

DELEGATED APPLICATION REPORT

Ward: Abbey Ward

App Ref: PL/26/0529 Consent to display an advertisement

Address: 36, Minster Street, Reading, RG1 2JB

Proposal: 2 no. externally illuminated fascia signs, 1 no. hanging sign

Applicant: Mr Matthew Easley

Received date: 20 April 2026

Target Decision date: 25 June 2026

Case Officer: Anthony Scholes

1. SITE DESCRIPTION

The application site is a currently unoccupied commercial premises located on the northern side of Minster Street within the Reading Town Centre. The site appears to have been last in use as 'The Lemongrove Gallery'. The unit is below a portion of the Oracle which bridges Minster Street.

Officer Note: It would appear that the current lawful use of the premises is Class F1(b) Display of works of art (otherwise than for sale or hire). As such the proposed use as a hair salon, being either Class E or a Sui Generis Use, would require full planning permission for a change of use.

2. PROPOSAL AND SUPPORTING INFORMATION

The proposed development seeks advertisement consent for the erection of two fascia signs, each above the doorway openings, over the area of doorway lintel measuring 0.45m x 3.6m and 0.45 x 3.64m respectively. The proposal also includes a 0.45m x 0.45m x 0.003m hanging sign to the eastern end of the premises, this sign would be 2.44m above ground level at its lowest point. The two fascia signs would each be illuminated by a wall mounted downlight.

The following plans and documents were submitted with the application:

Covering letter

Application Form

Drawing No: PP-14868403v1 – Location Plan

Drawing No: G170744-L36-01 – Unit L36 Lease

As received by the Local Planning Authority 20 April 2026

Drawing: Existing shop front elevation

Drawing: Proposed shop front elevation

As received by the Local Planning Authority 12 May 2026

Drawing: 3D view – existing shop front

Drawing: 3D view – proposed shop front

As received by the Local Planning Authority 14 May 2026

Drawing: Proposed shop front elevation – hanging sign

Drawing: Proposed shop front elevation – light/signage

As received by the Local Planning Authority 12 June 2026

3. CONSULTATIONS

The following were consulted:

- George Friel CCTV Consultations

No response was received at the time of writing.

Officer Note: It does not appear that the proposal would impact any CCTV cameras, as the projecting sign is of a small scale.

- RBC Environmental Protection Officer
No objection.
- Transport Development Control
No objection.
- Burcu Can Cetin
No objections following amendments.

A site notice was displayed at the site on 29 May 2026, with the 21 day comments period expiring 19 June 2026. No comments were received at the time of writing.



4. EQUALITY ACT

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.

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.

The application has been assessed against the following policies:

National

National Planning Policy Framework 2024;
National Planning Policy Guidance 2014 onwards;
NPPG: Advertisements;

Reading Borough Local Plan (November 2019)

CC7: Design and the Public Realm
CC8: Safeguarding Amenity
OU4: Advertisements

6. APPRAISAL

a) Advertisements

The Reading Borough Local Plan advertisements policy (OU4) states that all adverts need to comply with the following criteria in order to be approved:

Advertisements will not obstruct windows, any other sign already located on the building, or cut across significant architectural features such as historic fascias, windows, pilasters, cornices or scrolls.	Complies, the proposal covers the lintels only, and does not cut across or obscure other architectural elements. The hanging sign is discreet, and is not highly visible from within the neighbouring conservation areas.
Where a shop or business occupies more than one adjacent unit, the advertisement will not run between the shopfronts.	N/A
Advertisements on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the special historic interest.	N/A - Proposal site is not Listed or within a Conservation Area. The site is located between the Market Place Conservation Area, and the St Mary's Butts/Castle Street Conservation Area. The proposal would provide an appropriate style of signage, and the hanging wall sign would be small and respond to the somewhat sensitive setting of the site (albeit that it is below a modern regional shopping centre.
Advertisements will not reduce visibility for users of the highway or accesses onto the highway.	Complies, the signage, and downward facing lights overhang the highway land. However, this will not impact access or visibility for highway users.
Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway.	Complies - The revised proposal is illuminated by downward facing external lighting. The site is

	within Reading Town Centre, an area subject of significant nighttime lighting. Policy OU5 seeks to ensure illumination of adverts does not detract from the amenity of the area in which it is located. The site within the town centre, is generally a highly lit area, and could be classified as E4 as per the table within Policy OU5 and could be suitable for 600cd/m2. However, due to the proximity to the conservation area, it is reasonable, in accordance with that table, to reduce the brightness to 300cd/m2. Subject to conditions controlling brightness and hours of operation, the proposal would not harm the amenity of the area or pose a safety hazard. The hours of illumination are sought to be limited to 0800-1800 daily.
Advertisements should not obscure the sight lines of cameras installed for public safety.	Complies, it is not clear if there are any CCTV cameras in the vicinity, however the small nature of the hanging sign would not be likely to obscure sight lines of any cameras.

NPPG: Advertisements - [Considerations affecting public safety](#)

The NPPG (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) <i>those which obstruct or impair sight-lines at corners, bends or at a junction, or at any point of access to a highway</i>	Complies
(b) <i>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</i>	Complies
(c) <i>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)</i>	Complies
(d) <i>those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology</i>	

i) where the means of illumination is directly visible from any part of the road	Complies
ii) which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals	Complies
iii) which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather	Complies
iv) which are subject to frequent changes of the display	N/A
(e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message	N/A
(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	N/A
(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	Complies
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	Complies
(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)	Complies
ii) invite drivers to turn right on a main road, or where there is fast moving traffic	Complies
iii) invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely	Complies
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	Complies
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.	Complies

7. CONCLUSION

The development has been assessed and the works are considered to be in accordance with the above relevant policies and Advertisement Consent can be granted.

8. RECOMMENDATION

Grant Advertisement Consent.