



Global Street Art
Telephone House
69-77 Paul Street
London
EC2A 4NW

Planning Department
Reading Borough Council
Civic Offices
Bridge Street
Reading
RG1 2LU

15th April 2026

Dear Sir/Madam,

Re: Application for Advertisement Consent – 29-35 Station Road, Reading, RG1 1LG (PL/26/0351)

I am writing on behalf of Station Road Dev Co Limited in my capacity as agent to apply for consent to display externally illuminated hand-painted murals on the north (Garrard Street) elevation of 29-35 Station Road, above ground floor level, for a temporary period until 01.05.2031.

The site occupies a prominent position directly opposite Reading station and sees significant footfall throughout the year. The north elevation currently sits blank and, in its vacant state, has become a target for unauthorised tagging and graffiti. The wall presents as a dark, underactivated stretch of the public realm and has the characteristics of a space that attracts anti-social behaviour. This proposal directly addresses that through creative placemaking – activating the elevation with a programme of high-quality hand-painted mural artwork that brings colour, interest and natural surveillance to what is currently a neglected and problematic surface.

The building already accommodates an active display on its Station Road elevation, currently used for a Reading Borough Council cultural programme. This demonstrates that the use of the building's elevations for display purposes is already established and has been supported by the council itself. The current application seeks to extend this positive use to the north elevation in a more permanent and considered form.

The proposal is sought flexibly so that the advertising area could accommodate a single mural covering the entire space, or multiple murals displayed within it. There is no fixed minimum or maximum display period – in practice, murals typically remain in place for around four weeks before being repainted, though this will vary according to the programme.





Installation will be carried out by professional artists using scaffold access. Works will be undertaken during standard daytime hours and each installation is expected to take approximately five days. No closure of Garrard Street or the Station Road pavement will be required.

The murals will be hand-painted directly onto the existing surfaces of the building and will change periodically as content is updated. Content will be managed to ensure it remains appropriate for the location. The external illumination proposed will comply with the Zone E4 parameters under Policy OU4 of the Reading Borough Local Plan 2019, with a maximum luminance of 1,000 cd/m².

We consider hand-painted murals to be a considerably better use of this wall than leaving it blank, and a much better outcome than the tagging and fly-posting that tends to accumulate on prominent town centre walls. We would be happy to discuss the application further if that would be helpful.

Yours faithfully,

Jay Stewart
Portfolio Investment Manager
Global Street Art