

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/25/1164

Proposal: Display of a total of 2 no. freestanding signs, 7 no. flag signs and 49 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 Caraway 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.

Applicant: Berkeley Homes Oxford and Chiltern

Date valid from: 15/08/2025

Target Decision date: 10/10/2025

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). Four additional residential units have subsequently been approved within the middle block, taking the total number of residential units within the development up to 769.



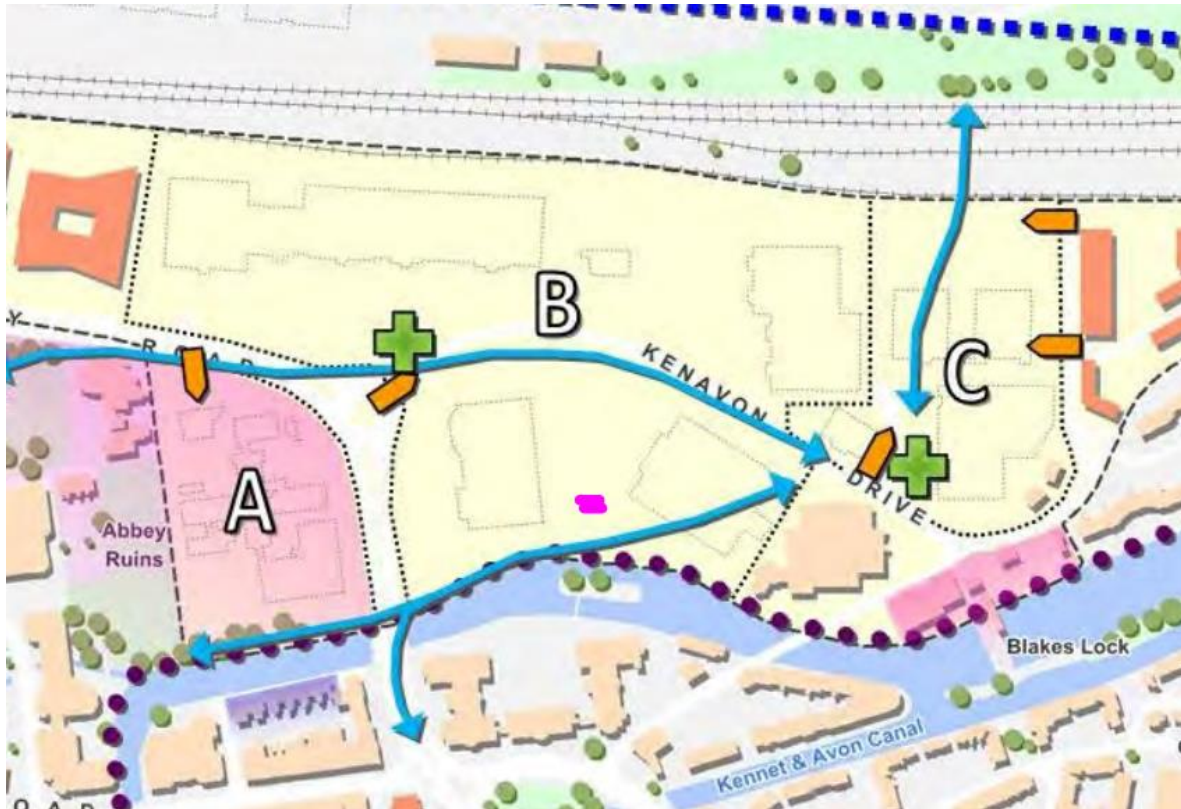
The application site is within the Reading Central Area and part of the East Side Major Opportunity Area (MOA). More specifically, it forms the southern part of the Forbury Retail Park sub-area (Policy CR13b), as follows:

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, with this in the process of being implemented at the time of writing) 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:



Reading Borough Local Plan (Partial Update) | Submission, May 2025

189

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);

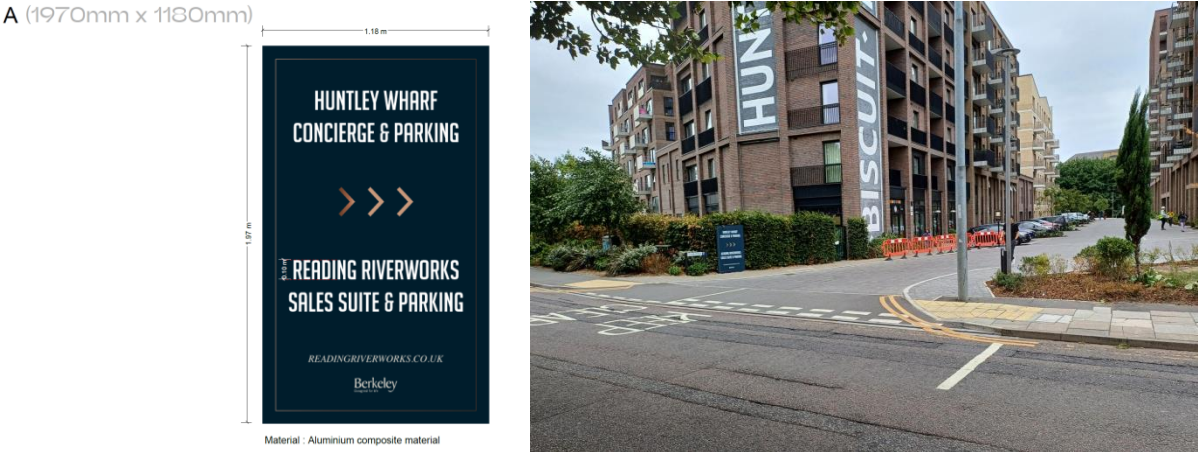
More specifically in terms of the setting of these heritage assets, HMP Reading Gaol is located to the west of the site on land once occupied by the precinct of Reading Abbey (and which therefore is also designated as a Scheduled Ancient Monument). The main prison building on the site is the Victorian 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 2 no. freestanding signs, 7 no. flag signs and 49 vinyls to windows/doors of 2 commercial units. All of the signs are non-illuminated, are already present at the site (making the application retrospective in nature) and all are sought for a temporary period until 01/05/2027. More specifically, the proposals comprise:
- a) 1 freestanding sign is adjacent to Kenavon Drive / Palmer Street junction (sign A on the plan below);
 - b) 1 freestanding sign is adjacent to the pedestrian walkway which connects Carraway Street and Kenavon Drive (sign B on the plan below);
 - c) 2 no. flag signs on Palmer Street, connected to existing lighting columns (denoted by red dots on the plan below)
 - d) 2 no. flag signs on Carraway Street, connected to existing lighting columns (denoted by red dots on the plan below)
 - e) 3 no. flag signs on Joseph Huntley St, connected to existing lighting columns (denoted by red dots on the plan below)
 - f) 18 vinyls are applied to ground floor windows/doors of Discovery House South (denoted by D-E, 1-2, 3-4, 3-4, F-2, 5-6, 7-8, 9-10 & G-11 on the plan below).
 - g) 31 vinyls are applied to ground floor windows of Bakers Yard West (denoted by 1, 2, 3, 4 on the plan below)



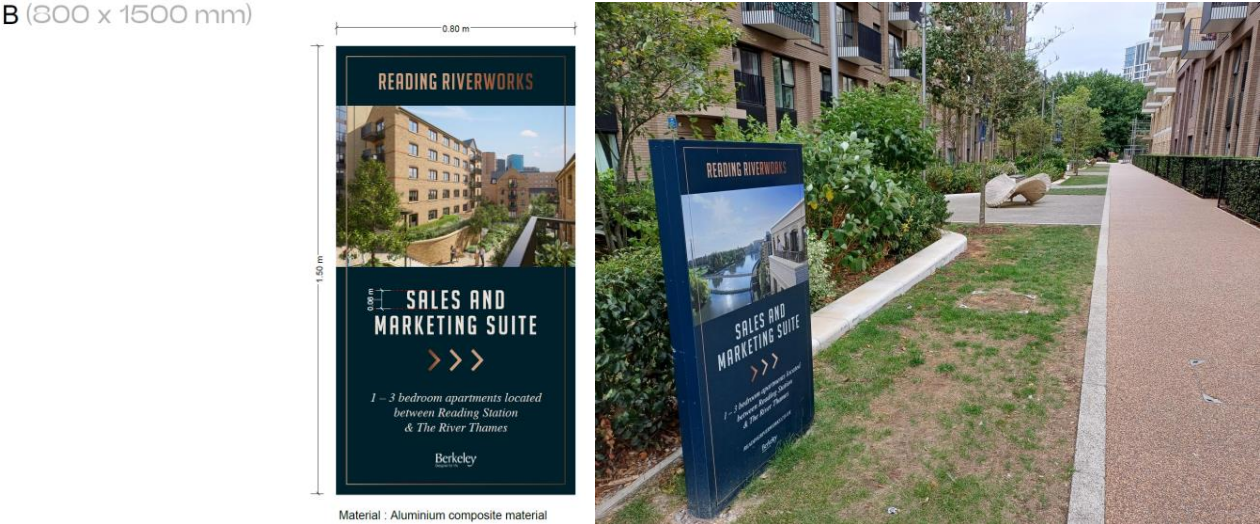
- ii. Sign A is a non-illuminated freestanding sign, 1.18m wide and 1.97m in height, already in place adjacent to the vehicular access point junction of Kenavon Drive with Palmer Street. It is made of an aluminium composite material and advertises directional signage to the Huntley Wharf concierge and parking, together with directional signage for the sales suite and parking for the unit at Bakers Yard West within the site, for 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) as shown below:



Sign details (above left) and officer photographs on 20/08/2025 (above right and below)



- iii. 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 directional signage for a sales and marketing suite at Bakers Yard West within the site, for a development currently in the early stages of being constructed at Vastern Road, Reading (“Reading Riverworks” - over 750m to the north-west of the application site, at its closest point – as the crow flies) as shown below:



Sign details (above left) and officer photographs on 20/08/2025 (above right and below)



- iv. Two 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 sales and marketing suite at Bakers Yard West within the site, for a development currently being constructed at Vastern Road, Reading ("Reading Riverworks" - over 750m to the north-west of the application site, at its closest point – as the crow flies), as shown below:

FLAGS (610 x 2500 mm)

The 610 flags on Carraway Street and Joseph Hurley Street are going to be installed on existing lighting columns within the landscaping, so that they do not overhang the pathways.
The 310 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.

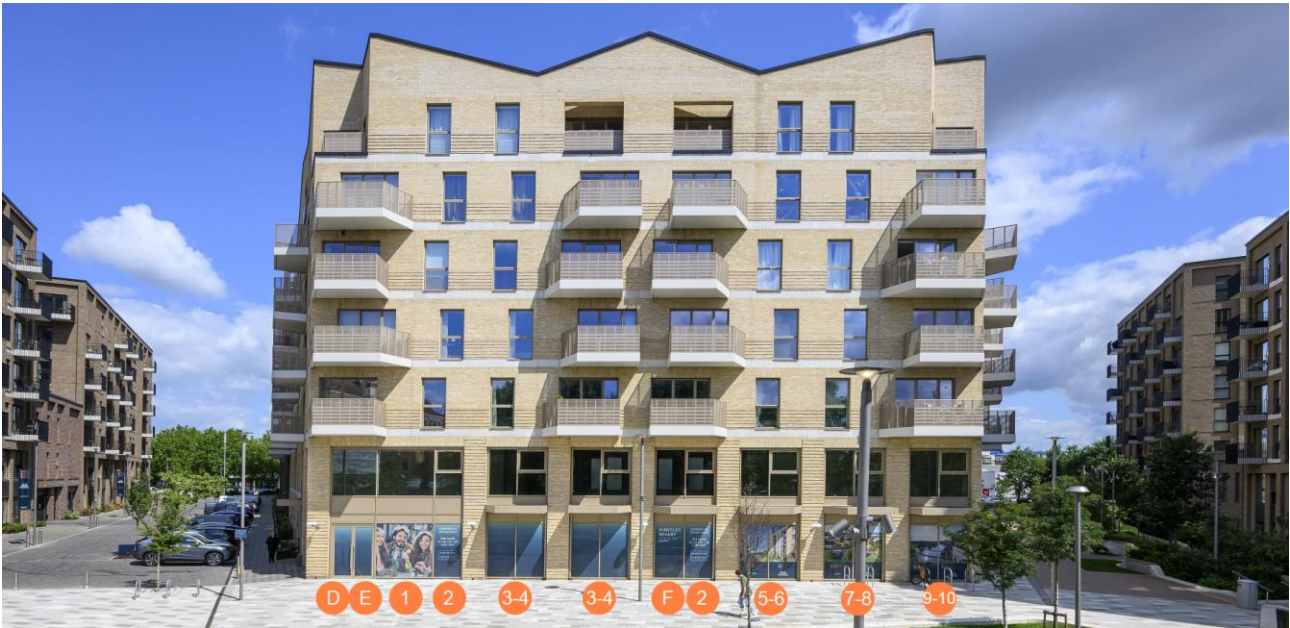
SLITS IN THE MATERIAL



- v. Two flag signs are already in place along Carraway Street, 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. Again, they advertise a sales and marketing suite at Bakers Yard West within the site, for a development currently being constructed at Vastern Road, Reading ("Reading Riverworks" - over 750m to the north-west of the application site, at its closest point – as the crow flies), as shown below left and middle:



- vi. 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. Again, they advertise a sales and marketing suite at Bakers Yard West within the site, for a development currently being constructed at Vastern Road, Reading ("Reading Riverworks" - over 750m to the north-west of the application site, at its closest point – as the crow flies), as shown above right:
- vii. Advertisement consent is sought for a total of 18 vinyls, which are already applied to ground floor windows/doors of Discovery House South. They are of various sizes and appearances, with the majority advertising the separate Reading Riverworks development and others referencing the sales and marketing suite at Bakers Yard West within the site, together with the letting of the commercial unit beyond the vinyls, with is currently vacant. At the time of the officer unaccompanied site visit on 20/08/2025 there was scaffolding in place around this part of the site, associated with the introduction of 4 further residential units at first floor level of this block (originally this had been a double height space associated with the commercial unit).



1 WINDOW 1
2583 x 2420MM

2 WINDOW 2
1230 x 2420MM

3-4 WINDOWS 3 & 4
1258 x 2420 (X4)

D DOOR D
1095 x 2213MM (X2)

E DOOR E
783 x 2213MM

F DOOR F
1095 x 2420MM



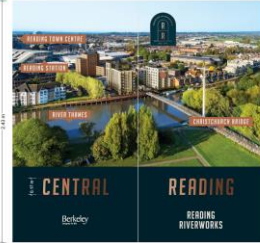
WINDOW 5 & 6 (1265 X 2430mm)

Contravision on Mid-Block



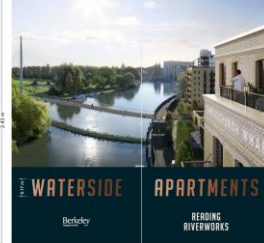
WINDOW 7 & 8 (1265 X 2430mm)

Contravision on Mid-Block



WINDOW 9 & 10 (1265 X 2430mm)

Contravision on Mid-Block



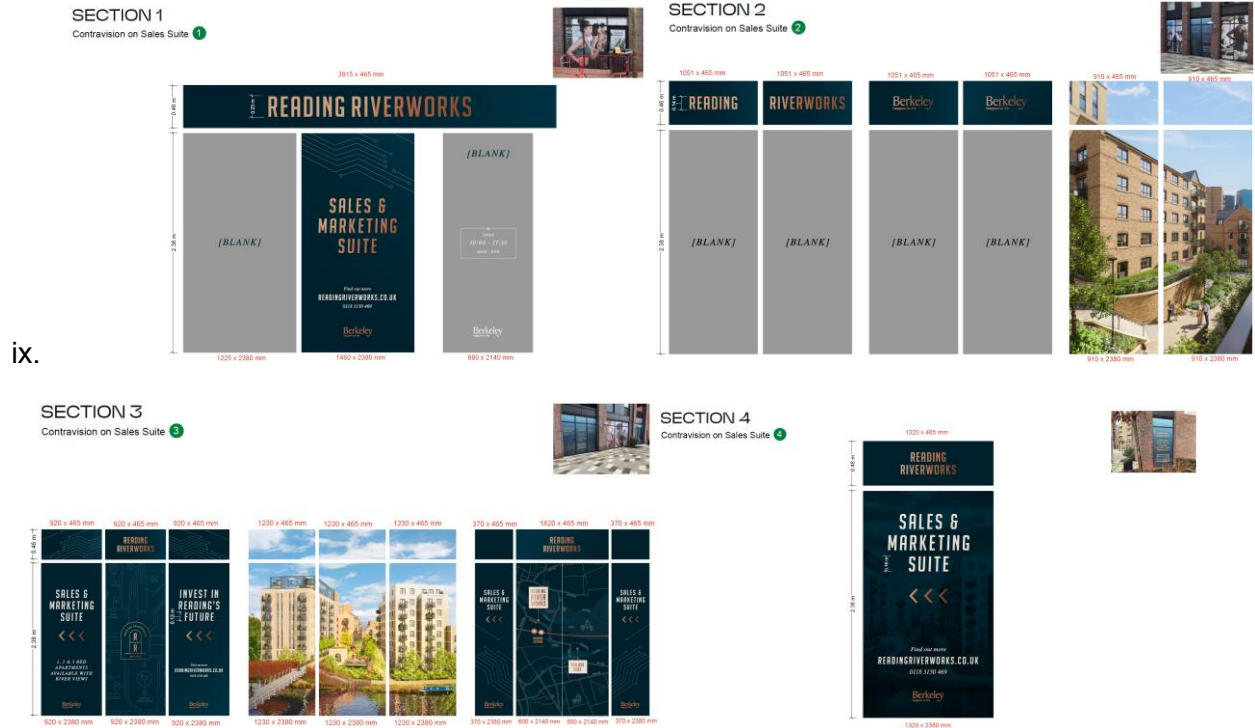
DOOR G (783 X 2213mm)

WINDOW 11(1095 X 2420mm)

Contravision on Mid-Block



- viii. Advertisement consent is also sought for a total of 31 vinyls being applied to the ground floor windows (west, south and east elevations) of Bakers Yard West. The projecting signs shown on the officer photographs below already have advertisement consent through application PL/25/0423. The vinyls are of various sizes and appearances, advertising the sales and marketing suite at this part of the site, which is associated with a development currently being constructed at Vastern Road, Reading (“Reading Riverworks” - over 750m to the north-west of the application site, at its closest point – as the crow flies), as shown below:



3. Public Consultation

- i. Neighbour Consultation
- ii. No statutory requirement for any for this type of application. No responses received.
- iii. Local Groups – No statutory requirements and no responses received.

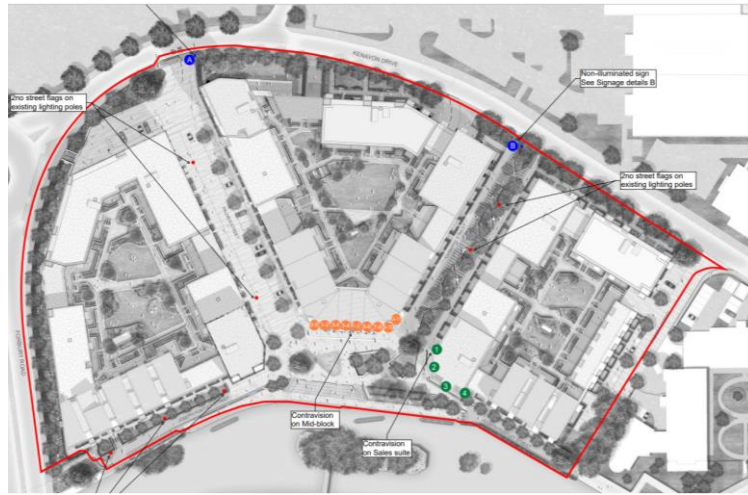
4. Internal / External Consultations

- i. RBC Transport – Initial comments - In principle, there is no transport objection to the proposed signage. However, can the applicant please confirm that proposed position of freestanding sign A does not impact on visibility splays from the junction. Visibility splays and sight lines allow vehicles exiting the site to see cyclists, vehicles and pedestrians on the main road. Within the visibility splay or sight line envelope, there should be no obstructions to vision such as signs over a height of 0.6 metres above carriageway level. It is requested that an amended plan is submitted illustrating that visibility splays are not impacted by the position of the sign prior to determining this application.
- ii. Further comments - Upon receipt of site photographs from the case officer, RBC Transport confirmed that these demonstrated that the position of sign A will not impact on the visibility splay at the junction. Therefore, no further clarification is sought.
- iii. Notwithstanding this, the applicant later submitted a visibility splay plan.
- iv. RBC Natural Environment – Initial comments (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 at the site): recent application (PL/25/0423) for advertisement consent resulted in a split decision; a number of the adverts being refused as a result of the proposals being unacceptable RfR1 stated:
 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.*

The refused signs related to 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:



The current proposal proposes flag and signs (same annotations) plus window vinyls (green and orange) as follows:



From a comparison, it can be seen that the current proposal includes refused sign location E (now B). Refused location C is now A and has moved to the other side of the access. All flag locations proposed are unchanged from those refused.

In relation to the previous application I raised concern about how the signs / flags had been installed without harm to adjacent tree roots and their negative impact on the landscaping. With reference to the officer site photos, examples are:



I note that the covering letter of 15 August 2025 from Berkeley Homes is very brief and no statement is provided to address the previous Reasons for Refusal, as would be expected.

I note these are sought for a temporary period until the 1/5/2027. It is possible in this time that trees will block views of the flags, creating a desire to prune for visibility. If approved, a condition should be attached to prevent pruning for this purpose (happy to discuss wording further). We should also seek a statement on how foundations will be removed and remedial soft landscaping installed in the gaps left – again this could be secured via condition.

In conclusion, there appears to have been some direct harm and there is potential for indirect harm to the landscaping through pruning. This should be considered in view of the previous refusal but if approved, two conditions should be attached as indicated above.

v. Further comments: I note the covering letter of 30/9/25 includes:

‘...the flags blend within existing landscape and street scenes due to their colour and design, sitting seamlessly within the existing streetscape’. No sure I’d wholly agree.

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.

For clarity, have previously refused signs been removed as some were very clearly ‘directly adjacent’ to trees – e.g. photo below left:



Also, I find it difficult to see how this one (included in the covering letter), for e.g., is not within the RPA of the retained tree above right:

In the current case previous comments should have perhaps said ‘close to’ or ‘in the near vicinity of’ to get a more useful response.

In relation to the two suggested conditions, details are as follows:

- No tree pruning solely for the purpose of providing clearance from, or better visibility of, the signage hereby approved shall be undertaken.
Reason: To ensure that retained trees are adequately protected, in the interests of the visual amenities of the locality in accordance with Policies CC7, CR2, CR13 and EN14 of the Reading Borough Local Plan 2019

Planning Officer comment: Whilst the intention behind this suggested condition is entirely logical, it is considered that it would effectively overlap with the requirements of the iii) standard condition (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). Accordingly, it will not be included on the future decision notice.

- Prior to the removal of the freestanding and flag signage hereby approved, a method statement detailing removal of foundations to avoid harm to adjacent landscaping and details of soft landscape reinstatement [in accordance with landscape plans approved under approval of details applications 210284 on 20/07/2022 and 220710 on 11/07/2022, in line with original permission 170509 granted on 10/10/2018, as amended by non-material amendment application 191237 on 22/08/2019] shall be submitted to an approved in writing by the Local Planning Authority. Soft landscape reinstatement details shall include plant species, stock size, density/number and maintenance details for a period of 5 years.

Reason: To ensure that approved landscaping is adequately protected and reinstated in the interests of the visual amenities of the locality in accordance

5. Plans and information considered

i. The applicant has submitted the following for consideration:

- Application form Planning Portal Reference PP-14259457 dated 15/08/2025
- Letter from Berkeley Homes Ref L.446.023.ADB dated 15/08/2025
- O446-INT-SW-XX-DR-A-880-050-010 Rev P01 Existing Site Location Plan
- O446-INT-SW-XX-DR-A-880-050-020 Rev P4 Site Plan Advertisement locations
- Reading Riverworks Customer Journey Signage Ref
O446_INT_SW_XX_SPC_A_880_050_021 Rev P5 by Studio Ignite

As all received on 15/08/2025

- Letter from Berkeley Homes 'Supporting Statement' Ref L.446.024.ADB dated 30/09/2025
- O446_INT_SW_XX_DR_A_880_050_021 - Sign A & Vis Splay Overlay

As both received on 02/10/2025

Discussions with agent

During the course of the application the applicant was sought to provide commentary as to how the current proposal was considered to address the previous reasons for refusal in application PL/25/0423. A response was provided on 02/10/2025. At this time the applicant also provided a visibility splay plan to respond to RBC Transport comments made during the application.

6. 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.
- viii. PL/25/0423 - 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. Split decision, as follows:

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

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.

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

- ix. 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.
- x. 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.

7. 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.

8. 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:

9. 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 opening part of the examination-in-public of the partial update to the local plan is scheduled to begin in November 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’.

10. Appraisal

Introduction and context of the previous application at the site

- 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. It is also firstly acknowledged that this application follows a part granted / part refused advertisement consent application from earlier in 2025 (see relevant history above). These proposals differ from the previously refused advertisement consent application in the following ways:
- 8 of the 9 freestanding signs previously proposed have been omitted as part of this application. The officer site visit on 20/08/2025 confirmed that those that were already in place at the site (5 signs in total) have been removed.
 - Only the proposed sign B, at the pedestrian junction of Kenavon Drive and Carraway Street, remains as part of this application proposal.
 - A separate freestanding sign, at the Kenavon Drive/Palmer Street vehicular junction, is freshly proposed as part of this application.
 - 2 of the 9 flag signs previously proposed have been omitted as part of this application. The officer site visit on 20/08/2025 confirmed that one fewer sign is now located on Palmer Street and Carraway Street (now 2, previously 3).
 - The two projecting signs approved under PL/25/0423 do not form part of this application.

- This application newly proposes (retrospectively) vinyl signs on the ground floor windows/doors of Discovery House South and to the ground floor windows of Bakers Yard West.
- iv. Under application PL/25/0423 the 9 freestanding signs and 9 flag signs were refused due to:
- a. a failure 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.
 - b. a failure to demonstrate that the 9 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.
- v. In support of the current proposals, the applicant has stated the following:
- The number of signs has been significantly reduced and rationalised ensuring that signage is proportionate to the scale of the Huntley Wharf development.
 - o Sign A is erected to the right side and in line of existing street name signage, adjacent to the footpath and outside of any visibility splays.
 - o Sign B 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.
 - o 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 photos submitted, 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.
 - o The Discovery House South vinyls 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.
 - o The Bakers Yard West vinyls 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. The vinyls do not obstruct the views from inside the commercial space, obtaining the natural surveillance around the perimeter.
 - o Clear window displays are kept on the corners and main entrance to retain a visual link from both external and internal space.
 - 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.
 - 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.
 - 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.
 - 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.

- 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.
- 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.
 - o 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.
 - o 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.
 - o 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.
 - o 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 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.

- vi. The applicant concludes by stating *“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”*.
- vii. The main issues to be considered are: i) Amenity ii) Public safety. Each is therefore considered below:

Amenity

- viii. 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.

- ix. 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.
- x. In this case, it is the visual amenity of the Huntley Wharf development site and the surrounding area which is considered to be significant.
- xi. 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”.

- xii. 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.
- xiii. With all of the above context in mind, it is noted that in the previously refused application that concerns were raised with the then proposed 9 freestanding and 9 flag signs, with these considered to harm visual amenity by virtue of resulting in a proliferation of signs that failed to respect their predominantly residential surroundings and settings. In seeking to mitigate these previous concerns, it is acknowledged that the number of signs has been halved, to 2 freestanding signs and 7 flag signs. The flag signs are at vehicular/pedestrian junctions adjacent to Kenavon Drive, which are more typical locations for such signs, rather than within the heart of the predominant residential development. The reduction from 3 to 2 flag signs along both Palmer Street and Carraway Street also results in the level and amount of harm in visual amenity terms to reduce, so that in themselves these signs are less dominant within views in the streetscene. Whilst three flag signs are maintained along Joseph Huntley Street, this is a fairly long stretch set within maturing landscaping, with the spacing between each sign helping to reduce any visual harm. Set within the context of the site as a whole, the overall number of freestanding and flag signs is no longer considered to result in such a detrimental impact on visual amenity to warrant a sustainable reason for refusal of these signs. The temporary nature of the signs, with consent sought solely until 1st May 2027, and their non-illuminated nature, also count in favour of the proposals.
- xiv. Linked to this from a landscaping perspective, whilst the RBC Natural Environment officer retains some reservations with the proposals (see section 4 above), it is considered that on balance the

proposals can be supported from this perspective. This is subject to a reasonable condition to secure details of how landscaping will be protected (and, if applicable reinstated) before the signs are removed. This will help maintain visual amenity during and subsequent to the signs being displayed.

- xv. In terms of the window vinyls, these appear to have been introduced to the proposals following an informative on the previously refused application noting their presence, set against these being precluded through condition 60 of the original permission at the site:

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. It is noted that the Discovery House South unit is not yet occupied, meaning the presence of vinyls are more suitable in this context, despite Policy OU4a specifying that advertisements will not obstruct windows and Policy OU5e (in full below) stating that opaque coverings on shop windows will be minimised and will not obscure the window. The temporary nature of the proposal until 1st May 2027 also counts in favour of this element of the proposal. In terms of the Bakers Yard West vinyls, these do cover a significant proportion of the frontage associated with the marketing and sales suite use within the building, which does detract somewhat from the potential openness and vibrancy of the streetscene at this point, as referenced by the aforementioned policies. However, the inclusion of some elements without vinyls and the temporary nature of the proposal, means in this specific case, it is considered that this would not be sustainable to seek to refuse this proposal solely on this basis.

Shopfronts and Cash Machines

OU5: SHOPFRONTS AND CASH MACHINES

Shopfronts, individual features of shopfronts and cash machines will respect the character of the building on which they are located and their surroundings, as well as the wider street, in terms of design, colours, materials, lighting, and location. Features that positively contribute to the character of the building and street will be retained and, where possible, restored. Safety and security will be maintained and enhanced.

For shopfronts, the following criteria will be fulfilled:

- a) New shopfronts on listed buildings or in Conservation Areas will respect or enhance the building or area, and will respect the key features of the special historic interest;*
- b) Where a shop occupies multiple units, shopfronts will not run in a continuous horizontal line across the different unit façades. The fascia and the shop windows should be broken up to ensure the features of each unit are not lost;*
- c) Fascia boards should be lower than any first floor windows, and reflect the predominant height of historic fascia boards on surrounding buildings;*
- d) Canopies and blinds over windows and entrances should be for the shading of the shop and should be retractable; and*
- e) Shopfronts should present an active frontage to the street at all times. Where security is essential, security features will be internal, such as internal open mesh grilles. Opaque coverings on shop windows, such as paint and films, will be minimised and will not obscure the window.*

- xvii. Therefore, in overall terms, it is considered on balance that the proposals are acceptable in amenity terms.

- xviii. As an aside, it was witnessed during the unaccompanied officer site visit on 20/08/2025 that it would appear that vinyls have also been applied to all ground floor windows of the west block non-

residential unit surrounding the riverside square (photographs below). However, these have not been applied for as part of this application and are not permitted by virtue of condition 60 of the original permission at the site (see above). The applicant was advised of this on 26/08/2025 and commented on 02/10/2025 that the “West block is not under Berkeley ownership or management therefore we have no responsibility for the displayed vinyls and these are not subject of this planning application”. Given the red line on the site location plan includes the west block the response by the applicant is questioned and therefore an informative is recommended to be added to the decision notice that this need to be considered further or otherwise it could be subject to enforcement action by the Council.



xix. **Public safety**

- xx. 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):
- xxi. The main types of advertisement which may cause danger to road users are:
- xxii. (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, as confirmed by RBC Transport.**
- xxiii. (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.**
- xxiv. (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**
- xxv. (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.**
- xxvi. (e) those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message; **No**
- xxvii. (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 in all instances.**

- xxviii. (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.**
- xxix. (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
- xxx. 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**
- xxxi. 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.
- xxxii. 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.
- xxxiii. 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.
- xxxiv. In this regard, it is noted that there does appear to be a range of CCTV cameras located around the site. Unlike the previously refused application, the applicant has on this occasion provided commentary to reassure officers that their locations have been considered against the existing surveillance systems at the site, to ensure they do not directly hinder security or surveillance devices. The reduction in signs (reduction from 9 to 7 flag signs) in comparison to the previous proposal also assists in helping reduce this potential impact too.

xxxv. In overall terms officers therefore consider that the signs are satisfactory on public safety grounds.

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 granting advertisement consent in this instance.

11. 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 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.

3. The advertisements hereby consented shall be carried out in accordance with the following approved plans:

- O446-INT-SW-XX-DR-A-880-050-020 Rev P4 Site Plan Advertisement locations
- Reading Riverworks Customer Journey Signage Ref O446_INT_SW_XX_SPC_A_880_050_021 Rev P5 by Studio Ignite

As received on 15/08/2025

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. Prior to the removal of the freestanding and flag signage hereby approved, a method statement detailing removal of foundations to avoid harm to adjacent landscaping and details of soft landscape reinstatement [in accordance with landscape plans approved under approval of details applications 210284 on 20/07/2022 and 220710 on 11/07/2022, in line with original permission 170509 granted on 10/10/2018, as amended by non-material amendment application 191237 on 22/08/2019] shall be submitted to an approved in writing by the Local Planning Authority. Soft landscape reinstatement details shall include plant species, stock size, density/number and maintenance details for a period of 5 years.

Reason: To ensure that approved landscaping is adequately protected and reinstated in the interests of the visual amenities of the locality in accordance with Policies CC7, CR2, CR13 and EN14 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.

3. It would appear that vinyls have also been applied to all ground floor windows of the west block non-residential unit surrounding the riverside square. However, these have not been applied for as part of this application and are not permitted by virtue of condition 60 of the original permission at the site (ref 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.