

MEMORANDUM

From:	Built Heritage Officer		
Service	Green Infrastructure	App No:	252685
Address:	University Of Reading, Whiteknights House, Shinfield Road, Reading, RG6 6UR.		
Proposal:	Application for advertisement consent for 3 no. internally illuminated freestanding display sign.		
Heritage Asset:	Whiteknights Park Campus- Council identified Local Historic Park and Garden – a non-designated heritage element, in which several listed buildings are located, with the URS Building, the closest to the new signage panels. Listed Buildings are classed as designated heritage assets under the NPPF (2024) and in the Council's Local Plan policies.		
Site Visit Made:	No.		

Summary Of Recommendations

No objection.

Comments On Proposal

Whilst thought not particularly clear as to what is actually intended, in terms of the 3no.standalone signage panels to be placed around the campus grounds. These presumably single (rather than back-to-back) 65" (measured diagonally) 4K video screens oriented in a vertical/portrait signate panels. Here I would say it is not clear what is to be displayed on these screens and whether it is static or video images to be displayed

Off the 3no. proposed display signs, that referred to as No.1, lies nearest to a listed building, in this case the URS Building. However, given the intervening distance there is expected to be no harmful impact to the setting of this designated heritage asset. Whilst in terms of the context of the identified Local Historic ark and Garden, that has been much altered by the university campus development these additional signs are as such considered to have a neutral impact.

From a heritage stance there is no objection raised.

Conditions

N/A

Date:	25/11/25	Signed:	Keith Frost Built Heritage Officer
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