

DELEGATED APPLICATION REPORT

Ward: Whitley Ward

App Ref: PL/26/0902 Consent to display an advertisement

Address: UNIT 8, READING GATE RETAIL PARK, READING, RG2 0QG

Proposal: Two new high level 600mm internally illuminated golden arches to side elevation

Applicant: McDonalds

Received date: 07/07/2026

Target Decision date (agreed extension): 15/09/2026

Case Officer: Sian Hickey

1. SITE DESCRIPTION

The application site is a McDonalds Restaurant located within the existing Reading Gate Retail Park, to the west of the A33. The site is next to the main retail park entrance and features a drive-thru as well as a sit-down restaurant. The surrounding area is characterised by commercial development. The site does not lie within a conservation area and is not constrained by heritage designations. The site does fall within an Air Quality Management Area and Flood Zone 3.



Site visit photos:



2. PROPOSAL AND SUPPORTING INFORMATION

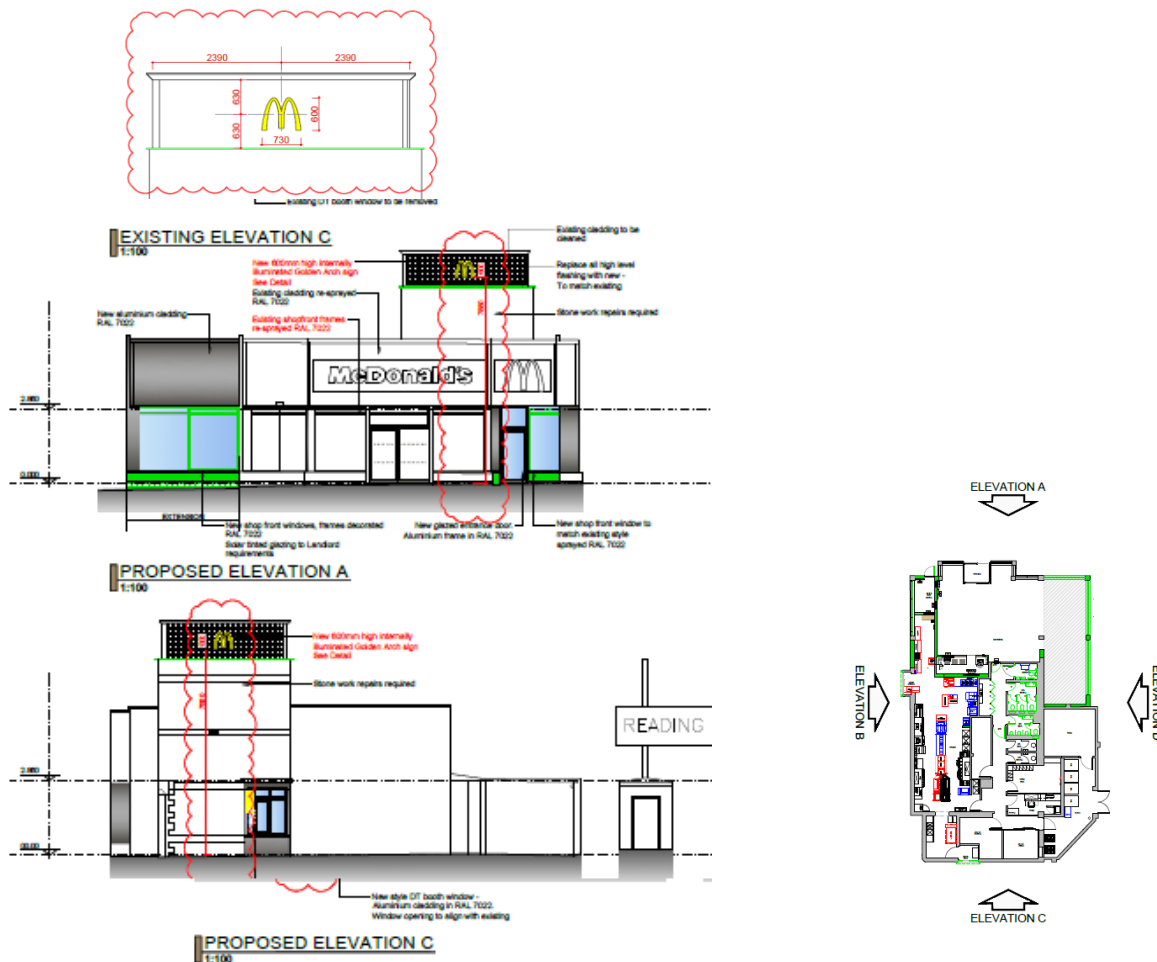
Advertisement consent is sought for 2 x fascia signs – high level, internally illuminated golden arches. The application form states that the fascia signs would have a height of 0.6m, a width of 0.73m, and a depth of 0.1m. The signs would be yellow, with static illumination, and illuminance levels of 600cdm².

Plans submitted:

Drawing No. P21-050-0960-01 rev A – Location Plan

Drawing No. P21-050-0960-05 rev C – Existing and Proposed External Elevations

Received 7th July 2026



The plans submitted identify other proposed works and alterations associated with the full planning application (ref. PL/26/00901). However, this application relates solely to the advertisement, comprising two golden arches, which are identified by the red bubble on the plan.

3. RELEVANT PLANNING HISTORY

PL/26/00901 - Alterations to elevations to include an extension with flat roof, redecoration of shopfront, formation of new access door and additional glazing. Replacement drive thru booths installed and new aluminium cladding, with new goal post height restrictor, patio furniture and associated works. TO BE DETERMINED

PL/20/0120 - Installation of 4 No. new digital freestanding signs and 1 No. 15" digital booth screen. APPROVED

PL/19/1082 - New remote corral/bin store. APPROVED

PL/16/0648 - The minor reconfiguration of existing signs to accommodate the new drive thru layout. Suite to comprise 1 no. height restrictor, 5 no. freestanding signs and 1 no. banner. APPROVED

PL/16/0647 - Reconfiguration of the drive thru lane to implement a tandem layout, addition of a 9 sqm extension within the existing corral, new shop front and minor associated works to the site. APPROVED

PL/11/1423 - Installation of a full colour LED wall mounted sign - black PPC mild steel frame with LED face. REFUSED

PL/09/1122 - A replacement welcome sign - timber effect aluminium panels with internally illuminated display panel to front face. APPROVED

PL/09/0885 - 5 fascia signs. APPROVED

PL/09/0869 - Refurbishment of restaurant, including a canitlevered overhang to be constructed and changes to elevations. APPROVED

PL/09/0660 – Wall mounted banner sign. APPROVED

PL/08/1148 - 4 replacement roof fascia signs, 1 replacement height restrictor, 4 replacement menu signs, 1 new banner sign, 3 informative/dot signs and 1 customer order display. APPROVED

PL/08/1147 - Refurbishment of restaurant and new signage. APPROVED

PL/07/0491 - Installation of Air dolphin micro wind turbine on a lamp post style bottom hinged post. APPROVED

4. CONSULTATIONS

A site notice was displayed by the case officer on 23rd July 2026.

No letters of representation have been received.

RBC Transport

The Highway Authority have no objections to the proposed sign subject to the following condition.

AD1 ADVERT LUMINANCE

The maximum luminance from the sign hereby consented shall not exceed 600 cd/m2.

REASON: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policy CC7 and OU4 of the Reading Borough Local Plan 2019.

5. 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.

6. 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.

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. Material considerations include relevant policies in the National Planning Policy framework (NPPF) - among them the 'presumption in favour of sustainable development'. The following local and national planning policy and guidance is relevant to this application:

National Policy and Guidance

National Planning Practice Guidance - Advertisements

Reading Borough Local Plan (2019)

CC7: Design & Public Realm

CC8: Safeguarding Amenity

OU4: Advertisements

TR3: Access, Traffic and Highway Related Matters

7. APPRAISAL

The main issues are considered to be:

- i) Amenity
- ii) Public Safety

7.1 Amenity

The proposed signage would be located at high level on the North and South elevations. The proposed signage is of high-quality design. In terms of location, size and appearance (including illumination levels) the proposed signage is considered acceptable and would not harm the visual amenity of the surrounding area. The proposed fascia signs would have illumination levels of 600 cd/m². The RBC Transport Department has no objections to the proposal, subject to a maximum luminance condition.

The proposals are considered compliant with policies CC7 and OU4 of the Reading Borough Council Local Plan (2019).

7.2 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**):

- (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:

- i. where the means of illumination is directly visible from any part of the road;
- 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; 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:

- 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

In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds, policies CC8, TR3 and OU4 of the Reading Borough Council Local Plan (2019).

8. CONCLUSION

The proposal has been assessed, and the works are considered to be in line with the above policies and therefore Advertisement Consent can be granted subject to conditions.

9. RECOMMENDATION

GRANT, Subject to the following conditions:

Standard Advert Requirements
Advert Luminance
Approved Plans (Adverts)