

DELEGATED APPLICATION REPORT

Address: 55 Vastern Road, Reading, RG1 8BU

Application No: PL/25/0144

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

Applicant: Berkeley Homes (Oxford and Chiltern) Ltd

Date received and valid from: 28/01/2025

Target Decision date: 25/03/2025

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 an under construction site for redevelopment, as per an allowed on appeal permission from 2022 (see relevant history section below). The previous office buildings were demolished in 2024 and construction works have commenced.
- 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.

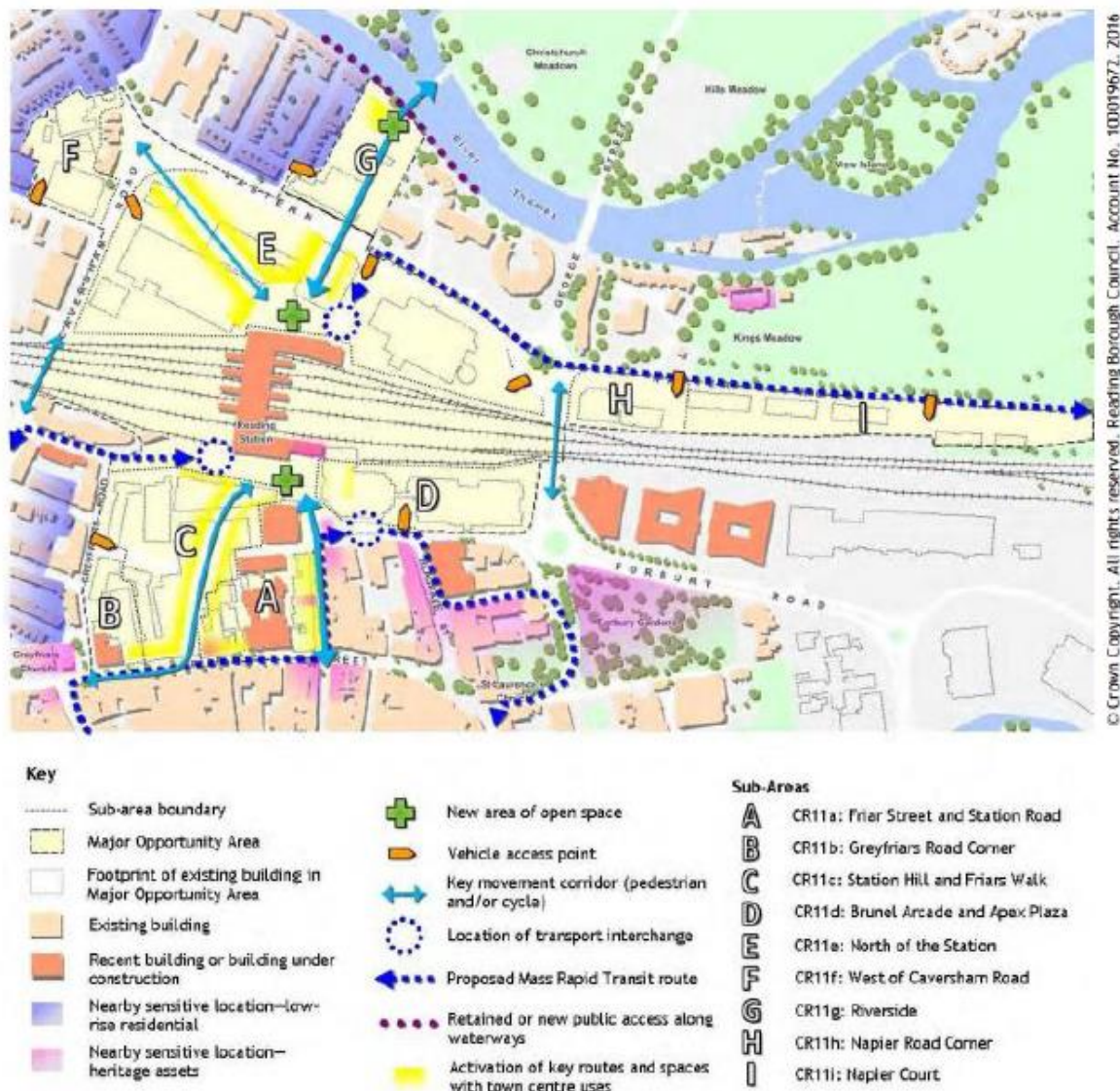


Figure 5.3: Station/River Major Opportunity Area Strategy

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 hoarding signs on the north-east (River Thames) site boundary. Although a hoarding has been erected at some stretches of this part of the site, it does not presently contain any signage.
- Non-illuminated hoarding signs on the north-west (Lynmouth Road) site boundary. As per an unaccompanied officer site visit on 31/01/2025, this signage is already being displayed at the site, so is sought retrospectively.
- Display of non-illuminated and internally-illuminated hoarding signs on the south-west (Vastern Road) site boundary. The hoarding and an advertisement is presently in place at the site, but the illuminated component of the signage has not yet been installed at the time of writing.
- All signage is sought for a temporary period until 01/07/2028.

ii. The areas where advertisements are sought is specified on the plan below.

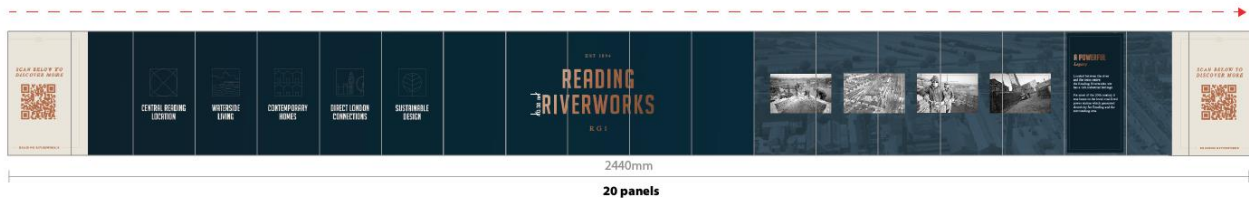


iii. It is initially acknowledged that a separate previous advertisement consent was granted at the site in 2024 (see relevant history section below). The applicant has explained the interaction between this application and the previous consent as follows:

Original advertisement consent was obtained under application PL/24/0805. Since then, the graphic design has slightly evolved so new colour scheme reflects the brochures and other marketing materials for the site. The new proposal includes a section of internally illuminated lettering, however no lighting has been installed. Should approval be granted, the lighting will be installed afterwards.

iv. More specifically in terms of the current proposal, hoarding 'I' is on the northern site boundary with the River Thames and will be 68m in length, 2.44m in height and 0.06m in depth (the same as consented under PL/24/0805). The advertisement will include a blue background, mainly bronze

text and include a series of historic photographs and one computer generated image of the approved development. The maximum height of any letters is 0.4m. The advertisement will be made from an aluminium composite material and be non-illuminated. The intended signage is shown below, together with the existing context on site (as of 31/01/2025).

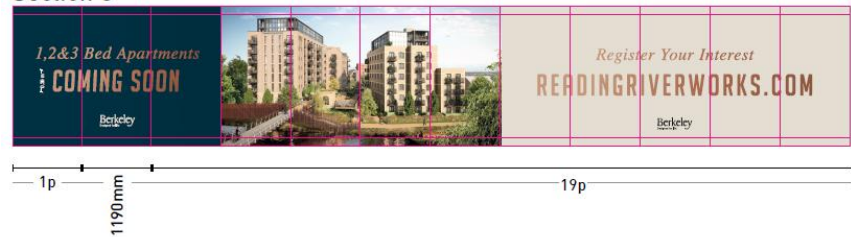


- v. Hoardings 'B-H' is on the Vastern Road site boundary. Based on an officer site visit on 31/01/2025 the hoarding and advertisement is already in place at the site (see photographs below), but no illumination is presently in place, meaning this element of the proposal is part-retrospective in nature. This hoarding is 85m in length, 2.44m in height and 0.06m in depth. The advertisement includes a blue and beige background, bronze, black and white text and includes two computer generated image of the approved development. The maximum height of any letters is 1.2m, announcing the future 'READING RIVERWORKS'. The advertisement will be made from an aluminium composite material, barring an element of hoarding H which includes a vehicularly entrance. The signage, as shown on site on 31/01/2025 and in the plans submitted, is shown below.
- vi. The applicant has confirmed that solely Section E of the hoarding (the element with the Reading Riverworks lettering) will be internally illuminated, with this being static in nature and 100cd/m2 in terms of its illuminance levels. The remainder of the hoarding (sections B-D and F-H will be non-illuminated. The supporting letter confirms:

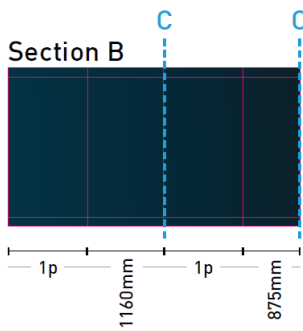
Section E would have bronze vinyl finish letters applied on top of the acrylic with backlighting using lightsheets placed between the ply and ACM layers. That would give a total of 17 panels (each letter is on one panel) to be internally illuminated. Please refer to hoarding proposals for details.



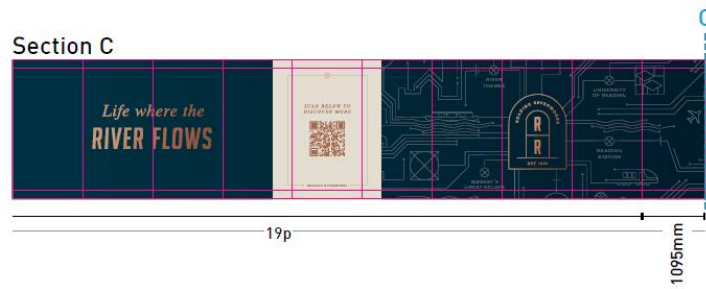
Section C



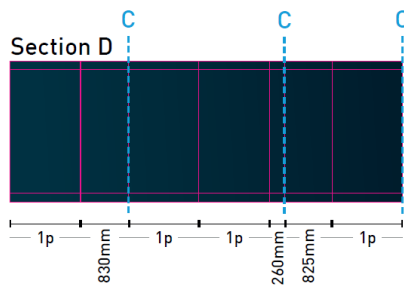
Section B



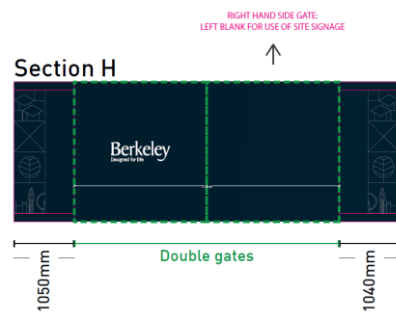
Section C

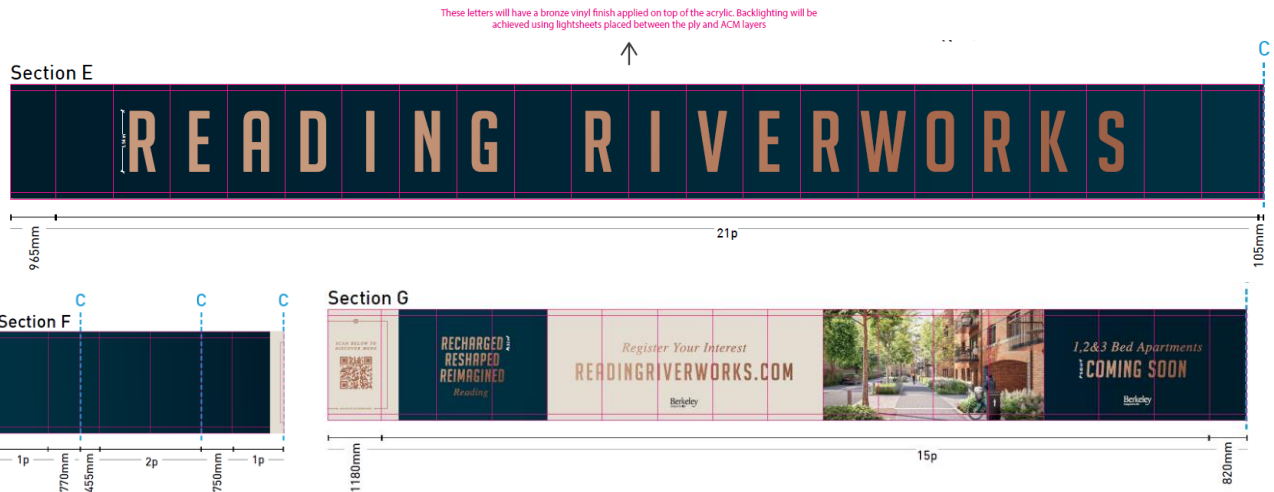


Section D



Section H





- vii. Hoarding 'A' is on the Lynmouth Road site boundary. Based on an officer site visit on 31/01/2025 the hoarding is already in place at the site. This hoarding is 25m in length, 2.44m in height and 0.06m in depth. The advertisement includes a blue and beige background, with bronze, black and white text. The maximum height of any letters is 0.4m. The advertisement is predominantly made from an aluminium composite material, barring sections which provide vehicular access to the site. The signage as submitted, and as seen on site, is shown below.



viii.



Public Consultation

- ix. Neighbour Consultation
- x. No statutory requirement for any for this type of application. No responses received.
- xi. Local Groups – No statutory requirements and no responses received.

3. Internal / External Consultations

- i. RBC Transport – No objection - Advertisement consent was previously obtained under application PL/24/0805 in August 2024. The revised graphics consist of a new colour

scheme reflecting the brochures and other marketing materials for the site. The new proposal includes a section of internally illuminated lettering on the Vastern Road elevation. These letters will be illuminated with backlighting using lightsheets placed between the ply and the acrylic layers. The proposed illumination levels is 100 cd/m, which is acceptable.

- ii. The proposed signage will be sited within the applicant's land and does not have a vibrant colour scheme. The proposed illumination levels are low 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 marketing signs.

AD1 ADVERT LUMINANCE

The maximum luminance of advertisements displayed should not exceed 300 cd/m² above ambient light levels.

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.

4. Plans and information considered

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

Application form Planning Portal Reference PP-13732017 dated 28/01/2025

Supporting letter from Berkeley Homes Ref L.448.020.EE dated 21/01/2025

Site Location Plan S106 Boundary - 448.PL.SL.001 Rev B

1 Berkeley - [17319] Vastern Road, Reading - Hoarding Branding Version 1.0 dated 05-12-24 by City & County Graphics

Proposed lightsheet Specifications

1 Berkeley - Vastern Road, Reading - [19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics

2 Berkeley - Vastern Road, Reading - [19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics

3 Berkeley - Vastern Road, Reading - [19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics

4 Berkeley - Vastern Road, Reading - [19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics

5 Berkeley - Vastern Road, Reading - [19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics

6 Berkeley - Vastern Road, Reading - [19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics

7 Berkeley - Vastern Road, Reading - [19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics

8 Berkeley - Vastern Road, Reading - [19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics

9 Berkeley - Vastern Road, Reading - [19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics

Hoarding - Section i Riverside

As all received on 28/01/2025

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.

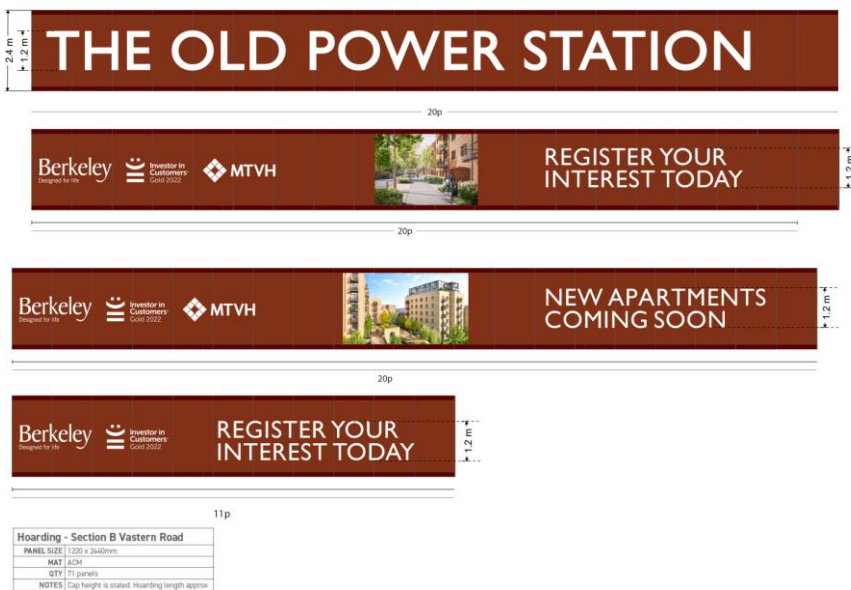
- ii. 221104/APPCON - Discharge of condition 10a (land gas site investigation) of planning permission 200188, as allowed on appeal (Ref: APP/E0345/W/21/3276463) on 17/03/2022. Discharged 14/09/2022.
- iii. 221105/APPCON - Partial discharge of condition 11 (archaeological evaluation) of planning permission 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. Discharged 09/01/2025.
- 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. Discharged 30/08/2024.
- 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. Agreed 06/09/2024.
- xvi. PL/24/1028 - Discharge of condition 39 (Street Naming and Numbering) of planning permission 231673, as granted on 27/03/2024. Discharged 29/08/2024.
- xvii. PL/24/0805/ADV - 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. Granted Advertisement Consent 29/08/2024.

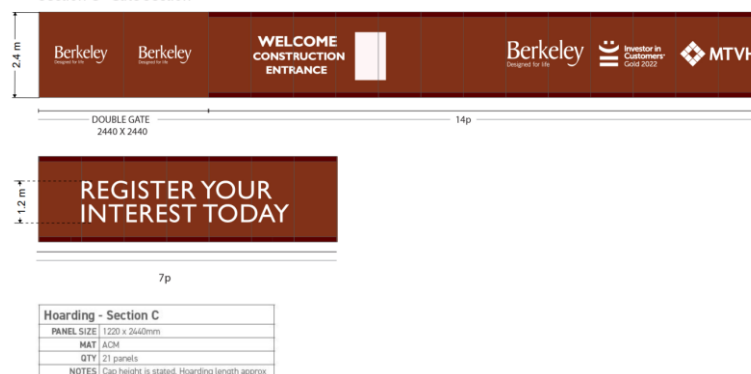
Section A - Riverside



Section B - Vastern Road



Section C - Gate Section



- xviii. PL/24/1443 – Discharge of conditions 28 (landscaping), 30 (landscape management plan), 43 (biodiversity enhancement scheme) & 44 (biodiversity impact assessment calculation) of planning permission 231673, as granted on 27/03/2024. Current application under consideration by the local planning authority.
- xix. PL/24/1565 – Discharge of conditions 32 (external lighting) and 45 (impact on wildlife of lighting scheme) of planning permission 231673, as granted on 27/03/2024. Current application under consideration by the local planning authority.

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 2024
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

v. Local Plan Update

The current version of the Local Plan (adopted in November 2019) turned five years old on Tuesday 5th November 2024. The Local Plan was reviewed in March 2023 and around half of the policies in the plan are considered still up to date. However, the rest need to be considered for updating to reflect changing circumstances and national policy. A consultation version of the draft updated version of the Local Plan was published on 6th November 2024.

- vi. Although there is a five-year period for carrying out a review of a plan after it is adopted, nothing in the NPPF or elsewhere says that policies automatically become “out of date” when they are five years old. It is a matter of planning judgement rather than legal fact whether a plan or policies within it are out-of-date. This will depend on whether they have been overtaken by things that have happened since the plan was adopted, either on the ground or through changes in national policy, for example.
- vii. Officer advice in respect of the Local Plan policies pertinent to this application is that they remain in accordance with national policy and that the objectives of those policies remains very similar in the draft updated Local Plan. Therefore, they can continue to be afforded weight in the determination of this planning application and are not considered to be ‘out of date’.

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). Moreover, hoardings of the same height were separately approved at the site in 2024 (see relevant history above), albeit there is a contrasting context with a section of the Vastern Road frontage being internally illuminated. In comparison, the 2024 consent was solely for non-illuminated signage.

- iii. It is therefore confirmed as part of the assessment of this application that all 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 predominant background of the signage at this point to be a dark blue 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 but one section of the advert on the Vastern Road frontage will be non-illuminated, which is considered to significantly reduce the potential for amenity issues to occur. Where illumination is proposed, this is set at a low 100cd/m² level (in this location, as per paragraph 4.7.29 of the supporting text to Policy OU4, illuminance up to 300cd/m² is set out by the Institute of Lighting Professionals), which will be secured via condition at this low level to protect amenity. Therefore, in overall terms, the proposals are considered acceptable in amenity terms.

Public Safety

- iv. 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):
- v. The main types of advertisement which may cause danger to road users are:
- vi. (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. The illuminated elements of the Vastern Road advertisement is sufficiently distant from the junction of Trooper Potts Way and the exit from the retail park opposite.**
- vii. (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, whilst 1.4m tall lettering stating Reading Riverworks are not typical, in the context of a site redevelopment proposal and the low luminance levels, they are unlikely to distract road users significantly.**
- viii. (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**
- ix. (d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology: **Whilst part of the Vastern Road advertisement is proposed to be internally illuminated, the low level of illumination (in the context of paragraph 4.7.29 of the supporting text to Policy OU4) is such that this is not considered to cause danger to road users. In respect of the remainder of the proposed signage, this is not applicable as all other elements are for non-illuminated signage**
- i. where the means of illumination is directly visible from any part of the road; **the advertisement is set back from the road**
- ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; **No, based on the visual information submitted with the application.**
- iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; **The proposed (relatively) low level of luminance, at 100cd/m², is significantly below the maxima level typical in this location, as per paragraph 4.7.29 of the supporting text to Policy OU4, which details illuminance up to 300cd/m², as set out by the Institute of Lighting Professionals.**
- iv. which are subject to frequent changes of the display; **No, the adverts proposed are static**

- x. (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **No**
- xi. (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**
- xii. (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**
- xiii. (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
- xiv. 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**
- xv. 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.
- xvi. 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.
- xvii. 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.
- xviii. In light of the above it is confirmed that the proposals are considered to be satisfactory on public safety grounds.
- xix. Conclusion
- xx. 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), for the adverts to be displayed in the manner shown on the plans submitted and the internally illuminated component to be lit at the 100cd/m2 level specified by the applicant in the submission.

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 dated 05-12-24 by City & County Graphics
Proposed lightsheet Specifications

1 Berkeley – Vastern Road, Reading –[19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics
2 Berkeley – Vastern Road, Reading –[19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics
3 Berkeley – Vastern Road, Reading –[19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics
4 Berkeley – Vastern Road, Reading –[19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics
5 Berkeley – Vastern Road, Reading –[19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics
6 Berkeley – Vastern Road, Reading –[19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics
7 Berkeley – Vastern Road, Reading –[19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics
8 Berkeley – Vastern Road, Reading –[19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics
9 Berkeley – Vastern Road, Reading –[19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics
Hoarding – Section i Riverside

As all received on 28/01/2025

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.

4. The maximum luminance of internally illuminated advertisements displayed within Section E on Vastern Road (as shown on approved plans 1 Berkeley – [17319] Vastern Road, Reading – Hoarding Branding Version 1.0 dated 05-12-24 by City & County Graphics & ‘6 Berkeley – Vastern Road, Reading –[19844] Hoarding Proof Version 1.0 dated 12-12-24 by City & County Graphics’, as both received on 28/01/2025), should not exceed 100 cd/m2 above ambient light levels. All other sections on all other advertisements hereby approved shall be non-illuminated.

Reason: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policies CC7 and 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 statutory time period.