

DELEGATED APPLICATION REPORT

Address: 55 Vastern Road, Reading, RG1 8BU

Application No: PL/24/0805

Proposal: Display of non-illuminated hoarding signs on the north-east (River Thames), south-west (Vastern Road) and north-west (Lynmouth Road) site boundaries for a temporary period until 01/07/2028.

Applicant: Berkeley Homes (Oxford and Chiltern) Ltd

Date received: 21/06/2024

Date valid from: 01/07/2024

Target Decision date: Originally 26/08/2024, but an extension of time was agreed with the applicant for the application to be determined by 30/08/2024

Case officer: Jonathan Markwell

1. Site Description and Surrounding Area

- i. The application site measures 0.76 ha and is part of an allocated site in the Reading Borough Local Plan 2019 (Site CR11g – Riverside) for residential redevelopment and leisure uses.
- ii. The application site, as existing, is mainly hard-surfaced open car-parking, which serves the part-two, part-three storey office building, most recently occupied by Southern & Scottish Electricity Networks (SSE). The buildings front onto Vastern Road, with vehicular access from Lynmouth Road. The entrance building is designated (as of 22/05/2017) on the RBC List of Locally Important Buildings. There are also two energy storage systems within the application site. One is next to the building and adjacent to the vehicular access off Lynmouth Road. The other is in the north-west corner of the site, as part of a grassed area in this area of the site. As existing, the site is awaiting redevelopment (see relevant history below), with this understood to be imminent and scheduled to commence on 2nd September 2024.
- iii. The site is unusual in shape and is most easily described as akin to a dumbbell.
- iv. Immediately to the north of the site is the southern bank of the River Thames, which is a public right of way. Christchurch Bridge provides a pedestrian and cyclist link to the north side of the river and Christchurch Meadows at this point. To the east of the application site is the remaining Southern & Scottish Electricity transfer station, which serves Reading. Beyond this are the 4-storey Thames Court (Norman Place) residential flats, which front onto the river, and the predominantly 3-storey (and roofspace) Sovereign House office building, which fronts onto Vastern Road.
- v. To the south of the site is Vastern Road, which forms the northern element of the town's Inner Distribution Road (IDR). Beyond this is Vastern Court Retail Park and associated buildings leading to Reading Station. To the west of the site are the 2-storey terraced properties of Lynmouth Road, with the 3-storey Lynmouth Court properties closest to the river. No's 1-6 Lynmouth Court front onto the river, with No's 7-12 a continuation of the Lynmouth Road terrace and parking spaces between the two blocks.
- vi. As already mentioned, the site is part of Policy CR11g sub-area allocation. Accordingly, the site is also within the designated wider CR11 Station/River Major Opportunity Area. This overarching element of this policy specifies a vision and a set of principles which apply to all sites within the major opportunity area, stating as follows:

Station/River Major Opportunity Area

VISION: The station/river area will be a flagship scheme, extending the centre and providing a mixed use destination in itself and centred on the new station and public transport interchange. It will integrate the transport links and areas northwards towards the River Thames and into the heart of the centre.

CR11: STATION/RIVER MAJOR OPPORTUNITY AREA

Development in the Station/River Major Opportunity Area will:

- i) *Contribute towards providing a high-density mix of uses to create a destination in itself and capitalise on its role as one of the most accessible locations in the south east. Development for education will be an acceptable part of the mix;*
- ii) *Help facilitate greater pedestrian and cycle permeability, particularly on the key movement corridors. North-south links through the area centred on the new station, including across the IDR, are of particular importance;*
- iii) *Provide developments that front onto and provide visual interest to existing and future pedestrian routes and open spaces;*
- iv) *Safeguard land which is needed for mass rapid transit routes and stops;*
- v) *Provide additional areas of open space where possible, with green infrastructure, including a direct landscaped link between the station and the River Thames;*
- vi) *Give careful consideration to the areas of transition to low and medium density residential and conserve and, where possible, enhance listed buildings, conservation areas and historic gardens and their settings;*
- vii) *Give careful consideration to the archaeological potential of the area and be supported by appropriate archaeological assessment which should inform the development;*
- viii) *Demonstrate that it is part of a comprehensive approach to its sub-area, which does not prevent neighbouring sites from fulfilling the aspirations of this policy, and which contributes towards the provision of policy requirements that benefit the whole area, such as open space; and*
- ix) *Give early consideration to the potential impact on water and wastewater infrastructure in conjunction with Thames Water, and make provision for upgrades where required.*

- vii. More specifically in relation to the application site, this forms the western part of the Riverside sub-area, with the sub-area policy stating in full:

CR11g, RIVERSIDE:

Development should maintain and enhance public access along and to the Thames, and should be set back at least ten metres from the top of the bank of the river. Development should continue the high quality route including a green link from the north of the station to the Christchurch Bridge, with potential for an area of open space at the riverside. The main use of the site should be residential, although some small-scale leisure and complementary offices will also be acceptable. Development should take account of mitigation required as a result of a Flood Risk Assessment.

Site size: 1.24 ha

Indicative potential: 250-370 dwellings, 1,000-2,000 sq m of leisure, no significant net gain in offices.

- viii. These characteristics and requirements are all reflected within the Station/River Major Opportunity Area Strategy, as specified at figure 5.3 of the Local Plan.

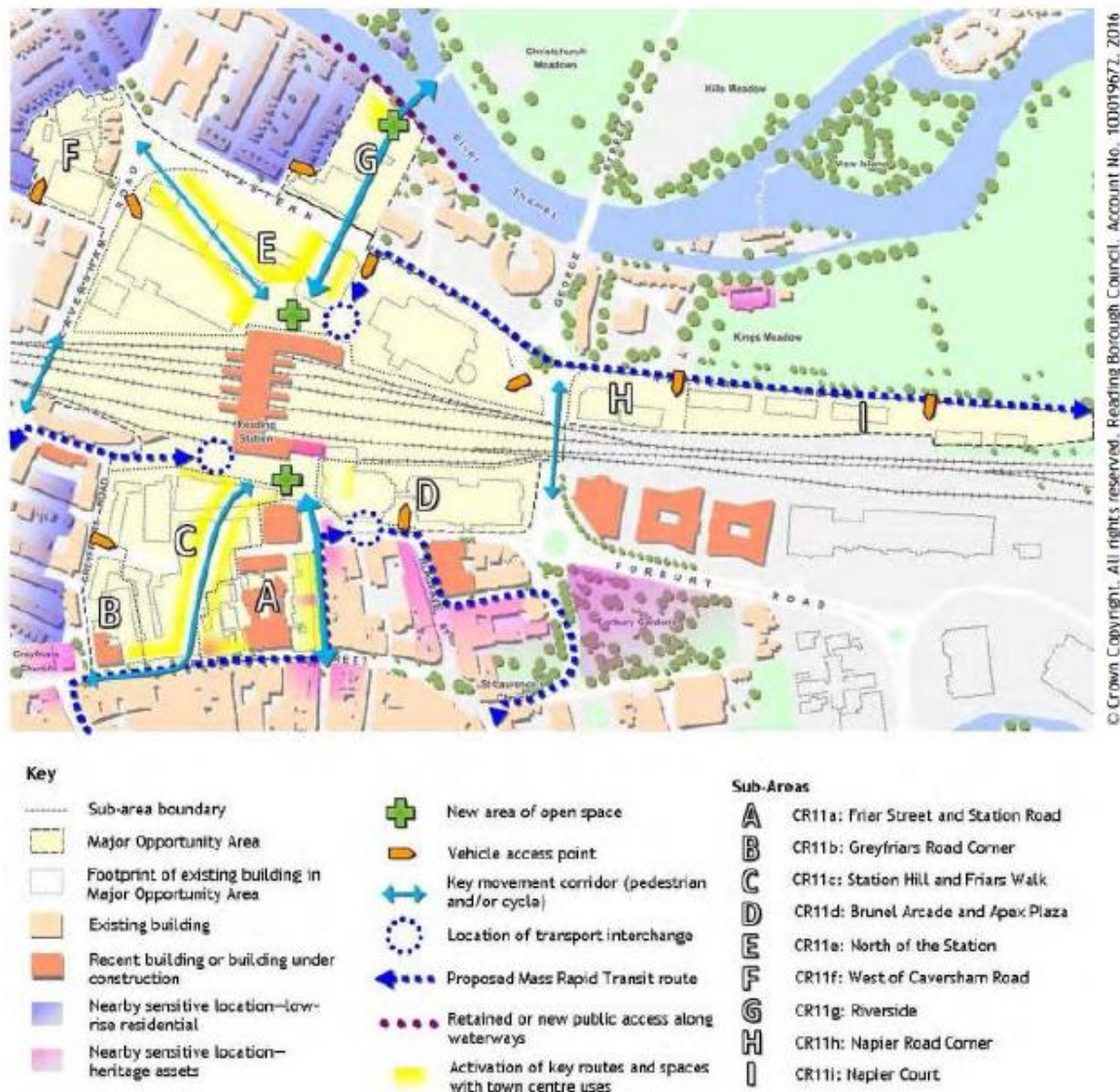


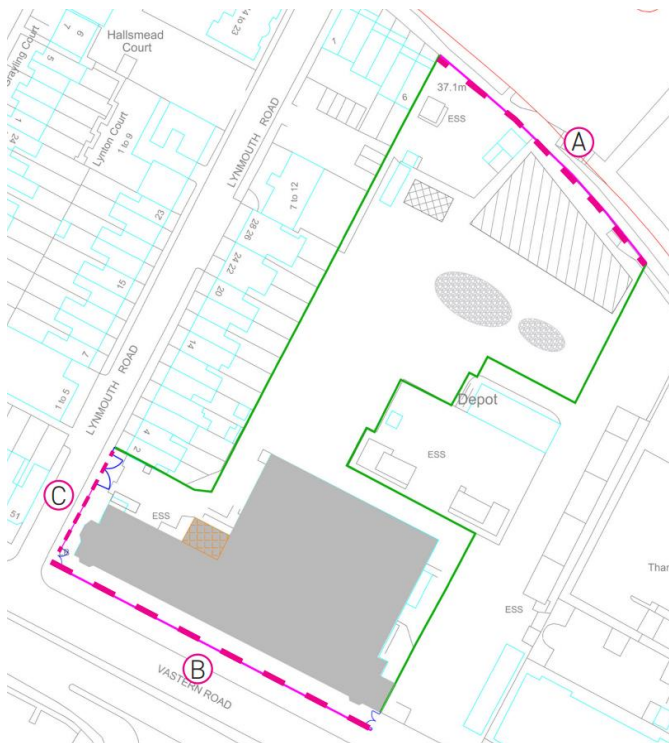
Figure 5.3: Station/River Major Opportunity Area Strategy

ix. In addition to the site allocation and local listing described above, there are also a number of other site constraints / designations / nearby designations:

- Within the Office Core
- Within the Central Core
- Within Flood Zone 2 & 3
- Within an air quality management area
- Within a smoke control zone
- Includes contaminated land
- Adjacent to a public right of way along the river
- The River Thames, Christchurch Meadows, Kings Meadows and Hills Meadow are major landscape features
- Christchurch Meadows, Kings Meadows and Hills Meadow are important areas of open space
- From an ecological perspective the site backs on to the River Thames which constitutes a Priority Habitat 'Rivers' (as per the NPPF)
- The River Thames is an existing green link
- There are mature Plane trees on the Vastern Road frontage
- Neighbouring Lynmouth Road is a nearby sensitive location – low-rise residential
- Within the North of the Station cluster identified in the Sustainable Design and Construction SPD as being potentially suitable for heat network schemes.

2. The Proposals

- i. Advertisement consent is sought for the display of non-illuminated (as confirmed by the agent via email on 01/07/2024) hoarding signs on the north-east (River Thames), south-west (Vastern Road) and north-west (Lynmouth Road) site boundaries for a temporary period until 01/07/2028. The areas where advertisements are sought is specified on the plan below.



- ii. More specifically, hoarding A will be on the site boundary with the River Thames and will be 68m in length, 2.44m in height and 0.06m in depth. The advertisement will include a green background, white text and include a series of historic photographs and one computer generated image of the approved development. The maximum height of any letters is 0.6m. The advertisement will be made from an aluminium composite material. The intended signage is shown below.

Section A - Riverside



- iii. Hoarding B will be on the Vastern Road site boundary. Based on an officer site visit on 28/08/2024 the hoarding is already in place at the site (see photograph below), but no advertisement has been displayed. In addition, in contrast to the plan shown above, the hoarding is inset at two points to

accommodate two existing street trees. The hoarding continues around the base of the tree (offset to enable continued maintenance from Vastern Road if required).



Site photograph 28/08/2024, showing the hoarding already in place (but no advertisement is displayed), with two inset areas to accommodate existing street trees.

- iv. This hoarding will be 85m in length, 2.44m in height and 0.06m in depth. The advertisement will include a brown background, white text and include one computer generated image of the approved development. The maximum height of any letters is 1.2m. The advertisement will be made from an aluminium composite material. The intended signage is shown below.

Section B - Vastern Road



Hoarding - Section B Vastern Road	
PANEL SIZE	1220 x 2440mm
MAT	ALUM
QTY	71 panels
NOTES	Cap height is stated. Hoarding length approx

- v. Hoarding C will be on the Lynmouth Road site boundary. Based on an officer site visit on 28/08/2024 the hoarding is already in place at the site, but no advertisement has been displayed.

This hoarding will be 25m in length, 2.44m in height and 0.06m in depth. The advertisement will include a brown background, with white text. The maximum height of any letters is 0.6m. The advertisement will be made from an aluminium composite material. The intended signage is shown below.



Public Consultation

- vi. Neighbour Consultation
- vii. No statutory requirement for any for this type of application. No responses received.
- viii. Local Groups – Caversham and District Residents Association has commented as follows:
 - ix. *“The CADRA team have studied this proposal for extensive hoarding round the site for an extended period. While we recognise the need for advertising, this surely is an opportunity to also include something creative such a mural or digital photographs, recent or historic. We very much hope that Berkeley Homes will take up the opportunity”.*
 - x. The applicant provided a response, specifying *“the Riverside section already includes a couple of historic photographs of the site and computer generated image(s) of the new proposals, which our marketing team believes as sufficient. Therefore they do not propose to add any additional photographs at this point”.*

3. Internal / External Consultations

- i. RBC Transport – No objection - The proposed signage will be sited within the applicant’s land and does not have a vibrant colour scheme or illumination to ensure that it would not result in any distraction to road users. In view of this, there are no transport objections to the proposed non-illuminated marketing signs.
- ii. RBC Natural Environment - No objections, assuming there will be no tree planting at these points within the specified period. It is also evident that the Vastern Road hoarding will be fairly close to the street Plane trees, meaning the applicant should liaise with RBC Streetscene if any lower branch removal is required to accommodate the hoarding.

4. Plans and information considered

- i. The applicant has submitted the following for consideration:

Application form Planning Portal Reference PP-13176139 dated 21/06/2024
Supporting letter from Berkeley Homes Ref L.448.012.EE dated 20/06/2024
Site Location Plan S106 Boundary - 448.PL.SL.001 Rev B
1 Berkeley - [17319] Vastern Road, Reading - Hoarding branding Version 1.0
Hoarding Details June 2024 (2 pages)
As all received on 21/06/2024

Email from Berkeley Homes 'RE: 55 Vastern Road, Reading (240805/ADV)', dated and received 01/07/2024

Email from Berkeley Homes 'RE: 55 Vastern Road, Reading (240805/ADV)', dated and received 06/08/2024

5. Relevant Planning History

- i. 200188 - Demolition of existing structures and erection of a series of buildings ranging in height from 1 to 11 storeys, including residential dwellings (C3 use class) and retail floorspace (A3 use class), together with a new north-south pedestrian link, connecting Christchurch Bridge to Vastern Road. Refused 09/04/2021. Allowed at appeal (Ref APP/E0345/W/21/3276463) on 17/03/2022. The appeal decision in full is included as Appendix 2.
- ii. 221104/APPCON - Discharge of condition 10a (land gas site investigation) of planning permission 200188, as allowed on appeal (Ref: APP/E0345/W/21/3276463) on 17/03/2022. Discharged 14/09/2022.
- iii. 221105/APPCON - Partial discharge of condition 11 (archaeological evaluation) of planning permission 200188, as allowed on appeal (Ref: APP/E0345/W/21/3276463) on 17/03/2022. Discharged 08/12/2022.
- iv. 221126/APPCON - Discharge of conditions 22 (recording of lodge building), 31 (Arboricultural Method Statement and Tree Protection Plan) & 46 (CEMP: Biodiversity) of planning permission 200188, as allowed on appeal (Ref: APP/E0345/W/21/3276463) on 17/03/2022. Discharged 26/09/2022.
- v. 221135/APPCON - Discharge of condition 4 (Demolition and Construction Method Statement) of planning permission 200188, as allowed on appeal (Ref: APP/E0345/W/21/3276463) on 17/03/2022. Discharged 08/03/2023.
- vi. 221858/APPCON - Discharge of condition 10b (land gas remediation scheme) of planning permission 200188, as allowed on appeal (Ref: APP/E0345/W/21/3276463) on 17/03/2022. Discharged 20/02/2023.
- vii. 230032/APPCON - Discharge of condition 42 (DDA compliant pedestrian route to and from the accessible parking bays details) of planning permission 200188, as allowed on appeal (Ref: APP/E0345/W/21/3276463) on 17/03/2022. Discharged 20/04/2023.
- viii. 230150/NMA - Non-material amendments to planning permission 200188, as allowed on appeal (Ref: APP/E0345/W/21/3276463) on 17/03/2022, to alter the wording of condition 42 (DDA compliant pedestrian route to and from the accessible parking bays details) to enable a phased approach to the timing and delivery of the disabled parking spaces and the pedestrian routes accessing them. Agreed 02/03/2023.
- ix. 230556/APPCON - Discharge of conditions 5 (contamination assessment) and 6 (remediation scheme) of planning permission 200188, as allowed on appeal (Ref: APP/E0345/W/21/3276463) on 17/03/2022. Discharged 20/06/2023.
- x. 231467/APPCON - Discharge of condition 9 (de-watering and foundation details) of planning permission 200188, as allowed on appeal (Ref: APP/E0345/W/21/3276463) on 17/03/2022. Current application under consideration – a response is awaited from the Environment Agency on revised details submitted by the applicant.

- xi. 240248/DOV - Deed of Variation to the Legal Agreement secured as part of Planning Permission 200188 (as allowed on appeal APP/E0345/W/21/3276463 on 17/03/2022) to alter the affordable housing requirements and insert a phasing plan, as per section 106A of the Town and Country Planning Act 1990. Deed of variation agreed and finalised 15/08/2024.
- xii. 231673/VARIAT - Application under Section 73 of the Town and Country Planning Act 1990 (as amended) to vary conditions 2 (approved drawings), 24 (unit mix), 33 (roof terrace enclosures), 35 (parking provision) and 47 (Block B glazing and ventilation) of permission 200188 (allowed on appeal under APP/E0345/W/21/3276463 on 17/03/2022 for Demolition of existing structures and erection of a series of buildings ranging in height from 1 to 11 storeys, including residential dwellings (C3 use class) and retail floorspace (A3 use class), together with a new north-south pedestrian link, connecting Christchurch Bridge to Vastern Road), including an increase from 4 to 5 storeys of the western wing of Block B, amendments to the top two floors of Blocks D & E, changes to the unit mix and various other associated alterations (amended description). Conditions varied 27/03.2024.
- xiii. 240444/APPCON - Discharge of condition 23 (Details of a contract for the carrying out of the works of redevelopment of the site, prior to any demolition works commencing) of permission 231673, as granted on 27/03/2024. Discharged 31/05/2024.
- xiv. PL/24/0679 - Discharge of condition 3 (Materials) of permission 231673, as granted on 27/03/2024. Current application under consideration.
- xv. PL/24/0872 - Non-material amendments to permission 231673 (granted on 27/03/2024) to alter the wording of Condition 2 (approved plans) to provide reconfigured cycle, refuse and plant store rooms, changes to windows/doors and associated alterations, all within Blocks B-F. Current application under consideration.
- xvi. PL/24/1028 - Discharge of condition 39 (Street Naming and Numbering) of planning permission 231673, as granted on 27/03/2024. Current application under consideration.

6. 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.

7. Relevant Planning Guidance

- i. 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. The Development Plan for Reading relevant to the application site comprises the Reading Borough Local Plan 2019.
- ii. 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.
- iii. Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

- iv. The ‘*National Planning Policy framework*’ (“NPPF”) states clearly that its content is to be a material consideration in the determination of applications. The ‘NPPF’ states that due weight should be given to the adopted policies of the Local Plan according to their degree of consistency with the ‘NPPF’ (the closer the policies in the plan to the policies in the ‘NPPF’, the greater the weight that may be given). Accordingly, the ‘NPPF’ and the following development plan policies and supplementary planning guidance are relevant:

8. Relevant Policies

- i. The application has been assessed against the following policies:

National

National Planning Policy Framework 2023

National Planning Policy Guidance

Reading Borough Local Plan 2019

CC7 Design and the Public Realm

CC8 Safeguarding amenity

EN1 Protection and enhancement of the Historic Environment

EN13 Major Landscape Features and Areas of Outstanding Natural Beauty

EN14 Trees, Hedges and Woodlands

TR3 Access, Traffic and Highway-Related Matters

OU4 Advertisements

CR2 Design in the Centre

CR3 Public Realm in Central Reading

9. Appraisal

Amenity

- i. The NPPG (Paragraph: 079 Reference ID: 18b-079-20140306) provides clarification as to the exact context amenity should be considered. In summary, it includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. Furthermore, at the local level, policies CC7, OU4 and CR2 require that development be compatible with the character and appearance of the surrounding environment in order to maintain the visual amenities of the area. Furthermore, Policy EN1 seeks to ensure that historic features (including their settings) will be protected and where possible enhanced, while Policy EN13 is clear that planning permission (officers note that this application is for advertisement consent, but the same principle is considered to apply) for any development that would detract from the character and appearance of a Major Landscape Feature (in this case The River Thames, Christchurch Meadows, Kings Meadows and Hills Meadow). In particular, 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”.

- ii. With the above in mind, it is considered that the 2.44m high hoardings are typical of those one would expect for a redevelopment of this nature, noting that similar hoardings were approved and installed at another development site by the applicant in the Borough (at Kenavon Drive, with hoardings approved as part of application 191898/ADV in March 2020). In particular, aside from the locally listed building at the application site, which has approval for demolition as part of the redevelopment proposals, all other designated/non-designated heritage assets are too distant from the site for the proposed hoardings to have a harmful impact. In terms of the impact on the

adjacent Major Landscape Feature, the context will undoubtedly change in comparison with existing along the south bank of the River Thames at this point. However, the applicant is seeking for the background of the signage at this point to be a dark green colour to help assimilate it with the surrounding area, while its temporary nature is such that this also counts in favour of the proposal. Moreover, in the context of the allowed on appeal development permitted at the site (see relevant history above), the proposals are modest in comparison and importantly, all adverts will be non-illuminated, which is considered to significantly reduce the potential for amenity issues to occur. Therefore, in overall terms, the proposals are considered acceptable in amenity terms.

Public Safety

- iii. The NPPG (in particular Paragraph: 068 Reference ID: 18b-068-20140306 to Paragraph: 078 Reference ID: 18b-078-20140306) provides guidance as to the considerations affecting public safety. These are detailed below, together with officer responses in relation to the proposal (in bold with regard to paragraph 068 responses):
- iv. The main types of advertisement which may cause danger to road users are:
- v. (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, a sufficient pavement is retained on Vastern Road and Lynmouth Road to enable vehicles to negotiate the junction.**
- vi. (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**
- vii. (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**
- viii. (d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology: **Not applicable as the proposal is for non-illuminated signage**
 - i. where the means of illumination is directly visible from any part of the road; **Not applicable as the proposal is for non-illuminated signage**
 - ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; **Not applicable as the proposal is for non-illuminated signage**
 - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; **Not applicable as the proposal is for non-illuminated signage**
 - iv. which are subject to frequent changes of the display; **No, the adverts proposed are static**
- ix. (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **No**
- x. (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**
- xi. (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; **No** or

- 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**
- xii. (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; **No** or
- xiii. 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**
- xiv. Paragraphs 072 and 073 (Reference ID: 18b-072 (&073)-20140306) of the PPG provides guidance as to ways in which advertisements can affect railway safety. Whilst the application site is close to the mainline railway and Reading Station, the distances involved and non-illuminated nature of the advertisements means no adverse impacts on railway safety is anticipated.
- xv. Paragraphs 074 and 075 (Reference ID: 18b-074 (&075) -20140306 of the PPG provides guidance as to the considerations LPA's should give to public safety in relation to waterways, docks and harbours. The adjacent River Thames is therefore considered within this context and it is considered that the proposed advertisement would not overhang or obstruct a waterway, interfere with navigation or cause confusion in the interpretation of navigation lights or beacons to vessels.
- xvi. Paragraph: 078 Reference ID: 18b-078-20140306 of the PPG states that 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. None of these impacts are envisaged in this instance.
- xvii. In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds.
- xviii. Conclusion
- xix. Having regard to the material considerations and all matters raised, the Local Planning Authority considers that the balance of considerations therefore weigh in favour of granting advertisement consent subject to conditions. In addition to the standard conditions, additional conditions relate to the time period the advertisements are sought for (until 01/07/2028) and for the adverts to be displayed in the manner shown on the plans submitted.

10. Recommendation

Grant advertisement consent subject to conditions:

1. THE STANDARD CONDITIONS:

- i. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

ii. No advertisement shall be sited or displayed so as to:

- a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: in accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

iii. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

iv. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

v. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: In accordance with Schedule 2, Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The advertisements hereby approved are to be fully removed on or before 1st July 2028.

Reason: In the interests of visual amenity, in accordance with Policies CC7 and OU4 of the Reading Borough Local Plan 2019.

3. The advertisements hereby consented shall be carried out in accordance with the following approved plans:

1 Berkeley – [17319] Vastern Road, Reading – Hoarding branding Version 1.0

Hoarding Details June 2024 (2 pages)

As both received on 21/06/2024

Reason: For the avoidance of doubt and to ensure that the advertisement is carried out in accordance the details hereby approved in accordance with Policy OU4 of the Reading Borough Local Plan 2019.

Informatives:

1. Your attention is drawn to the terms and conditions of this consent. Any advertisement displayed which differs materially from the approved plans and details, or does not comply with any condition(s) attached to the consent may result in the Council taking action to remedy the breach of advertisement control. If you are in any doubt please contact the Council.

2. The decision to grant consent follows the positive and proactive consideration of the application, including issuing the decision within the agreed extended time period.

3. It is noted that the Vastern Road hoarding is fairly close to the street Plane trees. If any lower branch removal is required to accommodate the advertisement then you are advised to liaise with RBC Streetscene.