

DELEGATED APPLICATION REPORT

Ward: Whitley Ward

App Ref: PL/26/0610 Consent to display an advertisement

Address: 1, Reading International Business Park, Land to the South of A33 Relief Road, Reading, RG2 6AA

Proposal: 4 No. Illuminated external wall mounted signs, 1 no wayfinding sign

Applicant: Mr Chris Brodie

Received date: 8 May 2026

Target Decision date: 31 July 2026 (agreed extension of time)

Case Officer: Anthony Scholes

1. SITE DESCRIPTION

The application site is a currently unoccupied commercial premises located on the eastern side of the A33 (Basingstoke Road). The site is a newly constructed flexible B1(c), B2, B8 use unit consented under application PL/19/2054).

2. PROPOSAL AND SUPPORTING INFORMATION

The proposed development seeks advertisement consent for four (4 no) illuminated (face lit) wall signs (2 no. 'Tesla' signs, and 2 no. 'Tesla 'T' Logos'). These signs would be placed around the building with one of each facing west onto Basingstoke Road (A33), one 'Tesla' sign facing south, and one 'Tesla 'T' logo' facing west. In addition, the proposal seeks permission for one (1 no.) wayfinding sign to the main entrance and eight (8 no.) post mounted signs

The following plans and documents were submitted with the application:

Application Form

Drawing No: PL-0.00 463803 – Site Location Plan

Drawing No: PL-0-00 463803 – Existing Site Plan

Drawing No: PL-0.00 463803 – Proposed Site Plan

Drawing No: PL-1.01 463803 – Proposed Elevations

Drawing No: PL-0.01 4638033 – Existing Elevations

As received by the Local Planning Authority 8 May 2026

Drawing No: PL-1.02 463803 – Signage Details

Drawing No: PL-1.01 463803 – Proposed Elevations

As received by the Local Planning Authority 8 July 2026

Drawing No: PL-1.00 Rev R3 – Proposed Site Plan

Drawing No: PL-1.02 Rev R3 – Signage Details

Drawing No: PL-1.01 Rev R3 – Proposed Elevations

As received by the Local Planning Authority 20 July 2026

3. CONSULTATIONS

The following were consulted:

- Transport Development Control
- No objections.

A site notice was displayed on 29 May 2026, a 21 day consultation period expired on 19 June 2026.



Figure 1 - Site photos

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 includes signs on the blank portions of the newly constructed building. The entry signage is small and located in a location that would not affect the building. The small freestanding signage is also appropriately locate. However, these appear to comply with Schedule 1, Class A, and therefore do not require consent.
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
Advertisements will not reduce visibility for users of the highway or accesses onto the highway.	Complies, the wall signs are not considered to affect visibility. The entrance directional sign is located in a way that would no reduce 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 face lighting. The site is within an area of high illumination, including by the highway lighting for the A33. It would be considered zone E3 in accordance with Policy OU4 of the Reading Borough Local Plan, and as large adverts (individually and cumulatively) are sought to be limited to 300cd/m ² . As such, a

	condition is recommended to control illumination levels.
Advertisements should not obscure the sight lines of cameras installed for public safety.	Complies, there appear to be no cameras operating in the area.

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) <i>where the means of illumination is directly visible from any part of the road</i>	Complies
ii) <i>which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals</i>	Complies
iii) <i>which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather</i>	Complies
iv) <i>which are subject to frequent changes of the display</i>	N/A
(e) <i>those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message</i>	N/A
(f) <i>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</i>	N/A
(g) <i>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>	
i) <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</i>	Complies

ii) <i>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</i>	Complies
(h) <i>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>	
i) <i>contain a large arrow or chevron (or have a pointed end and have only a few words of message)</i>	Complies
ii) <i>invite drivers to turn right on a main road, or where there is fast moving traffic</i>	Complies
iii) <i>invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely</i>	Complies
iv) <i>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</i>	Complies
<i>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.</i>	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.