

DELEGATED OFFICER REPORT



WOKINGHAM
BOROUGH COUNCIL

Application Number:	252685
Site Address:	University Of Reading, Whiteknights House, Shinfield Road, Reading, Reading, RG6 6UR
Expiry Date:	30 December 2025
Site Visit Date:	12 November 2025
Proposal: Application for advertisement consent for 3 no. internally illuminated freestanding display sign.	

PLANNING CONSTRAINTS/STATUS

- Local Historic Park and Garden – Whiteknights Park

PLANNING POLICY

National Policy	National Planning Policy Framework (NPPF) National Planning Policy Guidance (NPPG)
MDD Local Plan (MDD)	TB19 – Outdoor advertising TB24 – Designated Heritage Assets
Other	Borough Design Guide Supplementary Planning Document – Section 7

PLANNING HISTORY

The Whiteknights Campus has an extensive planning history, none of which is considered relevant to the application proposals.

CONSULTATION RESPONSES

WBC Built Heritage Officer	No objections
WBC Highways	See main body of report
WBC Green Infrastructure	No objections

REPRESENTATIONS

No public consultation is undertaken for advertisement consent applications.

APPRAISAL

Site Description:

The application site is the main Whiteknights Campus for the University of Reading. The site is located within the Local Historic Park and Garden known as Whiteknights

Campus.	
The proposal complies in terms of:	
Impact on amenity: (including impact on heritage assets, where applicable)	☒
Impact on public safety:	☒
Relevant policies:	☒
All three signs proposed are identical to each other. In terms of specifications, the freestanding signs are simple, thin rectangular structures that are approximately 1.84 metres tall. The main 'shell' is an aluminium encased body in a matt black finish. Each sign would be located on an area of amenity grassland adjacent to existing buildings within the Whiteknights Campus. SL1 would be located next to The JJ Thomson Laboratory Building. SL2 would be located adjacent to the campus shop run by Co-Op which is a relatively new building on site. SL3 would be located north-west of SL2 on the opposite side of the central campus courtyard, adjacent to The Palmer Building. The signs would not be overly prominent visual features within the campus, and it is noted that SL3 would replace an existing 'paper' sign seen on site by the Case Officer. Their illumination levels would be modest, and the locations proposed to site the signs are adjacent to newer and modern buildings on the site, meaning their urban forms would not be out of keeping with their surroundings. From a heritage perspective, the signs are well distanced away from any of the listed buildings on site, and their modest scale would not have any notable impacts on the setting of the Whiteknights Park Local Historic Park and Garden. From a highway safety perspective, WBC Highways raise no objections. Furthermore, all the proposed signs do not interfere with the existing footways/cycleways or obstruct the existing visibility, which is acceptable. Initial concerns were raised regarding the 2500 cd/m² levels proposed for the signage. According to the Town and Country Planning (Control of Advertisements) Regulations, for the illuminated area of the sign being smaller than 2 m², the maximum level of luminance should be 800 cd/m². The applicant's agent has confirmed that the signs can be reduced to a candela level of 800 cd/m². This is acceptable and will be secured via condition. Conclusion: Overall, the proposed advertisements comply with the development plan. Subject to conditions, this application is recommended for approval.	
The Public Sector Equality Duty (Equality Act 2010): In determining this application the Council is required to have due regard to its obligations under the Equality Act 2010. The key equalities protected characteristics include age, disability, gender, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief. There is no indication or evidence	

(including from consultation on the application) that persons with protected characteristics as identified by the Act have or will have different needs, experiences, issues and priorities in relation to this particular planning application and there would be no significant adverse impacts as a result of the development.

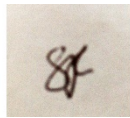
RECOMMENDATION

Recommendation: Approve

Date: 8 December 2025

Earliest date for decision: 26 November 2025

**Recommendation
agreed by:
(Authorised Officer)**

A small, square, light-colored stamp containing a handwritten signature in dark ink. The signature appears to be 'SF' or similar initials.

Date: 8.12.25