

DELEGATED APPLICATION REPORT

Ward: Thames

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

Application No: PL/25/0423

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 Caraway Street (all retrospectively), 3 no. flag signs on Joseph Huntley Street (retrospectively) & 2 no. projecting signs on the corner of commercial unit on Caraway Street and Joseph Huntley Street (retrospectively) (all non-illuminated) for a temporary period until 01/05/2027.

Applicant: Berkeley Homes Oxford and Chiltern

Date valid from: 28/04/2025

Target Decision date: 23/06/2025

Case officer: Jonathan Markwell

1. Site Description and Surrounding Area

The application site relates to the Huntley Wharf redevelopment site on land between Forbury Road, Kenavon Drive and the River Kennet. The final phase of the 765 residential unit and 5 non-residential unit development was completed in early 2025, having commenced in late 2018 after planning permission was granted earlier in 2018 (see relevant history section below).



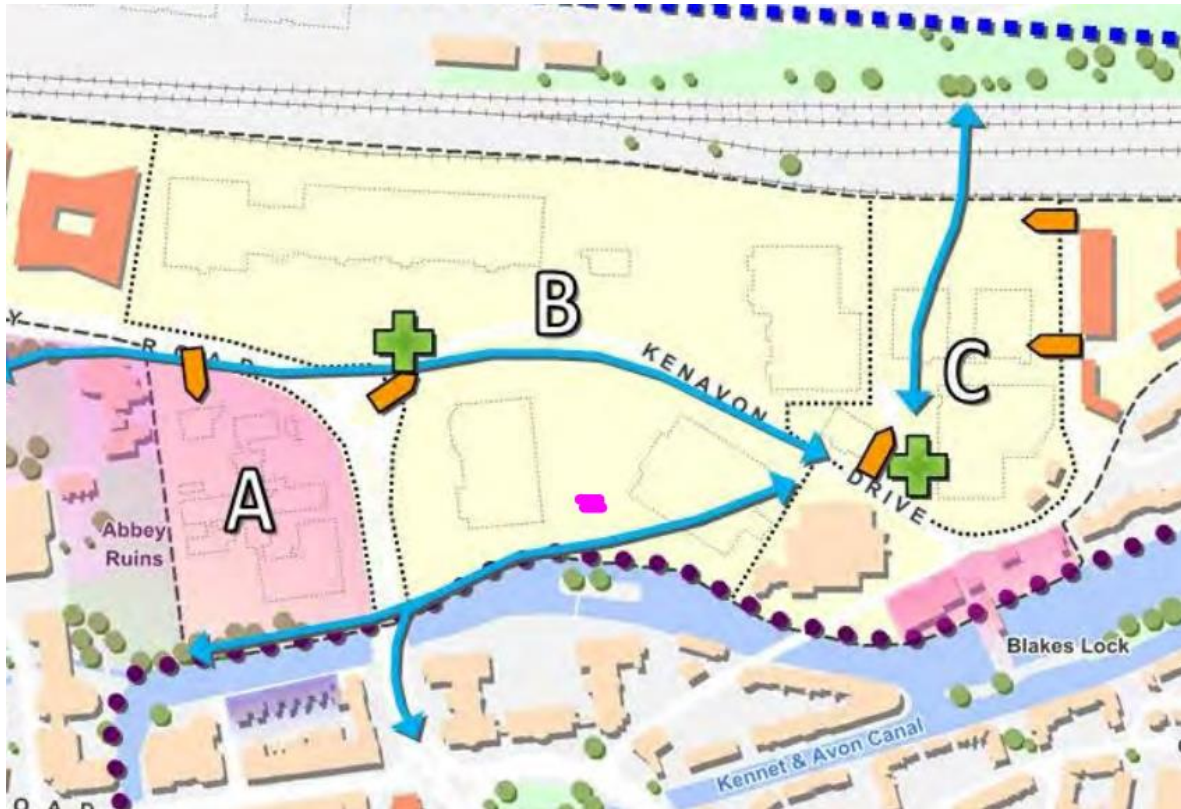
The application site is within the Reading Central Area and part of the East Side Major Opportunity Area (MOA). More specifically, it forms the southern part of the Forbury Retail Park sub-area (Policy CR13b), as follows:

CR13b, FORBURY RETAIL PARK:

This site would be the focus of the new residential community, and, alongside residential, additional retail, leisure and community uses at a scale to serve the Kenavon Drive area would be appropriate. It should include a new area of open space and enhance the frontage to the canal, including a buffer zone to the top of the canal bank to reflect its wildlife significance. Implementing this policy may involve complete redevelopment or using new additional development to improve the existing urban form of the area. Some parts of the site are likely to be implemented in the long term.

Site size: 6.99 ha

Indicative potential: 1,230-1,840 dwellings, no net gain of retail.



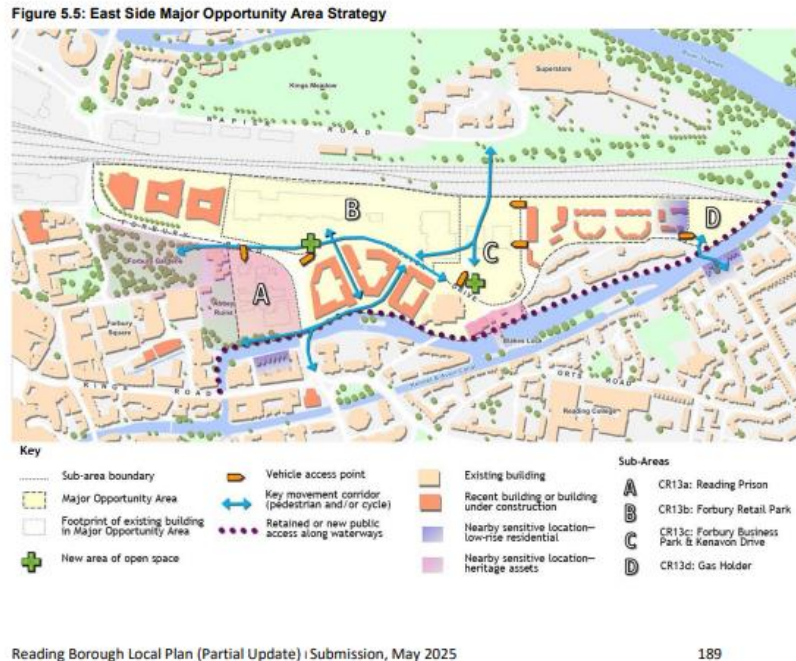
Extract of the East Side MOA from the adopted local plan

These allocations follow on from the Kenavon Drive Urban Design Concept Statement SPG (2004). The site also has a number of other designations within the adopted local plan (2019):

- Area of Archaeological Importance
- Potential Contaminated land (owing to the former Biscuit Factory use)
- Smoke Control Zone
- Air Quality Management Area
- Flood Zone 2

Originally the site was part of the Huntley and Palmers Biscuit Factory, with Homebase and Toys R Us retail warehouses dating from the late 1980s being demolished from December 2018. The site is to the south of Kenavon Drive at the junction with Forbury Road and is 2.8 hectares in size. To the north of the site are further retail warehouses / parking / a KFC drive-thru restaurant within Forbury Retail Park, beyond which is the main rail line between Reading and London. Meanwhile to the east is the Meridian residential development block. To the south is the River Kennet and Chocolate Island, beyond which is the former Prudential office building (which has prior approval for conversion to residential units) and the former Gas Works Social Club/ governor house buildings (which has permission, as commenced, for extensions and conversion to residential use). To the west is the dual carriageway Forbury Road (part of the Inner Distribution Road), Blakes Bridge, the residential terrace of Blakes Cottages, the tree lined Chestnut Walk leading towards the town centre and Grade II listed Reading Prison.

Within the Local Plan Submission Draft Partial Update (May 2025) the site remains within the East Side MOA within the Central Reading Area, but is not within a specific sub-area as the Huntley Wharf development is complete. It is shown on East Side MOA Strategy map as follows:



Extract of the East Side MOA from the Local Plan Submission Draft Partial Update May 2025

From a transport perspective, Kenavon Drive is an adopted 30mph single carriageway cul-de-sac which was traditionally linked to supporting bulk industrial and retail units. However, the area is becoming increasingly residential in recent years. Kenavon Drive links onto the highway network at the roundabout junction with Forbury Road, which forms part of the towns Inner Distribution Road (IDR). To the west of the site lies Reading Station, while to the south is the Watlington Street gyratory and the A4. The IDR in this location is an urban 30mph dual carriageway which has a mixture of 2m footpaths and 3-4 m shared cycle ways. The section between Kenavon Drive and the station accommodates two signalised toucan crossings for pedestrians and cyclists. The section towards the A4, only has crossing facilities at the Watlington Street Gyratory.

Kenavon Drive is served, as defined above, by footpaths and shared cycle ways linked to the highway. The site is located under 10 minutes walking distance to the east of Reading town centre and Reading Rail Station. Given the situation of the development site, which is very close to Reading town centre, the site is provided with all the type of local facilities within walking distance. On the northern side of the site, within close proximity to the site National Cycle Route 5 (NCN5) commences, this provides a link between Reading and Oxford.

From a heritage perspective, the main heritage designations in the vicinity of the site include:

- Reading Abbey Ruins (Grade I) (Scheduled Monument);
- (former) HMP Reading Gaol (Grade II Listed);
- The Plummary Wall (Grade II),
- Church of St James (Grade II), St James Roman Catholic School (Grade II) and St James's Presbytery (Grade II);

More specifically in terms of the setting of these heritage assets, HMP Reading Gaol is located to the west of the site on land once occupied by the precinct of Reading Abbey (and which therefore is also designated as a Scheduled Ancient Monument). The main prison building on the site is the Victorian red brick building with a radial plan, which is listed Grade II and is a landmark building due to its distinctive height, plan form and surrounding walls. The site also includes large blocks, car parking, hard-standing and green sports pitches and surrounding high walls which make the site enclosed and inward facing. The prison is currently vacant at the time of writing.

2. The Proposals

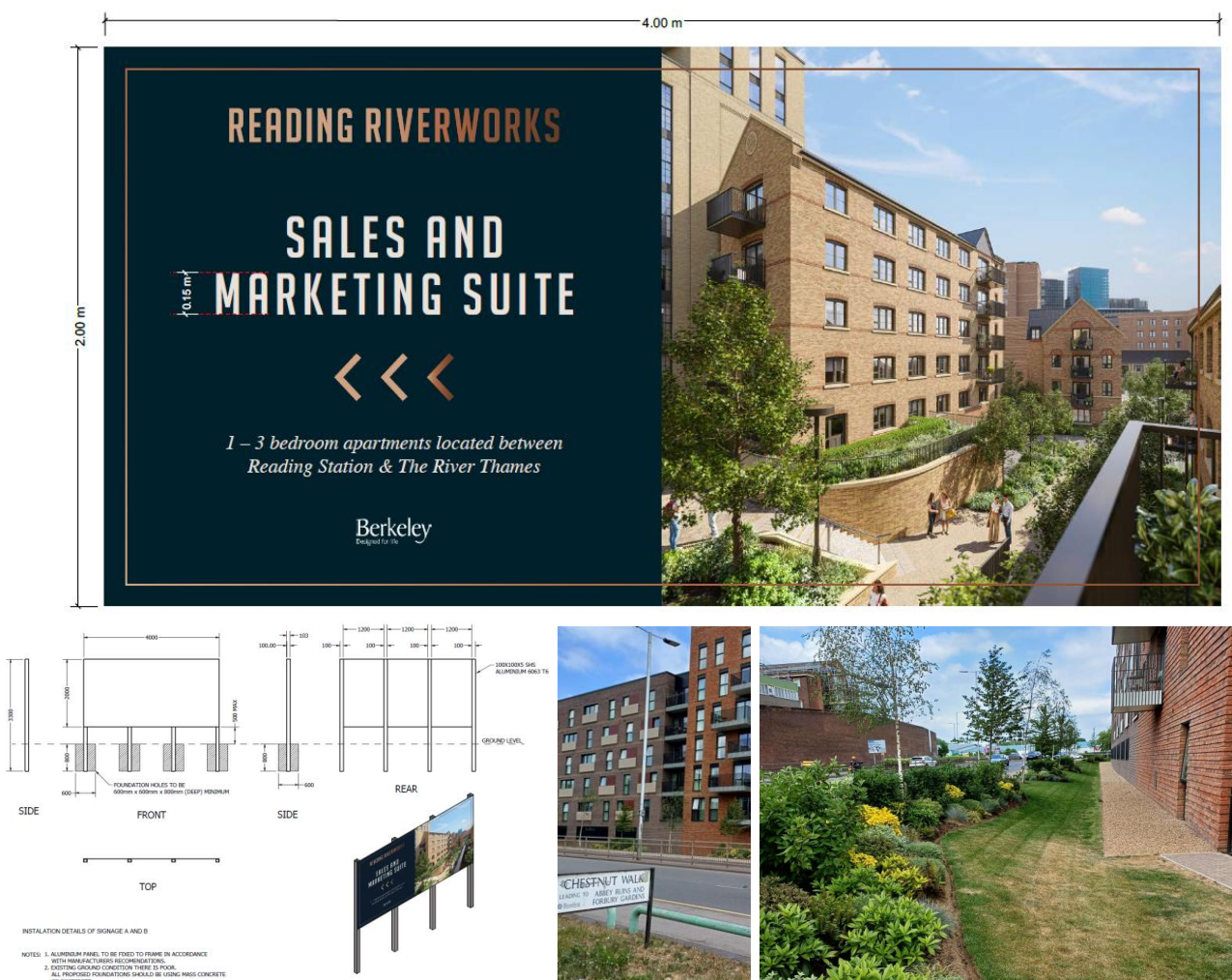
- i. Advertisement consent is sought for the display of a total of 9 no. freestanding signs, 2 no. projecting signs and 9 no. flag signs. All except 3 no. freestanding signs are sought retrospectively, having been displayed at the site since March 2025. More specifically, the proposals comprise:
 - a) 2 no. freestanding signs on Forbury Road (neither of these signs have been displayed) – the applicant has identified these as signs A & G on the site plan below.
 - b) 3 no. freestanding signs on Kenavon Drive (2 no. are sought retrospectively) – the applicant has identified these as signs B, C & E on the site plan below.
 - c) 2 no. freestanding signs and 3 no. flag signs on Palmer Street (all sought retrospectively) – the applicant has identified these as signs D & three red spots on the site plan below.
 - d) 2 no. freestanding signs and 3 no. flag signs on Carraway Street (all sought retrospectively) – the applicant has identified these as signs F & three red spots on the site plan below.
 - e) 3 no. flag signs on Joseph Huntley Street (all sought retrospectively) in the south-west of the site – the applicant has identified these with three red spots on the site plan below.
 - f) 2 no. projecting signs on the corner of commercial unit on Carraway Street and Joseph Huntley Street (all sought retrospectively) - the applicant has identified these as signs H on the site plan below.
 - g) All of the proposed advertisements are / would be non-illuminated in nature
 - h) All of the proposed advertisements are for a temporary period until 01/05/2027.
- ii. The areas where advertisements are sought is specified on the plan below, with the applicant identifying these as A,B,C,D,E,F,G,H and red spots for the flag signs:



Based on this site plan signs A, B and G have not been displayed at the site, but signs C, D, E, F, H and the flag signs denoted by red spots have been.

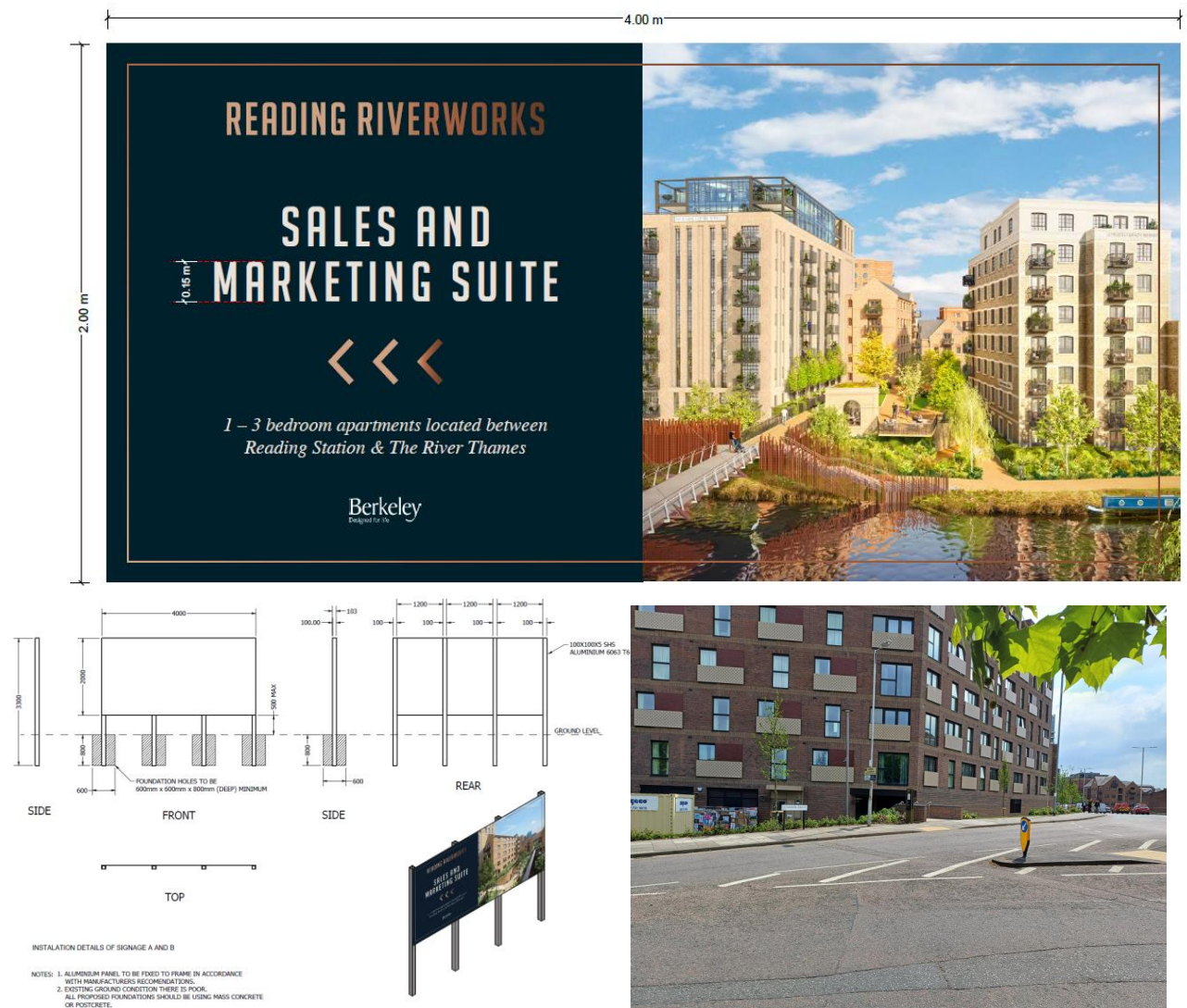
- iii. More specifically, sign A is a non-illuminated freestanding sign, 4m wide and 2m in height, as proposed on the Forbury Road boundary of the site. It would be placed 0.5m above the ground level, giving an overall total height of 2.5m. Based on the information submitted by the applicant it will be made of an aluminium composite material and advertise a development currently in the early stages of being constructed at Vastern Road, Reading – referenced as “Reading Riverworks” (over 750m to the north-west of the application site, at its closest point – as the crow flies) and a sales and marketing suite at the application site for the separate “Reading Riverworks” development, as shown below:

A (4000 x 2000 mm)



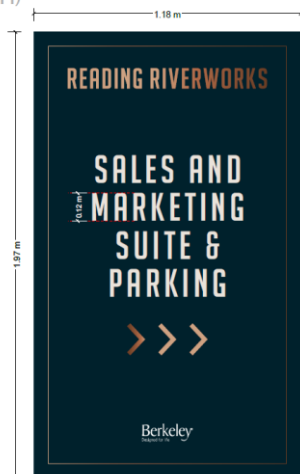
- iv. Sign B is a non-illuminated freestanding sign, 4m wide and 2m in height, as proposed on the north-west Kenavon Drive boundary of the site, adjacent to the Forbury Road roundabout. It would be placed 0.5m above the ground level, giving an overall total height of 2.5m. Based on the information submitted by the applicant it will be made of an aluminium composite material and advertise a development currently in the early stages of being constructed at Vastern Road, Reading – referenced as “Reading Riverworks” (over 750m to the north-west of the application site, at its closest point – as the crow flies) and a sales and marketing suite at the application site for the separate “Reading Riverworks” development, as shown below:

B (4000 x 2000 mm)



- v. Sign C is a non-illuminated freestanding sign, 1.18m wide and 1.97m in height, already in place adjacent to the vehicular access point junction of Kenavon Drive with Palmer Street. It is made of an aluminium composite material and advertises a development currently in the early stages of being constructed at Vastern Road, Reading – referenced as “Reading Riverworks” (over 750m to the north-west of the application site, at its closest point – as the crow flies) and a sales and marketing suite at the application site for the separate “Reading Riverworks” development, as shown below:

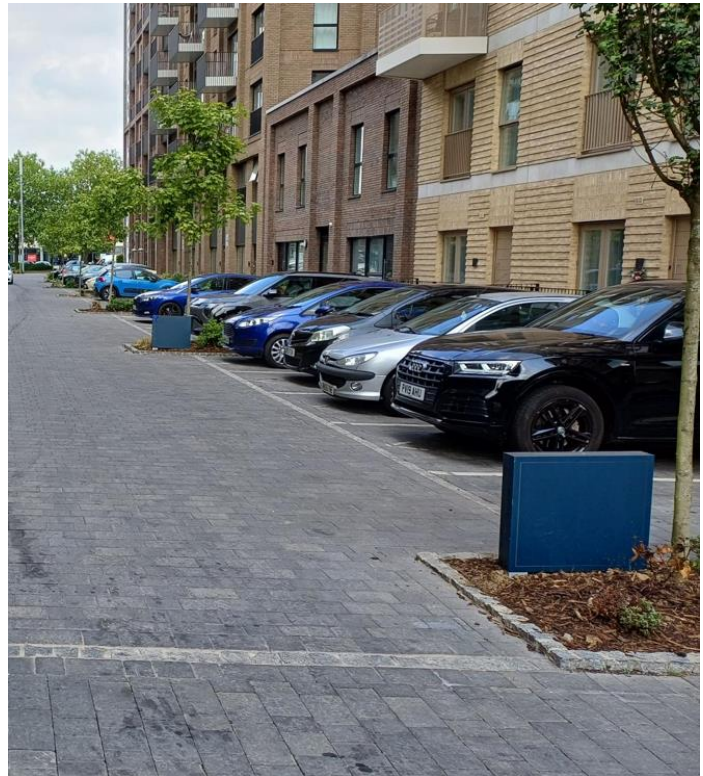
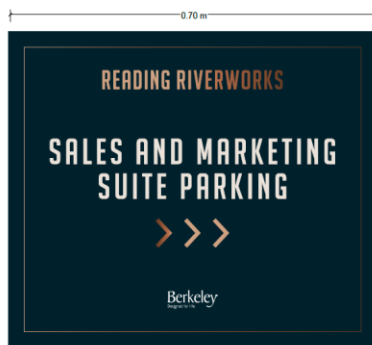
C (1970mm x 1180mm)



- vi. Signs D are two non-illuminated freestanding signs, each 0.7m wide and 0.60m in height, already in place towards the southern end of Palmer Street, to the east of the carriageway. They are made

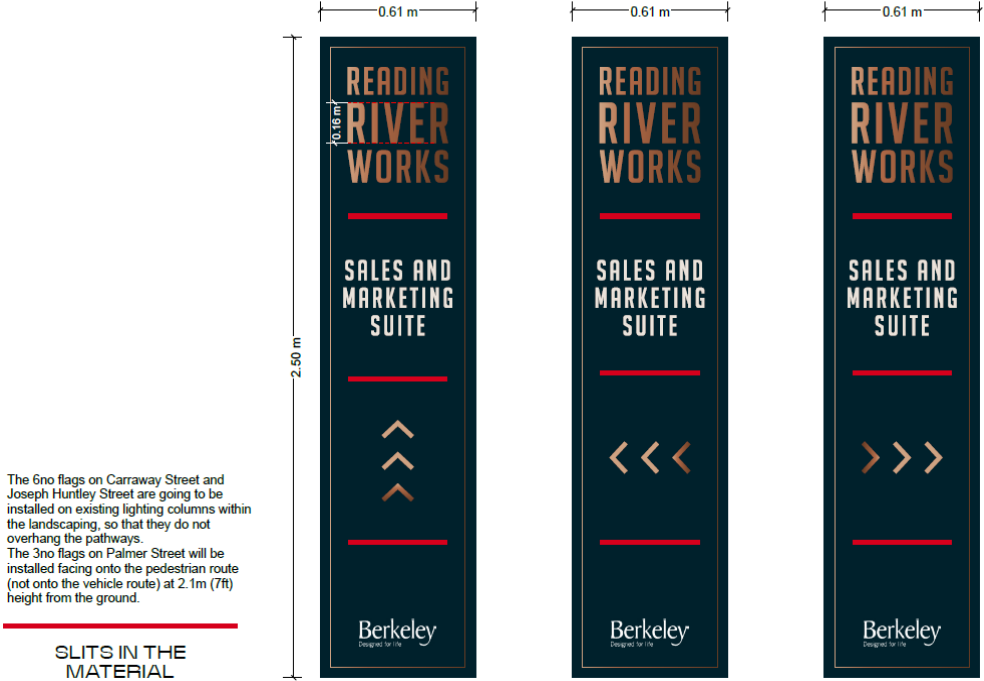
of an aluminium composite material and advertise a development currently in the early stages of being constructed at Vastern Road, Reading – referenced as “Reading Riverworks” (over 750m to the north-west of the application site, at its closest point – as the crow flies) and a sales and marketing suite at the application site for the separate “Reading Riverworks” development, as shown below:

D (700 x 600 mm)



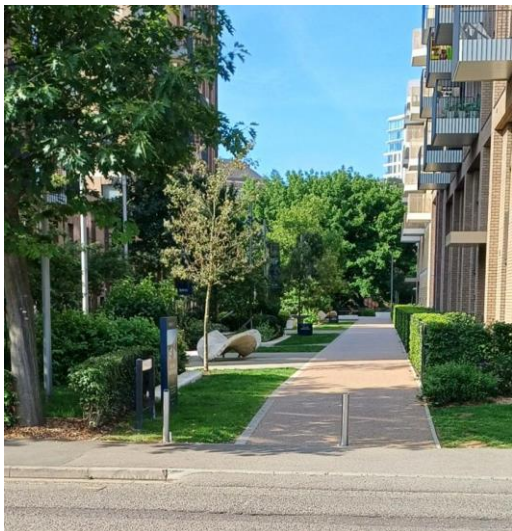
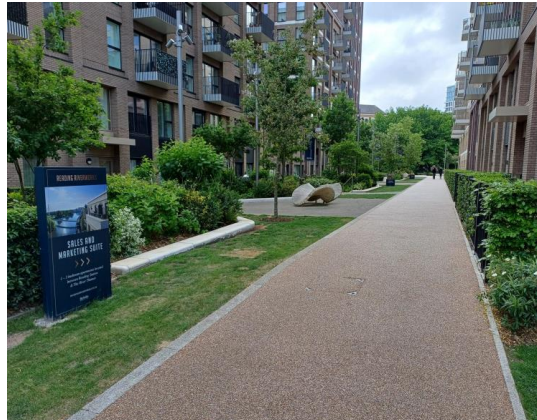
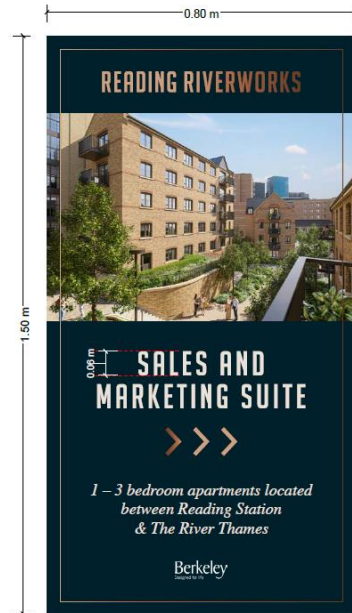
- vii. Furthermore, three flag signs are already in place along Palmer Street, to the west of the carriageway. They are 0.61m wide and 2.5m in height. By virtue of being placed 2.1m above ground level, they are up to 4.6m above ground level. They are affixed to existing lighting columns adjacent to the carriageway. They advertise a development currently in the early stages of being constructed at Vastern Road, Reading – referenced as “Reading Riverworks” (over 750m to the north-west of the application site, at its closest point – as the crow flies) and a sales and marketing suite at the application site for the separate “Reading Riverworks” development, as shown below:

FLAGS (610 x 2500 mm)



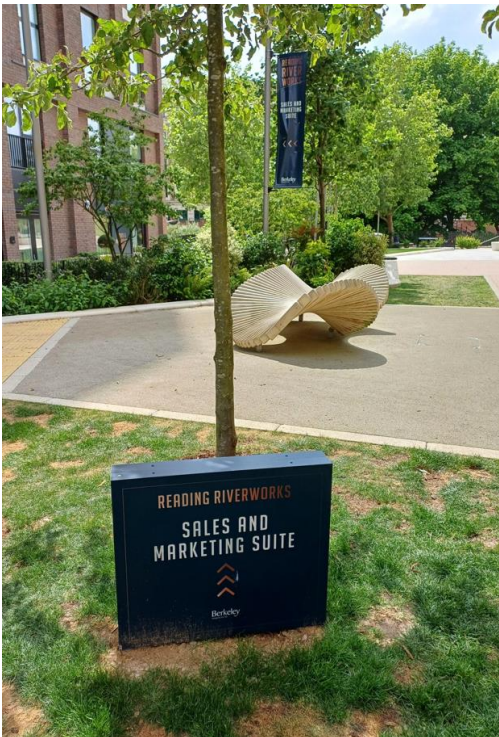
- viii. Sign E is a non-illuminated freestanding sign, 0.8m wide and 1.5m in height, already in place adjacent to the pedestrian access point junction of Kenavon Drive with Carraway Street. It is made of an aluminium composite material and advertises a development currently in the early stages of being constructed at Vastern Road, Reading – referenced as “Reading Riverworks” (over 750m to the north-west of the application site, at its closest point – as the crow flies) and a sales and marketing suite at the application site for the separate “Reading Riverworks” development, as shown below:

E (800 x 1500 mm)



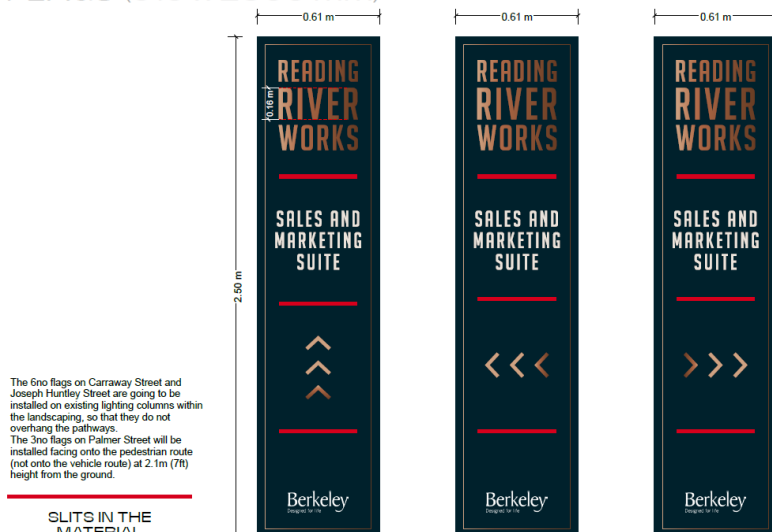
- ix. Signs F are two non-illuminated freestanding signs, each 0.7m wide and 0.60m in height, already in place in the mid-point and towards the southern end of Carraway Street, to the east of the western pedestrian path. They are made of an aluminium composite material and advertise a development currently in the early stages of being constructed at Vastern Road, Reading – referenced as “Reading Riverworks” (over 750m to the north-west of the application site, at its closest point – as the crow flies) and a sales and marketing suite at the application site for the separate “Reading Riverworks” development, as shown below:

F (700 x 600 mm)



- x. Furthermore, three flag signs are already in place along Carraway Street, at various points adjacent to the pedestrian routes. They are 0.61m wide and 2.5m in height. By virtue of being placed 2.1m above ground level, they are up to 4.6m above ground level. They are affixed to existing lighting columns. They advertise a development currently in the early stages of being constructed at Vastern Road, Reading – referenced as “Reading Riverworks” (over 750m to the north-west of the application site, at its closest point – as the crow flies) and a sales and marketing suite at the application site for the separate “Reading Riverworks” development, as shown below:

FLAGS (610 x 2500 mm)

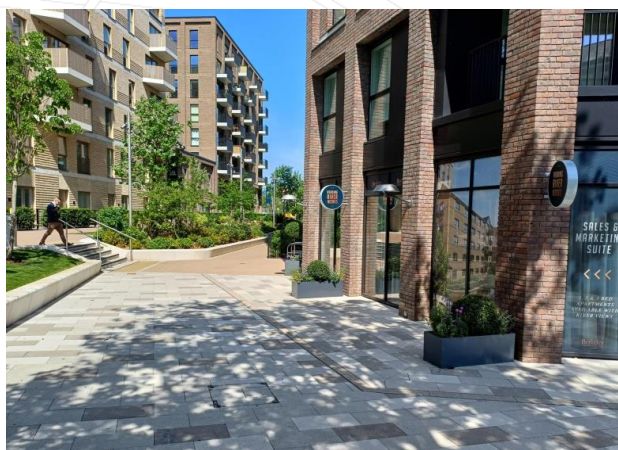
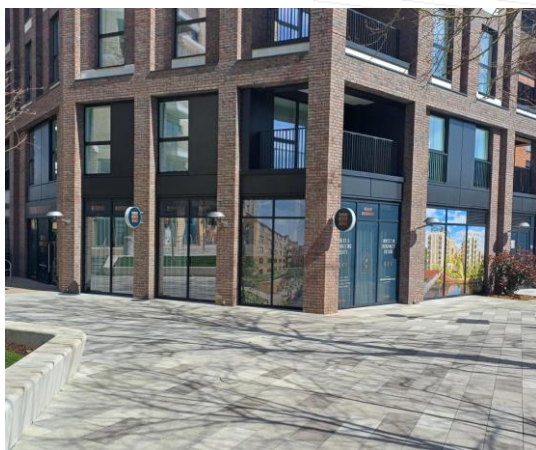
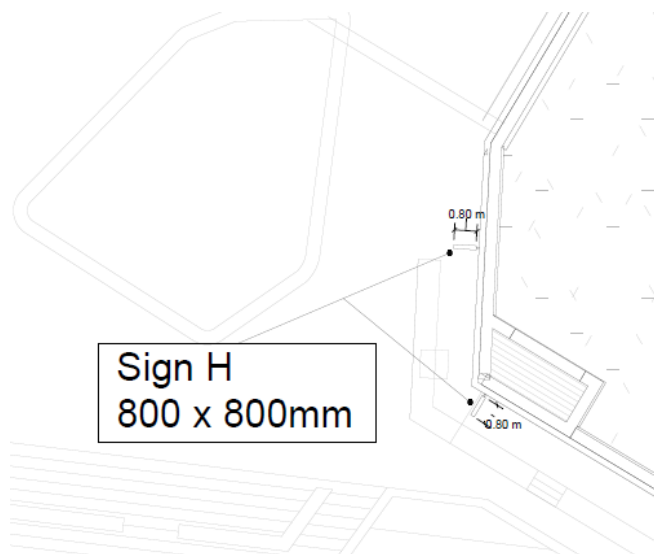
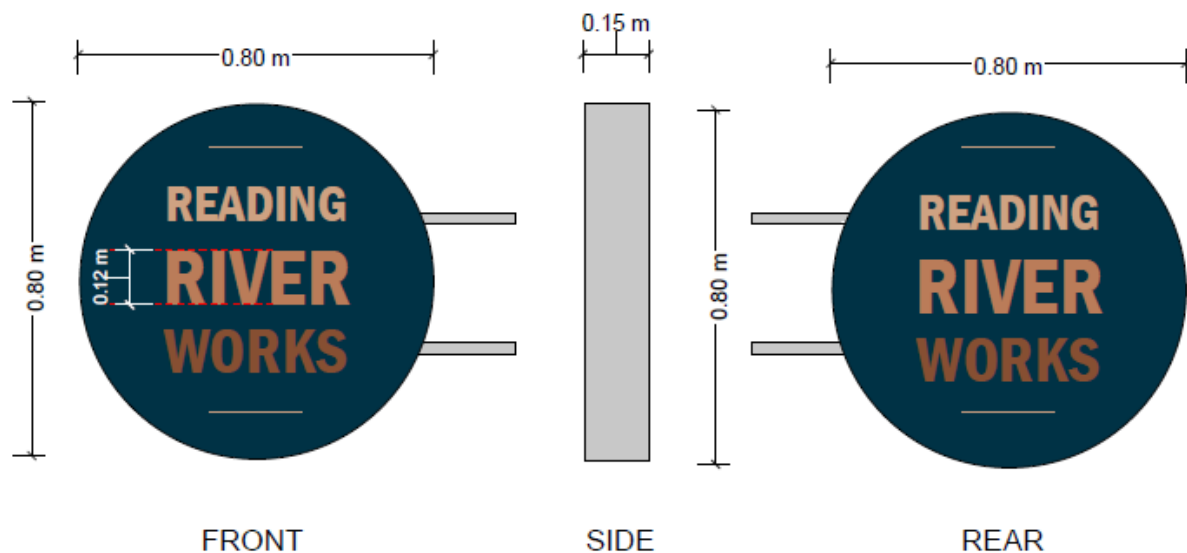


The 6no flags on Carraway Street and Joseph Huntley Street are going to be installed on existing lighting columns within the landscaping, so that they do not overhang the pathways.
The 3no flags on Palmer Street will be installed facing onto the pedestrian route (not onto the vehicle route) at 2.1m (7ft) height from the ground.

SLITS IN THE MATERIAL



- xi. Signs H are two non-illuminated projecting signs, each 0.8m wide and 0.80m in height, already in place on the corner of Carraway Street and Joseph Huntley Street and serving the commercial unit in use as a marketing and sales suite for a separate development at Vastern Road. They are made of an aluminium composite material and are a minimum of 2.1m above ground level and installed into the brickwork. They advertise a development currently in the early stages of being constructed at Vastern Road, Reading – referenced as “Reading Riverworks” (over 750m to the north-west of the application site, at its closest point – as the crow flies) and the sales and marketing suite at this part of the application site for the separate “Reading Riverworks” development, as shown below:

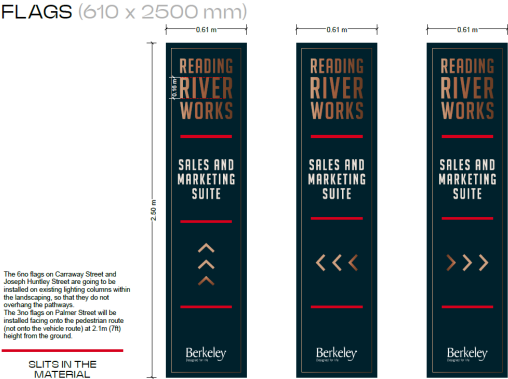


xii. Sign G is a non-illuminated freestanding sign, 0.8m wide and 1.5m in height, as proposed on the south-western corner of the site, adjacent to the Forbury Road highway and the Joseph Huntley Street pedestrian path. Based on the information submitted by the applicant it will be made of an aluminium composite material and advertise a development currently in the early stages of being constructed at Vastern Road, Reading – referenced as “Reading Riverworks” (over 750m to the north-west of the application site, at its closest point – as the crow flies) and a sales and marketing suite at the application site for the separate “Reading Riverworks” development, as shown below:

G (800 x 1500 mm)



xiii. Furthermore, three flag signs are already in place along Joseph Huntley Street, at various points adjacent to the pedestrian route between the junctions of Forbury Road and Palmer Street. They are 0.61m wide and 2.5m in height. By virtue of being placed 2.1m above ground level, they are up to 4.6m above ground level. They are affixed to existing lighting columns. They advertise a development currently in the early stages of being constructed at Vastern Road, Reading – referenced as “Reading Riverworks” (over 750m to the north-west of the application site, at its closest point – as the crow flies) and a sales and marketing suite at the application site for the separate “Reading Riverworks” development, as shown below:





Public Consultation

- xiv. Neighbour Consultation
- xv. No statutory requirement for any for this type of application. No responses received.
- xvi. Local Groups – No statutory requirements and no responses received.

3. Internal / External Consultations

- i. RBC Transport – No objection - There are no transport objections to the proposed location of the signage as they will have no impact on visibility splays.
- ii. RBC Natural Environment – consulted on the basis of a number of signs having already been installed and these being located in close proximity to trees and soft landscaping within the wider site: Overall, those placed next to, amongst landscaping, and directly adjacent to trees are having a detrimental impact on the appearance & integrity of the landscaping (harm to amenity) for something that doesn't even relate to the site.

It is unclear how the applicant has concreted signs directly adjacent to trees without causing harm to the root ball (e.g. photo below) – it seems unlikely that they have been carefully hand dug.



It is further wondered whether when the applicant removes such signs they are intending to dig out the concrete, which could then cause further harm. Concrete is toxic to tree roots so shouldn't have been placed so close without lining the foundations with an impermeable membrane, with it unclear whether they were – not that this proximity is acceptable anyway.

Others, e.g. photo below, amongst landscaping – it is unclear what was removed / damaged to install this? Also, there is a possible future desire to prune the shrubs to maintain visibility of the sign, further impacting the landscaping.



4. Plans and information considered

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

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

As all received on 29/04/2025

Discussions with agent

- a) Prior to the validation of the application amended and further plans were sought and received from the applicant, owing to the originally submitted details being inaccurate and insufficient.
- b) In addition, the applicant was advised prior to the validation of the application that it had appeared based on an officer site visit (unaccompanied) that many of the signs had already been displayed at the site and some further signage (projecting signs on the commercial unit in the south-west corner of phase 1) had been displayed too. That was duly incorporated into the consideration as part of this application and, in respect of the displayed signage, the agent for the applicant confirmed on 25/04/25 *"I sincerely apologise regarding the displayed signs, and I would like to clarify that the flags within the site and some signage within the site has been installed since the application was submitted, without it being brought to my attention. I apologise for this oversight on my end. With that regard, I have amended the documentation to indicate signage proposals that are sought retrospectively. Signage which will have the approval sought retrospectively are signs C, D, E, F and flags, including additional signs H on the commercial unit sought retrospectively"*.
- c) Feedback was provided to the agent on 22/05/25, advising that a split decision would be made on the application, granting advertisement consent for the two projecting signs proposed, but refusing advertisement consent for the 2 no. flag signs and 9 no. freestanding signs. The applicant was given an opportunity to withdraw the application and remove the adverts already being displayed by 02/06/25.
- d) A telephone conversation with a colleague of the agent was undertaken on 28/05/2025, to reaffirm the feedback summarised in point c).

- e) On 30/05/2025 the applicant sought more time to respond to the feedback until 04/06/2025. This was confirmed as being acceptable by the case officer on 02/06/25.
- f) Updates were sought from the agent by the case officer on 05/06/25 and 09/06/2025, given no response by the previously extended deadline of 04/06/25 had been provided.
- g) The agent sent a holding reply on 12/06/25, advising matters were still being discussed with the applicant.
- h) On 16/06/25 the case officer sought a definitive final response by the applicant by 17/06/25.
- i) The agent replied on 17/06/25 stating that *“This matter is with my colleagues, so it has been taken out of my hands. If you find it necessary to issue a notice, I understand and respect that you will proceed accordingly”*.
- j) When passing the site on 17 & 18/06/25, the case officer noted that the signs were still in place at the site (see photos below from 17/06/25).



- k) In light of the above, the application is being determined on the basis of the information submitted by the applicant. No substantive response was ever received to the feedback provided by officers on 22/05/25.

5. Relevant Planning History

Application site

- i. 170509 - Demolition of the two existing retail (Homebase and former Toys R Us) structures and the erection of new buildings ranging between 2 and 11 storeys in height, providing 765 (18 x studio, 302x1, 409x2 and 36x3- bed) residential units (Class C3), 5 commercial units (1x flexible Class A1-A4, B1 or D1-D2, 1x flexible D1 or D2, 1x flexible Class A1- A5, 1x flexible Class A3 or A4, 1x flexible A1-A5 or D1-D2 uses), various works to the public realm, including a new riverside square, landscaping, accesses, parking and associated works. This application is accompanied by an Environmental Statement. (amended description). Granted following completion of S106 Legal Agreement 10/10/2018.
- ii. Since the original permission there has been a plethora of applications at the site (including advertisement consent applications, various s96a non-material amendment applications, as well as approval of details applications from 2019 until 2025. Only those listed below are considered to be of any particular relevance to this proposal:
- iii. 191898 – Display of: non-illuminated hoarding sign on north, east, south and west site boundaries; 1x sign above hoarding and 9x flag pole signs on west boundary (all non-illuminated); 1x sign above hoarding and 3x flag pole signs on north-west boundary (all non-illuminated); 6x non- illuminated flag pole signs on south elevation (revised description) (part retrospective). Granted 02/03/2020.
- iv. 200700 - Display of non-illuminated 12m x 12m sign onto monarflex scaffold sheeting, to the northern elevation of the eastern block at 4th to 7th floor level. Granted 14/07/2020.

- v. 201871/ADV - Display of 2 non-illuminated signs on monarflex scaffold sheeting to Mid Block M2 at 8th to 11th floor levels, one 24.5m x 12m in size on the western elevation and one 22.5m x 12m in size on the northern elevation. Granted 08/02/2021.
- vi. PL/23/0421 - Display of non-illuminated 'M O N K E Y M O O S' sign on west elevation at ground floor level. Granted 06/06/2023 (in relation to the nursery at the northern end of Palmer Street, close to the junction with Kenavon Drive).
- vii. PL/24/1318 - Display of 1 internally illuminated & 4 non-illuminated fascia signs on north elevation and 1 internally illuminated & 2 non-illuminated fascia signs on east elevation, all at ground floor level. Advertisement consent granted for the Tesco Express store on 04/11/2024.

Nearby site at 55 Vastern Road (this is the nearby site referenced in the adverts proposed as part of this application).

- viii. 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.
- ix. PL/25/0144/ADV - 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). Granted Advertisement Consent 03/03/2025.

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. Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the local planning authority to have special regard to the desirability of preserving a listed building or its setting or any features of special interest which it possesses.
- iii. Section 72 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the local planning authority in the exercise of its functions to pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area.
- iv. 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.
- v. Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

- vi. 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). In addition, chapter 12 (Achieving well-designed places) states at paragraph 141 that *“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”*.
- vii. National Planning Practice Guidance (NPPG)
- viii. 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 (including changes February 2025)

National Planning Practice Guidance

Reading Borough Local Plan 2019

CC7 Design and the Public Realm

CC8 Safeguarding amenity

EN1 Protection and Enhancement of the Historic Environment

EN14 Trees, Hedges and Woodlands

TR3 Access, Traffic and Highway-Related Matters

OU4 Advertisements

OU5 Shopfronts and Cash Machines

CR2 Design in the Centre

CR3 Public Realm in Central Reading

CR13 East Side Major Opportunity Area

SPD – Design Guide for Shopfronts (2022)

Kenavon Drive Urban Design Concept Statement SPG (2004)

- ix. 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. Subsequent to this consultation a submission draft was sent to the Secretary of State on 9th May 2025. At the time of writing, the examination-in-public of the partial update to the local plan is scheduled to take place in late 2025.

- x. 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.

- xi. 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 submission 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

Introduction

- i. As a starting point, it is relevant to note that for planning purposes an advertisement is defined in section 336(1) of the Town and Country Planning Act 1990 (as amended) as:
- “any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of, advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adapted for use and anything else principally used, or designed or adapted principally for use, for the display of advertisements.”*
- ii. Following on from this, none of the advertisements proposed are considered to be excluded from control, nor do they benefit from any of the provisions for deemed consent. To clarify in this regard, the proposed flags are not considered to have deemed consent under Class 7, due to the number proposed exceeding 3 and the flags not relating to the site where they are displayed. Accordingly, express consent is sought by the applicant.
- iii. In support of the proposals the applicant has stated the following:

Conformity with Reading Borough Local Plan

Policy OU3 – Advertisements

This policy allows for the display of advertisements where they respect the character of the surrounding area and do not cause harm to public safety or amenity.

- **Design and Scale:** All signs and flags are of modest scale and non-illuminated, minimising any visual intrusion or harm to residential or conservation areas. They are sensitively designed to integrate with the urban context.
- **Temporary Duration:** The proposal is for a strictly **temporary period** until 01/05/2027, which allows for the necessary wayfinding and place-branding while avoiding any long-term impact on visual amenity.
- **Wayfinding and Identity:** The signage helps orient visitors, support temporary uses (such as marketing suites or developments under construction), and enhances legibility within this evolving area of Reading. This aligns with urban regeneration goals in local policy.

Policy CR2 – Design in Central Reading and CR3 – Public Realm in Central Reading

- The signage contributes to legibility and visual coherence. Signage placement has been designed to be well-integrated with the existing streetscape, particularly in emerging mixed-use areas such as Kenavon Drive and Joseph Huntley Street.
- The flags and signage help define identity and promote temporary uses in the public realm, which supports vibrancy and footfall in line with town centre regeneration aims.

2. National Planning Policy Framework (NPPF) – Paragraph 136

- The NPPF makes clear that advertisements should "respect the interests of amenity and public safety" and "contribute positively to the character of the area."
- The proposed signage is **non-illuminated**, ensuring that it is low-impact, does not contribute to light pollution, and does not pose any risk to highway or pedestrian safety.
- Signage placement is proposed within the landscaped zones to avoid any disturbance to the pedestrian and vehicular routes, whilst not disturbing the existing planting. The 3no. Palmer Street flags within the pedestrian route will be installed at 2.1m from the ground to avoid any disturbance to the pedestrian route.
- The design and placement are carefully planned to avoid clutter or distraction. For instance, signage near junctions is proposed positioned with clear sightlines in mind, ensuring no interference with visibility for road users.

3. Public Safety and Visual Amenity

- All signs comply with Department for Transport guidance on placement and visibility, ensuring they do not obstruct sightlines, footpaths, or vehicular access.
- The materials and fixings proposed are of high quality and robust construction, suitable for outdoor conditions and designed to withstand wind loading (particularly in the case of flags that have slits incorporated).
- There is no proposed lighting, which further reduces any amenity impact, especially in residential streets.

4. Economic and Community Benefit

- The signage supports temporary wayfinding and promotion of new development, assisting in orientation and marketing for commercial spaces under construction.
 - It contributes to placemaking efforts and encourages community engagement and awareness of local regeneration, in line with Reading's vision for a vibrant, walkable, and connected central area.
-

Conclusion:

The proposed advertisement signage complies fully with both the Reading Borough Local Plan and the National Planning Policy Framework. It is temporary, well-designed, and necessary to support the delivery and communication of development in this key growth area. It strikes an appropriate balance between commercial need, community benefit, and visual sensitivity, and should therefore be supported.

- iv. The main issues to be considered are: i) Amenity ii) Public safety. Each is therefore considered below:

Amenity

- v. The NPPG provides a subsection entitled Considerations affecting amenity - What does "Amenity" mean? (Paragraph: 079 Reference ID: 18b-079-20140306). This is reproduced in full below:

"Amenity" is not defined exhaustively in the [Town and Country Planning \(Control of Advertisements\) \(England\) Regulations 2007](#). It includes aural and visual amenity ([regulation 2\(1\)](#)) 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 ([regulation 3\(2\)\(a\)](#)).

It is, however, a matter of interpretation by the local planning authority (and the Secretary of State) as it applies in any particular case. In practice, "amenity" is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.

So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.

This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings, but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.

If the advertisement makes a noise, aural amenity would also be taken into account before express consent would be given.

- vi. With the above in mind, it is considered to be particularly pertinent that the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 state at Paragraph 3 that: Local planning authorities are required to exercise their powers under the Regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they relate to amenity and public safety, and any other relevant factors.
- vii. In this case, it is the visual amenity of the Huntley Wharf development site and the surrounding area which is considered to be significant.
- viii. Furthermore, at the local level, policies CC7, CR2, OU4, EN1 and EN6 require that development be compatible with the character and appearance of the surrounding environment in order to maintain the visual amenities of the area. 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”.

- ix. In addition, Policy CC7 states that all development must be of a high quality that maintains and enhances the character and appearance of the area of Reading in which it is located. More specifically, the policy continues by stated that developments will ensure they respond positively to their local context. Furthermore, in the central area (which this site is located within), Policy CR2b states development will provide appropriate, well design public spaces and other public realm, including squares, open spaces, streetscape, utilising high quality and well-maintained hard and soft landscaped areas, and public arts, that provide suitable functions and interest, sense of place and safe and convenient linkages to adjoining areas. Policy EN1 seeks to ensure that historic features (including their settings) will be protected and where possible enhanced, such as in this case Reading Prison and the Plummery Wall to the west of the site. Policy EN6 states that the historic environment will inform and shape new development in areas characterised by heritage assets.
- x. With all of the above context in mind, the freestanding and flag signs are considered to be contrary to Policies OU4, CC7 and CR2 of the adopted Reading Borough Local Plan from a visual amenity perspective. They are not considered to respect their surroundings and settings in terms of size and location, with the proliferation of advertisements having a detrimental impact on visual amenity, by being located within predominantly residential locations where the existing character is largely free from superfluous advertisements. Those which have been added to the streetscenes along Kenavon Drive, Palmer Street, Carraway Street and Joseph Huntley Street, or which are proposed to be added along Forbury Road, Kenavon Drive and Joseph Huntley Street have a harmful impact on the character and appearance of the recently constructed Huntley Wharf development, creating harmful visual clutter. The result is a proliferation of advertisements which due to clutter and duplication of signage has a harmful detrimental impact on visual amenity. The supporting text to the policy at paragraph 4.7.26 is clear in stating:

“Despite the fact that the policy does not deal specifically with types of advertisements, some types are unlikely to be considered appropriate in terms of how visual amenity and safety is defined in the policy. Freestanding advertisement panels in urban street, for instance, can have a significant detrimental effects on views in the streetscene.”

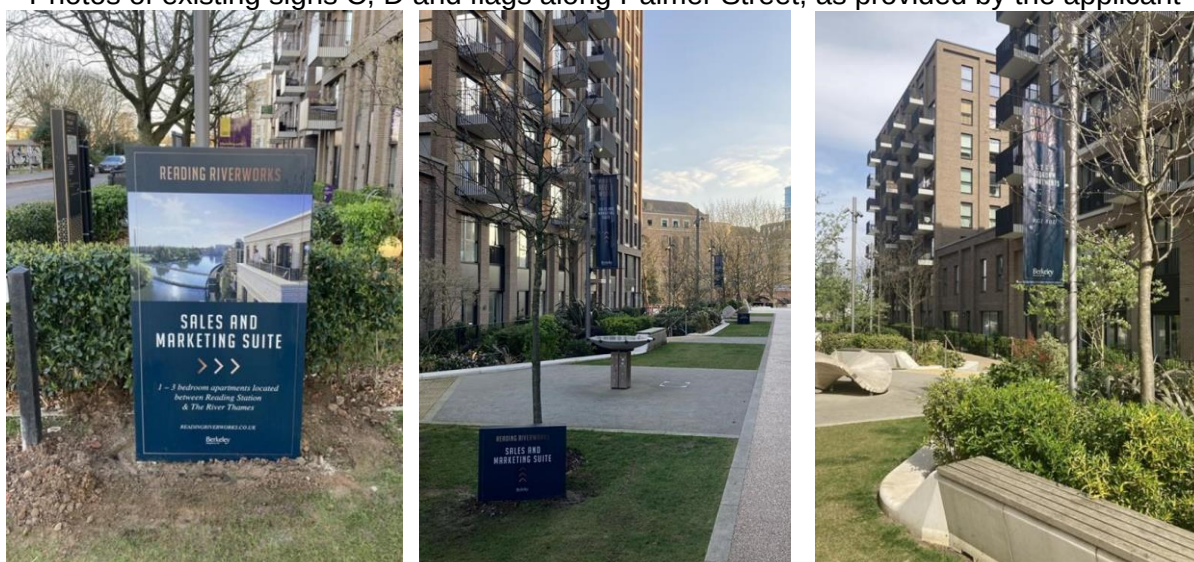
- xi. The freestanding signs are considered to have a significant detrimental effect on views in the streetscene, as are the flag signs too. Put simply, they are prominently located at points in the public realm streetscape where residents or members of the public would not typically expect to come across a series of advertisements, especially against the backdrop of the recently completed hard and soft landscaping in these locations. Those placed next to or amongst landscaping, and directly adjacent to trees, are having (or would have) a detrimental impact on the appearance and integrity of the landscaping, which is another harm to amenity.



Visualisations provided by the applicant of proposed signs A (left) and B (right).



Photos of existing signs C, D and flags along Palmer Street, as provided by the applicant



Photos of existing signs E, F and flags along Carraway Street, as provided by the applicant



Visualisation of sign G (left) and photo of existing flags along Joseph Huntley Street, as provided by the applicant.

- xii. Linked to this from a landscaping perspective, it would appear from the officer site visit that some signs have been dug into the ground adjacent to trees and it is unclear how this will have been done without causing harm to the root ball of the trees, as referenced in the observations by the RBC Natural Environment Officer. In addition, the presence of concrete (to fix the signs in place – as mentioned in the documentation submitted and appearing to be apparent on site) raises similar concerns. In addition, it is unclear whether when the signs are removed if it is intended to dig out the concrete, which could then cause further harm to the trees. Concrete is toxic to tree roots, so should not have been placed so close without lining the foundations with an impermeable membrane, for which it is unclear whether you did (there is no mention of this within the application submission). Moreover, in terms of the advertisements amongst the landscaping, it is unclear whether anything was removed / damaged to install this and how that tallies with the maintenance regime as secured via condition as part of the original planning permission at the site. Finally, despite the temporary nature of the proposals, which is acknowledged, a future pressure/desire to prune the shrubs to maintain visibility of the signs is likely (in particular signs C and flags along Carraway Street), further impacting the landscaping to the detriment of amenity.
- xiii. It is noted that in support of the proposals the applicant considers the signs are “sensitively designed to integrate with the urban context”. This is simply not agreed, with the freestanding and flag signs instead being discordant features within the pedestrian pathways and vehicular routes around the site, as referenced above. The applicant also considers the temporary duration and non-illuminated nature of the signs as benefits. Whilst these elements are acknowledged, they are not considered to overcome the significant harmful impacts identified above. The applicant also references wayfinding merits, with the proposals said to “enhance legibility within this evolving area of Reading”. The presence of 9 freestanding signs and 9 flag signs to advertise the presence of a marketing suite within the site, but marketing a site over 750m away from the site is not considered to be necessary (it is instead considered to be excessive in number and form) and not directly related to the application site, given the sales and marketing suite is not actually associated with the application site – instead it is for a site remote from the locality. In addition, separate advertisement consent has been granted at that site for a significant amount of advertising associated with the redevelopment of that site (see relevant history section above).
- xiv. In relation to the two projecting signs (signs H), it is considered that these signs are typical of those one would expect for the occupation of this unit, with the projecting signs limited to the ground floor of the building, are non-illuminated and are compatible in terms of size, location, materials, lettering, amount and type of text with the provision of a ground floor commercial unit within an overall larger contemporary block (predominantly residential in nature). In particular, the size strikes an appropriate balance between providing visibility for the unit, whilst not being out of proportion for the block as a whole. The projecting advertisements are considered to respect the

building they are located on and their surroundings and settings in all of the terms referenced by Policy OU4, In short, this element of the proposals is considered acceptable in amenity terms.



Photo of existing sign H, as provided by the applicant

- xv. It is however noted that this unit appears to be displaying a series of window vinyls (see photo above), which is contrary to condition 60 of permission 170509, as set out below. Accordingly, at this juncture, an informative is recommended to be added to the decision notice to advise the applicant of this and seek for the window vinyls to be removed prior to the need for this matter to be investigated by the Council's Planning Enforcement team.

60. Notwithstanding the provisions of Class 12 of Schedule 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007 (as amended), the ground floor non-residential units hereby approved shall retain 'active window displays' along the length of the frontages, without the installation of window vinyls, roller shutters, or similar.

Reason: in the interests of retaining a vibrant and attractive streetscene, in line with Policy CS7 of the Reading Borough LDF Core Strategy 2008 (Altered 2015) and the principles of Policy RC10 of the Reading Central Area Action Plan 2009.

- xvi. **Public safety**
- xvii. 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):
- xviii. The main types of advertisement which may cause danger to road users are:
- xix. (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, whilst some officer concerns are raised in relation to sign C, Transport Officers are content that this sign is set far enough back from the junction of Palmer Street with Kenavon Drive.**
- xx. (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, signs A and B, as proposed on Forbury Road and Kenavon Drive are not typical, they are not considered to distract road users against the backdrop of the buildings at this point. Hence, they are unlikely to distract road users significantly to resist the proposals on these grounds alone.**
- xxi. (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**

- xxii. (d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology: **All signs are non-illuminated.**
- i. where the means of illumination is directly visible from any part of the road; **All signs are non-illuminated.**
 - ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals; **All signs are non-illuminated.**
 - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; **All signs are non-illuminated.**
 - iv. which are subject to frequent changes of the display; **No, the adverts proposed are static.**
- xxiii. (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **No**
- xxiv. (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**
- xxv. (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; **Although a number of signs include arrows/chevrons, these are not of a colour or nature which might be mistaken for traffic signs** 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. **All signs are non-illuminated.**
- xxvi. (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); **Although a number of signs include arrows/chevrons, these are not of a colour or nature which might be mistaken for traffic signs**
 - ii. invite drivers to turn right on a main road, or where there is fast moving traffic; **Although a number of signs include arrows/chevrons, these are not of a colour or nature which might be mistaken for traffic signs**
 - iii. invite drivers to turn, but are sited so close to the turning that there is not enough time to signal and turn safely; **Although a number of signs include arrows/chevrons, these are not of a colour or nature which might be mistaken for traffic signs** or
- xxvii. 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**
- xxviii. 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 relatively close to the mainline railway, the distances involved and non-illuminated nature of the advertisements means no adverse impacts on railway safety is anticipated.
- xxix. 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 Kennet is therefore considered within this context and it is considered that the proposed advertisements would not overhang or obstruct a waterway, interfere with navigation or cause confusion in the interpretation of navigation lights or beacons to vessels.

- xxx. 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.
- xxxi. In this regard, it is noted that there does appear to be a range of CCTV cameras located around the site. However, no commentary has been provided by the applicant to demonstrate whether the freestanding signs and particularly the flag signs would block the view of any CCTV cameras, to the detriment of public safety. The applicant was advised of this during the course of the application, but no response in this regard has been provided. As such, there has been a failure to demonstrate on the part of the applicant as to whether the display of the freestanding and flag signs could block the view of CCTV cameras. Officers consider that the freestanding signs are unlikely to block the view of any CCTV cameras in the area to such an extent to resist this element of the proposals on this basis. However, in terms of the flag signs, given their size and location, cumulatively they could block CCTV camera views along the Carraway Street pedestrian paths, the Joseph Huntley Street pedestrian paths and the Palmer Street pedestrian paths and highway. The applicant has failed to demonstrate that this would not occur, despite feedback in this regard being provided during the application.
- xxxii. In terms of the two projecting signs, owing to a combination of the location and size of these signs, these are not envisaged to block the view of any CCTV cameras in the area to such an extent to resist this element of the proposals on this basis. In light of the above, it is confirmed that the two projecting signs are considered to be satisfactory on public safety grounds.
- xxxiii. Officers consider that the 9 no. freestanding signs are satisfactory on public safety grounds too. However, in terms of the 9 no. flag signs, the applicant has failed to demonstrate that these 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 Policy OU4f of the Reading Borough Local Plan 2019 (which states advertisements should not obscure the sight lines of cameras installed for public safety), CC7 (which states development will be assessed to ensure that they create safe and accessible environments where crime and disorder or fear of crime does not undermine quality of life or community cohesion), CR2b (which states development will provide appropriate, well designed public spaces and other public realm... that provide suitable functions and interest, sense of place and safe and convenient linkages to adjoining areas) and CR2e (which states development and any associated public realm should... be designed to enhance community safety) and Paragraph: 078 Reference ID: 18b-078-20140306 of the PPG (which 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). Accordingly, the flag signs are resisted on this basis too.

i. Conclusion

- ii. 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 issuing a split decision in this instance.
- iii. First, it is recommended, in relation to the two projecting signs that these can be granting advertisement consent subject to conditions. In addition to the standard conditions, a further condition relates to the time period the advertisements are sought for by the applicant (until 01/05/2027). Given the projecting signs are already displayed at the site, no condition will be necessary for them to be displayed in the manner shown on the plans submitted, with an informative instead specifying the plans hereby approved.

- iv. Secondly, if it is recommended, in relation to the 9 no. freestanding signs sought (6 no. of which are sought retrospectively) and the 9 no. flag signs sought (all retrospectively), should be refused advertisement consent, on the grounds of visual amenity (all signs) and public safety (solely the 9 no. flag signs) grounds. The harmful impacts identified are considered to outweigh all benefits identified by the applicant in seeking to support these signs.

10. Recommendation

Split decision, as follows:

Grant advertisement consent, solely in relation to the two projecting signs sought (retrospectively) 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 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:

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:
 - 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

Refuse advertisement consent, solely in relation to the 9 no. freestanding signs sought (6 no. of which are sought retrospectively) and the 9 no. flag signs sought (all retrospectively), for the following reasons:

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

Informatives

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
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/>