

Reading Borough Council,
Reading Borough Civic Offices,
Bridge street,
Reading,
RG1 2LU

Date: 31 January 2025

Our ref: 69447/01/DL/8064D5A2321004/33406181v6

Dear Sir/Madam

Green Park, Reading – Application for Advertisement Consent

On behalf of our client, Green Park (Reading) Ltd ('the applicant'), we have today submitted via the Planning Portal (PP-12660685) an application for advertisement consent for a '*replacement illuminated media screen*' at the entrance of Green Park (Office and Business Park) at the junction of Brook Drive and Longwater Avenue in Reading.

Application Submission

The application comprises the following drawings:

- Site Location Plan (ref.TFT-XX-00-DR-A-0001), prepared by TFT Consultants;
- Proposed Elevation Drawing (ref. Green Park Front Entrance-R2), prepared by Saturn Visual Solutions;

Additionally, we enclose the Existing Elevation Drawing (ref. Vehicle entrance LED Sign), prepared by Endpoint and the Proposed New Panel Plan (Block Plan - ref. TFT-XX-00-DR-A-0002), prepared by TFT Consultants for information and show the existing illuminated screen.

Our client has paid the application fee of £235 (including the £70 Planning Portal Service Charge) via the Planning Portal.

Proposed Development

Having been established as a successful business and office park since its inception in 1998, Green Park has played a pivotal role in fostering local economic growth and providing a hub for businesses. To maintain Green Park's competitive edge and ensure sustained success, there is a need for the Park to continuously promote the services and amenities it offers to both existing and prospective tenants.

The proposed development comprises a replacement illuminated advertisement screen at the northern entrance of Green Park (located adjacent to the junction of Longwater Avenue and Brook Drive). The proposed screen design takes precedent from the existing illuminated screen and has a height of

approximately 2.96 metres and a length of 3.17 metres that was granted planning permission by Reading Borough Council on 13th November 2014, as part of an application for the installation of 61 illuminated and non-illuminated signs across Green Park (ref. PL/14/1509).

The proposed illuminated screen will have twenty-four 500 x 500 (AW2.5) Absen LED Panels and have a front display panel with the Green Park logo illuminated white. The screen frame will also be made from manufactured stainless steel with a powder coated black RAL texture.

The screen will also have an ambient light sensor controlling the level of brightness for the screen therefore the level of brightness will be intermittent with changing imagery with various sizes images/letters. However, the proposed screen will have a maximum brightness of 5,000 candela per square metre (cd/m²).

This proposed feature minimises energy consumption and reduces unnecessary light pollution, helping the proposed screen to remain sensitive to its surroundings.

Legislation and Policy

Part 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 also states that the Local Planning Authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account:

- a the provisions of the development plan, so far as they are material; and
- b any other relevant factors.

Under these regulations, the Local Planning Authority can, when taking into account factors relevant to amenity, disregard any advertisement that is being displayed.

National Planning Policy

Paragraph 141 of the National Planning Policy Framework (NPPF) (December 2024) states that *‘the quality and character of places can suffer when advertisements are poorly sited and designed’*.

There is also scope for authorities to highlight important amenity and safety consideration at the local level.

Reading Borough Council Development Plan

The development plans for the site comprises the following:

- Reading Borough Local Plan (RBLP) (Adopted November 2019); and
- Central and Eastern Berkshire Joint Minerals and Waste Plan (Adopted January 2023).

The Council are also progressing their Local Plan Partial Update (LPPU), and the draft Local Plan is currently in its Regulation 19 phase. Submission of the plan for examination is anticipated shortly.

Relevant RBC Policy and Guidance

Policy OU4 (‘Advertisements’) of the RBLP (2019) states that *‘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’.

Policy OU4 states that adverts shall comply with the following criteria:

- “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”;
- “Advertisements will not reduce visibility for users of the highway or accesses onto the highway”;
- “Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway”.

Planning Assessment

As set out above, the proposed illuminated screen is required to identify and market the Business park with the Green Park logo. The proposed material and colouring of the lettering is largely consistent with the existing illuminated screen and would not detract from the amenity of the area.

In terms of scale, the proposed screen is designed to maintain a similar scale to the existing media screen which it would replace. Whilst the proposed screen is slightly taller, with an increase of 0.2 metres in height the length is similar and the slight variation in height would not result in any adverse visual impact of the area.

Additionally, the location, adjustable luminance levels and static nature of the screen ensures that it will not cause a physical obstruction or distraction to members of the public using the highway. On the basis, it is considered that the proposals accord with RBLP Policy OU4.

Summary

Overall, the proposals, which follow an earlier permitted scheme on the site, respect the surroundings of the business park in terms of size, location, and design and the material and colouring of the media screen will not detract from the amenity of the area. No concerns regarding public safety arise.

The proposed development is considered acceptable against relevant considerations and in accordance with the development plan.

We trust that the information provided is sufficient to enable the Council to validate and determine the application and look forward to receiving confirmation of this at the earliest opportunity. Please do not hesitate in contacting me or my colleague Daniel Lampard should you wish to discuss further.



Yours faithfully

A handwritten signature in black ink, appearing to read "Sarah Moorhouse".

Sarah Moorhouse

Associate Director

BA (Hons) DipTP MRTPI