

DELEGATED APPLICATION REPORT

Ward: Abbey Ward

App Ref: PL/26/0574 Consent to display an advertisement

Address: 1 STATION ROAD, READING, RG1 1LG

Proposal: Proposed replacement of 2x illuminated signs (amended description)

Applicant: Wendy's

Received date: 29/04/2026

Target Decision date: 24/06/2026

Case Officer: Marcelina Rejwarska

1. SITE DESCRIPTION

The application site relates to a Locally Listed building located on the corner of Friar Street and Station Road, although the majority of its frontage is on Station Road. The building was designated locally listed in February 2020 and is occupied by Wendy's fast-food restaurant. The site is located within the Reading Central Area, Central Core, Primary Shopping Area and within an existing designated Active Frontage.



2. PROPOSAL AND SUPPORTING INFORMATION

Advertisement consent is sought for replacement of 2x illuminated signs on both elevations. The proposed illumination is proposed to be 300 cd/m².



2.1. Information submitted:

Location Plan

Received 29 April 2026

158727A Drawing Pack Issue 06

Received 8 June 2026

3. RELEVANT PLANNING HISTORY

- PL/11/0641 - New fascia signs around existing cash machines. Application permitted.
- PL/18/0139 - Change of use 1st, 2nd and 3rd floors of building from Class B1(a) (offices) to C3 (dwelling houses) to comprise 11 dwellings. Prior Notification under Class O, Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015. Application permitted.
- PL/18/2109 - Change of use 1st, 2nd and 3rd floors of building from Class B1(a) (offices) to C3 (dwelling houses) to comprise 15 dwellings. Prior Notification under Class O, Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015.
- PL/19/1446 - Change of use of 1st, 2nd and 3rd floors from Class B1(a) (offices) to C3 (dwelling houses) to comprise 12 flats. Prior Notification under Class O, Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015. Application permitted.
- PL/19/1589 - Installation of additional windows into rear (west-facing) elevation and erection of new dormer window to front roof slope (linked to Prior Approval Application 191446). Application permitted.
- PL/19/1588 - Erection of second and third floor rear extension (for residential purposes to create 3 additional dwellings) to existing building (linked to Prior Approval application 191446). Application permitted.

- PL/20/0343 - Change of use of ground floor from A2 Financial & Professional Services to mixed-use A3/A5 Restaurant/Take away use & associated works including external ventilation Louvre to Station Road elevation. Application permitted.
- PL/20/0844 - Change of use of ground floor from A2 Financial & Professional Services to mixed-use A3/A5 Restaurant/Take away use & associated works including external ventilation Louvre to Station Road elevation without complying with condition 2 of planning permission 200343, to amend the size of the louvre. Application permitted.
- PL/20/0845 - Change of use of the ground floor and part of lower ground floor from A2 financial and professional services to a mixed-use A3 / A5 restaurant / take away use and associated works including external ventilation louvre to station road elevation. Application permitted.
- PL/20/0863 - Change of use of 2nd and 3rd floors from Class B1(a) (offices) to C3 (dwelling houses) to comprise 7 flats. Prior Notification under Class O, Part 3 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015. Application permitted.
- PL/20/0889 - Alteration to existing shopfront to Friar Street and Station Road comprising the part removal of the existing glazed shopfront / signage band and replacement with a new part glazed and brick elevation, alteration to louvers to Station Road elevation (amended). Application permitted.
- PL/20/0890 - Installation of 1 x internally illuminated and 1 x non-illuminated fascia sign to both Friar Street and Station Road elevations. 2 x internally illuminated projecting signs, (one on both Friar Street and Station Road elevations) (amended description). Application permitted.
- PL/20/1175 - Change of use and conversion of first floor offices to create 4no. Self contained flats. Application permitted.
- PL/21/2041 - Erection of dormer window to front roof slope. Application permitted.
- PL/21/1637 - Addition of PV panels to roof. Application permitted.
- PL/23/0993 - Change of use of the ground floor and part of lower ground floor from A2 financial and professional services to a mixed-use A3 / A5 restaurant / take away use and associated works including external ventilation louvre to station road elevation without complying with condition 8 of planning permission 200845 to extend the permitted opening hours from 06:30-00:00 on Mondays to Saturdays and 06:30 – 23:30 on Sundays and Bank Holidays to 06:30-00:00 on Mondays to Wednesdays and 06:30 – 02:00 on Thursdays to Saturdays and 06:30-23:30 on Sundays and Bank Holidays. Application permitted.

4. CONSULTATIONS

The following were consulted:

- RBC Conservation Officer – Concerns raised over bright colours proposed.
- RBC Transport Development Control – No objections.
- RBC CCTV Consultations – No comments received.
- TVP CCTV Consultations – No comments received.

A site notice was erected on the corner of Station Road and Friar Street in the public interest. No letters of representation were received.

5. LEGAL AND PLANNING POLICY CONTEXT

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.

Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

National Policy and Guidance
National Planning Policy Framework
National Planning Practice Guidance
Conservation Principles Policies and Guidance 2008

Reading Borough Local Plan (2019)
CC7: DESIGN AND THE PUBLIC REALM
CC8: SAFEGUARDING AMENITY
OU4: ADVERTISEMENTS
EN4: LOCALLY IMPORTANT HERITAGE ASSETS

Supplementary Planning Documents
Design Guide to Shopfronts SPD 2022

6. APPRAISAL

6.1. Design and amenity

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.”

Furthermore, the Design Guide to Shopfronts SPD sets out additional considerations for historic shopfront design.

The proposed plans submitted with the application initially included replacement fascia signs in a bright blue colour. Concerns were raised over the colour choice by the RBC Conservation Officer, as colours for heritage assets should be maintained neutral. The agent has subsequently removed the replacement fascias from the proposal and as such the only proposed works are now the replacement illuminated signs on both elevations. The changes are minimal and the illumination is not proposed to be increased, and as such the proposal is considered acceptable.

6.2. Public safety

The NPPG (Paragraph: 068 Reference ID: 18b-068-20140306) provides guidance as to the considerations affecting public safety. These are outlined below:

(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;* **YES**

i. where the means of illumination is directly visible from any part of the road; YES – level of illumination restricted to acceptable level.

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; or 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 retroreflective 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

7. CONCLUSION

The proposal has been assessed against the advertisement regulations within the NPPG and local planning policies and is considered acceptable.

8. RECOMMENDATION

GRANT ADVERT CONSENT

Recommended conditions:

1. Standard advert conditions
2. Approved plans
3. Limited luminance levels – 300 cd/m²