

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

Applicant: Ms Eva Erjavec

READING BOROUGH COUNCIL as Local Planning Authority **APPROVE** advertisement consent for part of the following display of advertisements and **REFUSE** advertisement consent for part of the following display of advertisements (**SPLIT DECISION**).

Proposal: Display of a total of 9 no. freestanding signs, 2 no. projecting signs and 9 no. flag signs (all except 3 no. freestanding signs are sought retrospectively), comprising: 2 no. freestanding signs on Forbury Road, 3 no. freestanding signs on Kenavon Drive (2 no. retrospectively) , 2 no. freestanding signs and 3 no. flag signs on both Palmer Street and Carraway Street (all retrospectively), 3 no. flag signs on Joseph Huntley Street (retrospectively) & 2 no. projecting signs on the corner of commercial unit on Carraway Street and Joseph Huntley Street (retrospectively) (all non-illuminated) for a temporary period until 01/05/2027.

At: Land between Forbury Road and Kenavon Drive, including Joseph Huntley Street, Palmer Street and Caraway Street, Reading, RG1 3DH

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

**OTHER STATUTORY CONSENTS MAY BE REQUIRED
PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE**

Date: 23/06/2025



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

Application At: Land between Forbury Road and Kenavon Drive, including Joseph Huntley Street, Palmer Street and Caraway Street, Reading, RG1 3DH

Application No: PL/25/0423

Application type: Consent to display an advertisement

Application decision: Split decision, A) Part Approve & B) Part Refuse, as follows:

A) To APPROVE advertisement consent for the following display of advertisements:

- 2 no. projecting signs on the corner of commercial unit on Carraway Street and Joseph Huntley Street (retrospectively) (all non-illuminated) for a temporary period until 01/05/2027.
- Shown as Sign H on drawing O446-INT-SW-XX-DR-A-880-050-020 Rev P3 Site Plan Advertisement locations, as received on 29/04/2025

CONDITIONS & REASONS TO APPROVE 2 NO. PROJECTING SIGNS

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.

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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 two projecting sign advertisements hereby approved are to be fully removed on or before 1st May 2027.

Reason: To comply with the time periods advertisement consent has been sought by the applicant and in the interests of visual amenity, in accordance with Policies CC7, CR2 and OU4 of the Reading Borough Local Plan 2019.

INFORMATIVES TO APPROVE 2 NO. PROJECTING SIGNS

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 for the two projecting signs follows the positive and proactive consideration of the application, including issuing the decision within the statutory time period.
3. It would appear that the unit where the projecting signs hereby approved (signs H) are located includes a series of window vinyls, which appears to be contrary to condition 60 of permission 170509. You are therefore advised to remove the window vinyls as a matter of urgency or this matter will be investigated by the Council's Planning Enforcement team.
4. The decision to partly grant advertisement consent relates to the following drawings and documents only:

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

- Application form Planning Portal Reference PP-13869620 dated 19/03/2025
- O446-INT-SW-XX-DR-A-880-050-010 Rev P01 Existing Site Location Plan

As both received on 25/04/2025

- O446-INT-SW-XX-DR-A-880-050-030 Rev P01 – Site Plan Eastern block projecting signage
- H (0 800mm) Projecting signs details (page 15 of 18 of Reading Riverworks Customer Journey Signage Ref O446_INT_SW_XX_SPC_A_880_050_021 Rev P4 by Studio Ignite, dated April 2025)

As both received on 29/04/2025

B) To REFUSE advertisement consent for the following display of advertisements:

- 2 no. freestanding signs on Forbury Road, 3 no. freestanding signs on Kenavon Drive (2 no. retrospectively) , 2 no. freestanding signs and 3 no. flag signs on both Palmer Street and Carraway Street (all retrospectively), 3 no. flag signs on Joseph Huntley Street (retrospectively) (all non-illuminated) for a temporary period until 01/05/2027.
- Shown as Signs A, B, C, D, E, F (freestanding signs) and red dots (flag signs) on drawing O446-INT-SW-XX-DR-A-880-050-020 Rev P3 Site Plan Advertisement locations, as received on 29/04/2025

**REASONS FOR REFUSAL OF 9 NO.
FREESTANDING SIGNS AND 9 NO. FLAG SIGNS**

1. The proposed 9 no. freestanding signs and 9 no. flag signs fail to respect the character and appearance of the public realm and streetscene around the Huntley Wharf development, resulting in a proliferation of advertisements which due to clutter and duplication of signage has a harmful detrimental impact on visual amenity, including the appearance and integrity of the landscaping, contrary to paragraph 141 of the National Planning Policy Framework 2024 and Policies CC7, CR2 and OU4 of the Reading Borough Local Plan 2019.
2. The applicant has failed to demonstrate that the 9 no. flag signs would not block the view of CCTV cameras in the areas of Carraway Street, Joseph Huntley Street and Palmer Street, to the detriment of public safety, contrary to paragraph 141 of the

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RE
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National Planning Policy Framework 2024 and Policies CC7, CR2 and OU4 of the Reading Borough Local Plan 2019.

**INFORMATIVES TO REFUSE 9 NO.
FREESTANDING SIGNS AND 9 NO. FLAG SIGNS**

1. The decision to refuse advertisement consent relates to the following drawings and documents:
- Application form Planning Portal Reference PP-13869620 dated 19/03/2025
 - Visuals of proposed advertisement O446_INT_SW_XX_DR_A_880_050_022 Rev P1
 - O446-INT-SW-XX-DR-A-880-050-010 Rev P01 Existing Site Location Plan
- As all received on 25/04/2025
- O446-INT-SW-XX-DR-A-880-050-020 Rev P3 Site Plan Advertisement locations
 - O446-INT-SW-XX-DR-A-880-050-190 Rev P2 Site Context Elevation North Advertisement locations
 - O446-INT-SW-XX-DR-A-880-050-191 Rev P2 Site Context Elevation South River Elevation Advertisement locations
 - O446-INT-SW-XX-DR-A-880-050-192 Rev P2 Site Context Elevation Forbury Road Advertisement locations
 - O446-INT-SW-XX-DR-A-880-050-193 Rev P2 Site Context Elevation Palmer Street Advertisement locations
 - O446-INT-SW-XX-DR-A-880-050-194 Rev P2 Site Context Elevation Caraway Street Advertisement locations
 - Reading Riverworks Customer Journey Signage Ref O446_INT_SW_XX_SPC_A_880_050_021 Rev P4 by Studio Ignite, dated April 2025
 - O446-INT-SW-XX-DR-A-880-050-030 Rev P01 – Site Plan Eastern block projecting signage
 - H (0 800mm) Projecting signs details (page 15 of 18 of Reading Riverworks Customer Journey Signage Ref O446_INT_SW_XX_SPC_A_880_050_021 Rev P4 by Studio Ignite, dated April 2025

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As all received on 29/04/2025

2. The decision to refuse consent follows the positive and proactive consideration of the application, including outlining the issues of concern with the applicant prior to a decision being issued and determining the application within the statutory time period.
3. In light of 6 no. freestanding signs and 9 no. flag signs already being displayed at the site without advertisement consent, this matter will be investigated by the Council's Planning Enforcement team.
4. This advertisement consent 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 advertisement consent. 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/>

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.

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