

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN & COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007**

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

To: Ms Jade Varney
Carter Jonas
1 Chapel Place,
London,
W1G 0BG

Application No: PL/26/0696
Application type: Consent to display an
advertisement

Applicant: c/o Ms Jade Varney

READING BOROUGH COUNCIL as Local Planning Authority **REFUSE Advertisement Consent**
for the display of the following advertisements:

Proposal: Replacement of two existing advertisement signs with two illuminated digital
advertisement displays

At: 182-184 Henley Road, Reading, RG4 5DL

Subject to such conditions or for such reasons as may be attached

PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE

Date: 3 August 2026



**Acting Director, Planning, Transport &
Public Protection** *RE*

Application At: 182-184 Henley Road, Reading, RG4 5DL

Application No: PL/26/0696

Application type: Consent to display an advertisement

REASONS FOR REFUSAL

1. The proposed LED advertisement display screens at the east and west of the petrol filling station would be sited in close proximity to a busy Classified Road, adjacent to a two-way pedestrian footpath/cycle route. Westbound traffic accessing the petrol filling station would require vehicles to enter a hatched area to cross oncoming traffic, due to the absence of a dedicated right turn filter lane and this location is at a point where the road splits and there is a Pelican crossing. This would result in manoeuvres at a complex section of the highway where there are conflicting vehicle movements. The additional visual distraction of both the east and west LED displays are considered to pose a safety hazard to users of the highway and detrimental to the safety of vulnerable road users. For these reasons, the positioning, size, orientation and illuminated nature of these signs would result in harm to public safety and therefore conflict with policies TR3 (Access, Traffic and Highway-Related Matters), TR4 Cycle Routes and Facilities) and OU4 (Advertisements) of the Reading Borough Local Plan 2019 and paragraph 117 of the NPPF (2024, as amended February 2025).
2. The proposed east LED advertisement display screen by reason of its excessive height and bulk and prominent siting on the boundary of the neighbouring property at 186 Henley Road would be visually prominent above the boundary wall, which would appear as a significantly overbearing structure on the boundary and harmful to the outlook of that residential property. Furthermore, it would appear as an unattractive and obtrusive feature which would have a visual dominance in the street scene, harmful to the visual amenity of the area and would exacerbate an undesirable proliferation of signage clutter at this location. For the above reasons, the proposal is considered contrary to policies OU4 (Advertisements), CC7 (Design and the Public Realm) and CC8 (Safeguarding Amenity) of the Reading Local Plan 2019 and paragraph 135 of the NPPF (2024, as amended February 2025).
3. The hedgeline may currently form a commuting or foraging corridor for bats. The proposal fails to demonstrate that illumination and glare from the LED display would not spill onto the nearby trees and hedges on the east side, resulting in harm to local wildlife due to the proximity of the site which is an adopted Green Link. This is contrary to Policy EN12 (Biodiversity and the Green Network) of the Reading Local Plan 2019 and paragraph 193 of the NPPF (2024, as amended February 2025).

Date: 3 August 2026



**Acting Director, Planning, Transport &
Public Protection** *RE*

INFORMATIVES

1. In reaching its decision, the Local Planning Authority received and assessed the following information submitted:
FS204 Covering letter, Carter Jonas, 19 May 2026
FS204-OS-PLANNING-FINAL-PDF Site drawings:
27299 PA 1 Site Location Plan
27299 PA 2 Existing Site Plan
27299 PA 3 Proposed Site Plan
27299 PA 4 Proposed Site Plan Panel 1
27299 PA 5 Proposed Site Plan Panel 2
27299 PA 6 Existing and Proposed Elevations Panel 1
27299 PA 7 Existing and Proposed Elevations Panel 2
27299 PA 8 Specification
27299 PA 9 CGI Panel 1
27299 PA 10 CGI Panel 2
As received 26 May 2026

2. This planning application was submitted without the benefit of first seeking pre-application advice from the Local Planning Authority, which can often result in the avoidance of refusal of planning permission. Please see the following link to the Council's pre-application service here: <https://www.reading.gov.uk/planning-and-building-control/planning-applications/before-making-a-planning-application/pre-application-planning-advice/>

Date: 3 August 2026



**Acting Director, Planning, Transport &
Public Protection** *RE*

NOTES

APPEALS TO THE SECRETARY OF STATE

If you are aggrieved by the decision of the Council to refuse consent for the proposed display of advertisements or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990 within 8 weeks of the date of this notice.

Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>.

If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.

Date: 3 August 2026



**Acting Director, Planning, Transport &
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