

Reading Borough Council
Civic Centre
Bridge Street
Reading
RG1 2LU

Our Ref L.446.024.ADB
Planning reference: PL/25/1164

30th September 2025

Dear Mr Markwell

Application to display advertisement to the boundary and within the planning approved development at Kenavon Drive – reference 170509. Display of a total of 2 no. freestanding signs, 7 no. flag signs and 18 vinyls to windows/doors of 2 commercial units (all non-illuminated), comprising: 2 no. freestanding signs adjacent to Kenavon Drive, 2 no. flag signs on both Palmer St and Carraway St, 3 no. flag signs on Joseph Huntley St, 18 vinyls applied to ground floor windows/doors of Discovery House South and 31 vinyls applied to ground floor windows of Bakers Yard West. All sought retrospectively 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.

Further to the information submitted under application PL/25/1164, please find enclosed additional supporting statement containing the information requested via email on 26th August 2025 by the Case Officer.

I trust the information provided is sufficient to allow for a positive determination of this application and I look forward to hearing from you in due course.

Yours sincerely,



Alex Burrows
Head of Design Delivery

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Supporting Statement

We note that a number of concerns were raised in respect of the previous application relating to the Huntley Wharf redevelopment signage.

In particular, these related to:

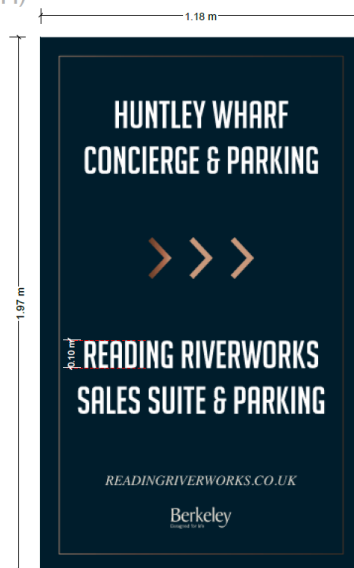
- The number, type, and distribution of signs across the development.
- The location of the signage directly adjacent to trees.
- The potential impact of signage on the public safety.
- Visual impact, amenity, and the appropriateness of signage in relation to policy requirements.

Having carefully considered these points, we can confirm that the current proposals have been revised to address them fully:

1. **Scale and Distribution** – The number of signs has been significantly reduced and rationalised ensuring that signage is proportionate to the scale of the Huntley Wharf development.

Sign A 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 being constructed at Vastern Road, Reading – referenced as “Reading Riverworks” and a sales and marketing suite at the application site for the separate “Reading Riverworks” development, as shown below:

A (1970mm x 1180mm)



Material : Aluminium composite material

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Advertisement signage is erected to the right side and in line of existing street name signage, adjacent to the footpath and outside of any visibility splays.

Sign B 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 the same development as sign A, and a sales and marketing suite at the application site for the separate "Reading Riverworks" development, as shown below:

B (800 x 1500 mm)



Material : Aluminium composite material

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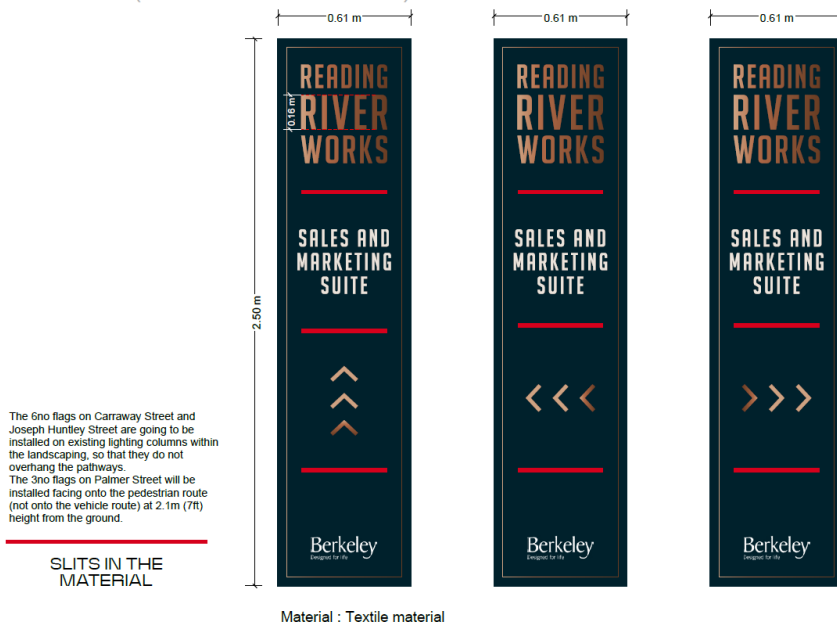
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Advertisement signage is erected to the right side and in line of the existing street name signage, adjacent to the footpath and outside of any visibility splays.

Flag signs are already in place 2 no. flag signs on Palmer Street, 2 no. flags on Carraway Street and 3 no. flag signs on Joseph Huntley Street. They are 0.61m wide and 2.5m in height. Being placed 2.1m above ground level, they are up to 4.6m above ground level. They are affixed to existing lighting columns, as shown below:

FLAGS (610 x 2500 mm)



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3 no. flags on Joseph Huntley Street



2 no. flags on Palmer Street



2 no. flags on Caraway Street



2 no. flags on Caraway Street

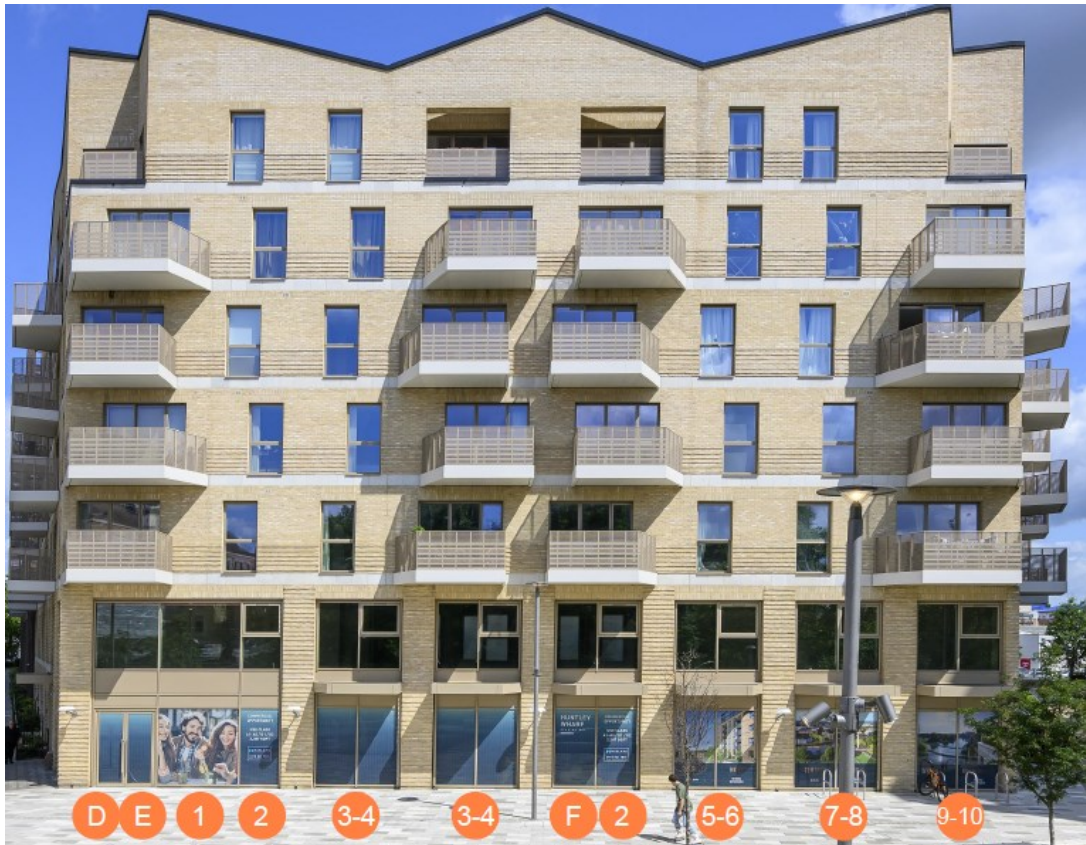
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Flag signs have been reduced in numbers and locations and do not overhang carriageways. Installed at a sufficient height, there is no concern for pedestrian safety. As demonstrated in the photos to the left, the flags blend within existing landscape and street scenes due to their colour and design, sitting seamlessly within the existing streetscape.

Window vinyl displays have been installed on ground floor commercial spaces for a temporary period only. Vinyls applied to ground floor windows/doors of Discovery House South are installed to enhance public amenity because the commercial space behind the glazed window display is currently unoccupied. Keeping unoccupied spaces exposed to views from public, exposes these spaces to antisocial behaviour, property damage and risks to public safety. Therefore, it is considered that the temporary vinyls are used as a mitigation measure until the commercial space is occupied.



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Vinyls applied to ground floor windows/doors of Bakers Yard West are part of the marketing suite advertisement displays. Eight window displays are covered with advertisement visuals to create public interest and visual amenity of the commercial sales suite. It is worth noting that the vinyls do not obstruct the views from inside the commercial space, obtaining the natural surveillance around the perimeter.

Clear window displays are kept on the corners and main entrance to retain a visual link from both external and internal space. All vinyls are proposed for a temporary period only, for the duration of the commercial space being used as a marketing suite.



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2. **Design and Appearance** – All signs are to remain non-illuminated, ensuring there will be no additional impact on local amenity, light spill, or sensitive heritage assets in the vicinity. The scale and materials have been selected to remain in context to the wider streetscape.
3. **Security and Surveillance** – Flags are erected on existing lighting columns and are narrow in size and small in overall coverage. Their locations have been considered against the existing surveillance systems to ensure they do not directly hinder security or surveillance devices. Therefore, the flag signs are not considered to have an impact on existing surveillance.
4. **Location of the signage** – There are no signs installed directly adjacent to any trees. The only two signs are located next to the existing street signage, outside of any tree rooting areas and visibility splays. The signs will be installed during a temporary period only. It is considered that the impact to the existing landscape is therefore minor.
5. **Temporary Duration** – The signage is proposed only until 1 May 2027, offering reassurance that this is a short-term measure linked to the final marketing and transition of the site neighbouring site. This directly addresses concerns about permanence.
6. **Heritage and Context** – The revised scheme carefully respects the setting of nearby heritage assets. The modest, non-intrusive signage ensures there will be no harmful impact upon the significance or appreciation of these assets.
7. **Compliance with Policy** – The proposals have been assessed against the relevant Reading Local Plan policies and are considered compliant. The signage supports the legibility and function of the site without undermining wider policy aims.

OU4: The proposed signage respects the location and surroundings 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 number of proposed signage and flags has been significantly reduced, and the flags are blended within the existing setting. It is considered the proposed advertisement does not detrimentally affect visual or aural amenity or public safety.

CC7: All signage is proposed of a high quality materials that maintain and enhance the character and appearance of the local area. Colours and lettering are in line with the existing brick colours and building materials used across the site. Signage design is of modern contemporary style, in line with the existing architectural and design features.

CR2b: All signage sits appropriately within the existing development, enhancing the public spaces and other public realm (vinyl signage) and utilising wayfinding across the site, creating a sense of place and safe and convenient linkages to adjoining areas.

EN1: Historic features (including their settings) such as in this case Reading Prison and the Plummery Wall to the west of the site, are kept protected as the signage is located within the site and does not affect the neighbouring historic features.

The NPPG (in particular Paragraph: 068 Reference ID: 18b-068-20140306 to Paragraph: 078 Reference ID: 18b-078-20140306): Two proposed signs sit adjacent to existing street

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signage, outside of highway visibility splays and do not affect public safety. Flags installed on existing lighting poles have been significantly reduced in numbers, their locations do not obstruct existing surveillance devices and considering their low number and narrow width (only 0.61m wide), they do not pose a risk to public safety.

Conclusion:

In light of these amendments, it is our view that the revised application satisfactorily resolves the concerns raised previously and results in an acceptable temporary signage scheme, causing no material harm to visual amenity, public safety, character and appearance of the local area.

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