the level of harm to the heritage assets

also being limited by virtue of the proposal being sought on a temporary basis until 1st May 2031 (just under 5 years – which will be secured via condition). Whilst the area of the future mural is significant, potentially covering virtually the whole of the upper floors of the existing building, in the context of the existing blank façade of the building, the inclusion of murals represents a potentially positive addition to the streetscene and wider feel of the area. The current appearance, which comprises a combination of render and brickwork and has been subject to graffiti (see images above) at ground level, provides scope for visual improvements to be introduced. Within this Central Core location, the proposal represents a potentially innovative addition which aids Reading's flourishing arts and culture offering. It is confirmed that the proposals are not considered to significantly harm any views into the Market Place/London Street Conservation Area's northern extent on Blagrove Street 100 metres away (Policy EN1), nor detrimentally affect to a significant extent the character of the area to the north of Friar Street and east of Station Road (Policy CR16).

- ix. It is considered necessary to secure conditions to ensure that the manner in which the proposals have been presented, such as the murals being hand painted and any letters/symbols being a maximum 75cm in height, whilst not stifling creativity by being overly prescriptive in terms of limiting a minimum/maximum time period of any one mural or specifying any particular colour palette or specific appearance of the future advertisements. It is therefore considered that officers have struck an appropriate balance between managing the form of any advertisement, without discouraging innovation and creativity. It is also noted that the agent for the applicant, Global Street Art, has a proven track record for delivering such works on a national and international basis. This has been a contributory factor in the officer support of the proposals, bearing in mind the large size of the mural and its largely unregulated nature in reality as a result of this consent, thereby creating an element of risk to officers.
- x. The rolling installation nature of the proposals, as described by the submissions within the application, also raises amenity impacts which requirement management. The management plan recommended by RBC Transport (see section 4) will help protect amenity during the installation process, as well as securing public safety (separately discussed below). Hence, in overall terms, the proposals are considered appropriate in amenity terms, subject to conditions.
- xi. **Public safety**
- xii. The NPPG (in particular Paragraph: 068 Reference ID: 18b-068-20140306 to Paragraph: 078 Reference ID: 18b-078-20140306) provides guidance as to the considerations affecting public safety. These are detailed below, together with officer responses in relation to the proposal (in bold with regard to paragraph 068 responses):
- xiii. The main types of advertisement which may cause danger to road users are:
- xiv. (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**.
- xv. (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**.
- xvi. (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**
- xvii. (d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology: **No reference within the application of this.**
 - i. where the means of illumination is directly visible from any part of the road; **The external illumination is at a high level and faces towards the building – given this context and the illumination levels proposed, no concerns are raised.**

- ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; **The façade of the building does not directly face oncoming vehicles.**
 - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; **The 300cd/m2 illumination limit, as secured via condition, sufficiently downplays this concern.**
 - iv. which are subject to frequent changes of the display; **No, the adverts proposed are static and the frequency of changes, although not controlled by condition, will not be so frequent on the grounds that installation is said to take up to 5 days – hence, it is certainly not a constantly changing display every 10 seconds, for example.**
- xviii. (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **No indication of this based on the information provided by the applicant.**
- xix. (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 in all instances, with vehicles travelling at slow speeds at the junction of Garrard Street and Station Road.**
- xx. (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; **Although this is not specified by the applicant and could be possible, given the façade of the building does not directly face oncoming vehicles, this is not considered to be of specific concern in this instance.**
 - 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, as the site is not in an area approaching a roundabout.**
- xxi. (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); **Although this is not specified by the applicant and could be possible, given the façade of the building does not directly face oncoming vehicles, this is not considered to be of specific concern in this instance.**
 - ii. invite drivers to turn right on a main road, or where there is fast moving traffic; **Although this is not specified by the applicant and could be possible, given the façade of the building does not directly face oncoming vehicles, this is not considered to be of specific concern in this instance.**
 - iii. invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely; **Although this is not specified by the applicant and could be possible, given the façade of the building does not directly face oncoming vehicles, this is not considered to be of specific concern in this instance.** or
- xxii. 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**
- xxiii. Paragraphs 072 and 073 (Reference ID: 18b-072 (&073)-20140306) of the PPG provides guidance as to ways in which advertisements can affect railway safety. Whilst the application site is relatively

close to the mainline railway, the distances involved and illumination levels secured via condition means no adverse impacts on railway safety is anticipated.

- xxiv. Paragraphs 074 and 075 (Reference ID: 18b-074 (&075) -20140306 of the PPG provides guidance as to the considerations LPA's should give to public safety in relation to waterways, docks and harbours. The application site is too distant from any such feature for there to be any impact in these respects.
 - xxv. Paragraph: 078 Reference ID: 18b-078-20140306 of the PPG states that 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 adverse impact, over and above that presently possible at the site is envisaged, bearing in mind the external lighting is already in place and has been since at least 2012 on the basis of Google Maps images.
 - xxvi. In overall terms officers therefore consider that the signs are satisfactory on public safety grounds, subject to the condition recommended by RBC Transport in section 4 above.
- i. Conclusion
 - ii. Having regard to the material considerations and all matters raised, the Local Planning Authority considers that the balance of considerations therefore weigh in favour of granting advertisement consent in this instance, subject to the aforementioned conditions.

10. Recommendation

Grant advertisement consent, subject to conditions:

1. THE STANDARD CONDITIONS:

- i. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- ii. No advertisement shall be sited or displayed so as to:

- a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: in accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- iii. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

- iv. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

v. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The advertisement hereby approved is to be fully removed on or before 1st May 2031.

Reason: To comply with the time periods advertisement consent has been sought by the applicant and in the interests of visual amenity, in accordance with Policies CC7, EN1, EN6, CR2, CR16 and OU4 of the Reading Borough Local Plan 2019.

3. The advertisements hereby consented shall be carried out in accordance with the following approved plans:

Block Location Plan – 29-35 Station Road, Reading
Proposed Elevation – 1% scale Station Road Reading – Ref .V1-GSA-SR-PA
Proposed Elevation – 1% scale Station Road Reading – Ref .V2-GSA-SR-PA
As all received on 15/04/2026

Reason: For the avoidance of doubt and to ensure that the advertisement is carried out in accordance the details hereby approved in accordance with Policy OU4 of the Reading Borough Local Plan 2019.

4. The advertisements displayed shall not operate at an illumination level greater than 300 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 Policies CC7, CC8 TR3 and OU4 of the Reading Borough Local Plan 2019.

5. Prior to the first installation works commencing, a Management Plan shall be submitted to and approved in writing by the Local Planning Authority providing the following details:

- a. *Details of the dimensions, location and type of any scaffolding required within or over the public highway.*
- b. *Confirmation of all necessary licences, consents, and approvals required from the Local Highway Authority being in place.*
- c. *Details of the maximum duration the scaffolding will be in place prior to each work being installed.*
- d. *A scheme for pedestrian and vehicular management during the works including provision for disabled users*
- e. *Details of how the scaffolding will be erected, used, and dismantled.*
- f. *Details of arrangements for the protection and maintenance of the existing/proposed lamp column during and after the works.*
- g. *Confirmation that lighting provision will be maintained at all times and details of any temporary measures.*
- h. *Details of continual access arrangements for the cycle stands during the works.*

The advertisement works shall thereafter be carried out in accordance with the approved details at all times.

Reason: To ensure the safe operation of the public highway, minimise disruption to users, secure the proper maintenance of associated infrastructure and protect amenity, in accordance with Policies CC7, CC8, CR2, TR3 and OU4 of the Reading Borough Local Plan 2019

6. The advertisements displayed shall comply with the following requirements:

- Solely comprise hand painted murals applied on the façade of the building, within the areas specified on the approved plans.
- Individual letters and symbols shall be limited to a maximum height, in any direction, of 0.75m, as specified on the approved plans.

Reason: For the avoidance of doubt, to ensure that the advertisement is carried out in accordance the details applied for and hereby approved, and in the interests of visual amenity, in accordance with Policies CC7, CR2 and OU4 of the Reading Borough Local Plan 2019.

Informatives:

1. Your attention is drawn to the terms and conditions of this consent. Any advertisement displayed which differs materially from the approved plans and details, or does not comply with any condition(s) attached to the consent may result in the Council taking action to remedy the breach of advertisement control. If you are in any doubt please contact the Council.

2. The decision to grant consent follows the positive and proactive consideration of the application, including issuing the decision within the statutory time period.

3. The applicant is advised that any separate licences, consents, and approvals required from the Local Highway Authority may be required on each occasion the mural is changed at the site, within the time period the mural is permitted as per this consent. Licences can be obtained from the Council's Highways section at 19 Bennet Road, Reading, RG2 0QX, telephone 0118 937 2138.