

DELEGATED APPLICATION REPORT

Ward: Abbey

App Nos.: 241040/FUL & 241046/ADV, 241041/FUL & 241045/ADV, 241039/FUL & 241043/ADV, 241038/FUL & 241044/ADV

Street Hub Addresses:

Site 1 - 241038/FUL & 241044/ADV 73-74 Broad Street, Reading, RG1 2AP

Site 2 - 241039/FUL & 241043/ADV OUTSIDE METRO BANK, St Marys Butts, Reading, RG1 7QE

Site 3 - 241040/FUL & 241046/ADV Outside 110-117 Friar Street

Site 4 - 241041/FUL & 241045/ADV PAVEMENT OUTSIDE 29 Friar Street, Reading, RG1 1DP

Proposal: Installation of a modern, multifunction Hub unit featuring an integral advertisement display and defibrillator

Applicant: Mr NATHAN STILL

Received date: 12/08/2024

Target Decision date: 07/10/2024

Case Officer: Nathalie Weekes

1. SITE DESCRIPTION

Full planning permission and advertising consent is sought for the introduction of 4 new additional digital screen hubs by a new provider, located on Friar Street, Broad Street and at St Mary's Butt, sited on pavements to enable pedestrian access and usage on highways land. All of the sites are on streets which are heavily used by pedestrians. Reading is covered by a comprehensive CCTV network. For security reasons, this report will not identify all locations of Reading CCTV cameras, but will discuss the impact/effect on camera surveillance in general terms only.

There are a number of existing digital hubs of different designs within central Reading, comprising digital advertising screens and digital hubs, previously approved by a different provider, which replaced existing phone boxes along Broad Street, Friar Street, West Street, St Mary's Butts and Station Road.

The sites are not contained within a Conservation area however two of the hubs, sited on Friar Street and St Mary's Butts would be visible from nearby conservation areas.

Site visit date: 5 September 2024

2. PROPOSALS AND SUPPORTING INFORMATION

Full planning permission for the proposed installation of four multifunction hubs 2.6m in height, 1.3m in width, occupying less than 0.50m². The hub units feature a solar panel, 32" touch screen including Wi-Fi, phone calls, wayfinding and access to council services, telephone handset, emergency call button, free calls to landlines, charities and the police, the ability to manage or block calls, provision of induction and USB charger and defibrillator (in collaboration with a UK Defibrillator charity) on the front façade and an integral digital 86" display showing a series of static images on the rear façade, operated remotely. The applicant advises that community channels have been provided in other locations, with free space for charities and local initiatives. The Hub unit specification illustrates a charging 'ledge'. The signs are attached to feet set into the ground into the existing pavement material. Separate underground ducting is proposed to connect the power, data and earth protection via an earth mat. Electricity from the business is generated from clean energy sources, with the potential for community investment from #powerofthepublicscreen initiative. The multifunction Hubs are not integrated into any existing structures and will be freestanding.

Plans & documents considered

Site 1 - 241038/FUL & 241044/ADV 73-74 Broad Street, Reading, RG1 2AP
A02600 Site plan and images, Communication hub proposal, JCDecaux
Site 1 CIL form (FUL application)

Site 2 - 241039/FUL & 241043/ADV OUTSIDE METRO BANK, St Marys Butts, Reading, RG1 7QE
A02601 Site plan and images, Communication hub proposal, JCDecaux
Site 2 CIL form (FUL application)

Site 3 - 241040/FUL & 241046/ADV Outside 110-117 Friar Street
A02602 Site plan and images, Communication hub proposal, JCDecaux
Site 3 CIL form (FUL application)

Site 4 - 241041/FUL & 241045/ADV PAVEMENT OUTSIDE 29 Friar Street, Reading, RG1 1DP
A02603 Site plan and images, Communication hub proposal, JCDecaux
Site 3 CIL form (FUL application)

All applications

Application letter, JCDecaux, 12 August 2024
Appendix A Hub unit specification, JCDecaux
Appendix B Community Channel, JCDecaux
Appendix C Sustainability, eDF, 01/01/2023 -31/12/2024
Appendix D Pavement reinstatement, JCDecaux
Appendix E Unit management plan, Communication hub, JCDecaux
Appendix F The CHBT (Community Heartbeat trust)
As received 12 August 2024

Relevant planning history

BT replacement Street Hub (SH) Addresses:

SH 1 - 211441/FUL & 211442/ADV - Outside 99 Broad Street, Permitted 05/08/2022
SH 2 - 211443/FUL & 211444/ADV - Outside 6 Broad Street, Permitted 05/08/2022
SH 3 - 211445/FUL & 211446/ADV - Outside 108-113 Broad Street, Permitted 05/08/2022
SH 4 - 211447/FUL & 211448/ADV - Outside 47-48 Broad Street, Permitted 05/08/2022
SH 5 - 211449/FUL & 211450/ADV - Outside 26 West Street, Permitted 05/08/2022
SH 6 - 211451/FUL & 211452/ADV - Outside 4-5 St Mary's Butts, Permitted 05/08/2022
SH 7 - 211453/FUL & 211454/ADV - Outside 164 Friar Street, Permitted 05/08/2022

Previous BT kiosks approved:

Application ref.	Summary description	Location	Decision
111142/ADV	Payphone Kiosk with combined internally illuminated advertising.	Outside 99 Broad Street	Consent 14/06/2011
141087/ADV	Payphone Kiosk with combined internally illuminated advertising.	Outside 6 Broad Street	Consent 06/02/2015

080792/ADV	Payphone Kiosk with combined internally illuminated advertising.	Outside 108-113 Broad Street	Consent 15/08/2008
111389/ADV	Payphone Kiosk with combined internally illuminated advertising.	Outside 47-48 Broad Street	Consent 14/06/2011
080014/ADV	Payphone Kiosk with combined internally illuminated advertising.	Outside 26 West Street	Consent 15/08/2008
080841/ADV	Payphone Kiosk with combined internally illuminated advertising.	Outside 4-5 St Marys Butts	Consent 15/08/2008
111051/ADV	Payphone Kiosk with combined internally illuminated advertising.	Outside 175 Friar Street	Consent 04/05/2011

Digital screen application addresses (5 proposed at the end of existing bus shelters to be replaced, 3 on Station Road and 2 on Broad Street):

- Sign 1 - 181954 - outside 37-45 Station Road(Thames Tower), Permitted 05/06/2019
- Sign 2 - 181955 - outside 17-27 Station Road (Brunel House), Permitted 05/06/2019
- Sign 3 - 181956 - outside 3-5 Station Road (Coral), Permitted 05/06/2019
- Sign 4 - 181957 - outside 24-25 Broad Street (HSBC), Permitted 05/06/2019
- Sign 5 - 181958 - outside 26-28 Broad Street (Lloyds Bank), Permitted 05/06/2019
- Sign 6 - 181959 - outside 123 Broad Street (Fat Face/ Broad Street Oracle entrance), Refused 05/06/2019
- Sign 7 - 181961 - outside 23 Broad Street (Trailfinders), Refused 05/06/2019
- Sign 8 - 181962 - outside 108-113 Broad Street (John Lewis), Permitted 05/06/2019
- Sign 9 - 181963 - outside 39 Broad Street (WHSmith), Permitted 05/06/2019
- Sign 10- 181964 - outside 52 Broad Street (JD Sports), Permitted 05/06/2019
- Sign 11 - 181965 - outside 61-64 Broad Street (Clas Ohlson), Permitted 05/06/2019**
- Sign 12 - 181966 - outside 31 Queen Victoria Street (Iitsu), Refused 05/06/2019
- Sign 13 - 181967 - outside 2 Queen Victoria Street (Salvo and Alex for Men), Refused 05/06/2019
- Sign 14 - 181968 - outside 116-117 Broad Street (Primark), Permitted 05/06/2019
- Sign 15 - 190361 - outside 11 Broad Street (Monsoon/ Tiger), Permitted 05/06/2019
- 181960 - Outside 12 Broad Street, Withdrawn 20/02/2019

3. CONSULTATIONS

8 site notices were displayed at the approximate location of each of the proposed Hub unit sites for the required consultation period.

24/1039 and 24/1043 One letter of representation has been received in objection to the proposed hub unit in front of the MetroBank at St Mary's as it is too close to a similar unit 25m to the south, is sited in a busy pedestrian crossing, adding unnecessary clutter and will reduce sightlines at a key location near key bus stops.

The following were consulted:

Thames Valley Police - Crime Prevention Consultations

- The National Planning Policy Framework 2023 paragraph 96(b); which states that Planning policies and decisions should aim to achieve healthy, inclusive and safe places which are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion...

- The National Planning Policy Framework 2023, paragraph 135(f) which states that “Planning policies and decisions should ensure that developments create places that are safe, inclusive and accessible... and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience”.

Having reviewed the applications, and from research undertaken by colleagues on the use of similar communication hubs elsewhere in the country, I have some significant concerns with how the units could be used. In the case of two sets of applications (PL/24/1039, PL24/1043; and PL/24/1040 and PL/24/1046) I must **object** on the basis of the likely impact of the proposed units on CCTV coverage in the area.

Public Safety and interaction with existing CCTV (Objection)

The centre of Reading creates significant demand on policing in terms of incidents, particularly during The Night Time Economy. These areas are deemed crowded places because of the number of people occupying the streets day and night. They require additional protection for the public in the form of formal police live-monitored CCTV. It is imperative for police to be able to monitor in real-time what is happening in these areas, and for the officers monitoring the cameras to be able to accurately identify, track, record and report incidents as they are happening. These CCTV cameras are utilised daily to detect and record crime, and also to direct officers to incidents or track and intercept offenders as they attempt to escape. The footage they capture is regularly used in formal criminal proceedings as evidence to prosecute offenders, and can sometimes be the crucial piece of evidence in securing a prosecution.

Following consultations with colleagues within our CCTV Office, it has been identified that the proposed location of new illuminated advertising boards in the location of Metro Bank, St Mary's Butts and 110-117 Friar Street will have a detrimental impact on our ability to monitor and detect crime utilising our CCTV network. This would have a direct detrimental impact on our operational response to crime or incidents in progress at these locations, undermining our ability to apprehend and prosecute offenders. The glare caused by these screens creates problems for our CCTV cameras, in that the brightness of the screen creates colour contrasting, darkening and softening of the images, reducing visibility and our ability to identify and monitor individuals. In addition, depending on the advert being displayed, we also experience colour casting, which again affects our ability to identify and describe individuals being monitored.

Previous incidents have included inaccurate descriptions being given out to officers on the ground, offenders being lost in pursuit, and footage being of such low quality that it has no evidential value. We have experienced incidents elsewhere where passive CCTV images are also of no evidential use as the advertising screens in shot have diminished the picture quality.

Despite these areas being lit with street lighting, the brightness of proposed advertising boards interferes with the internal image processing mechanisms of the CCTV cameras themselves. The way images, brightness and focus are processed by cameras means that there is little to nothing police can do to improve the impact that these signs have on the camera image quality when live tracking an incident. A common problem experienced by the police is when tracking an individual during a crime in progress, the CCTV operator moves the cameras to follow them wherever they are going – when one of the illuminated advertising boards comes into shot, the camera automatically reacts to this sudden light source, often throwing the image brightness, contrast and focus out. This can take several seconds to correct itself, giving offenders ample time to escape from view and avoid capture.

Thames Valley Police has a focus on public safety and preventing sexual violence in the night time economy. A significant element of our effective response is our ability to monitor areas of Night Time Economy as described above, and at present our CCTV control room is able to maintain reasonable coverage to maintain public safety. We have significant concerns that if additional light sources,

particularly of the type submitted in this application are introduced to Reading Town Centre, then our coverage would be impacted to the point that it may create a public safety risk.

It is noted that the scheme includes proposals to reduce light levels from the unit in hours of darkness. However any light emitted can impact the quality of images from CCTV cameras.

Should the applications be granted I ask that the use of the illuminated advertisement is strictly controlled and the display switched off between 2200 – 0600.

In addition to the above objection to PL/24/1039, PL24/1043; and PL/24/1040 and PL/24/1046, all the proposed units raise the following significant concerns:

Drugs offences & ASB

Evidence around the country, particularly in city centre locations, shows that these units are regularly abused to support the purchase and supply of illegal drugs. Dealers and buyers of drugs are known to utilise the free Wifi facilities and free calls to anonymously arrange for drug deals to take place. This abuse of the units also creates a noted increase in antisocial behaviour around the unit, with users regularly congregating to make use of the free wifi and phone charging, whilst behaving in an antisocial manner.

Officer comment: this observation shows that these hubs are actually a crime attractor.

ADV – not relevant consideration

FULL Planning – relevant consideration

It is noted that the applicant has implemented a restricted use policy on some units in other areas (restricting free calls to emergency lines) and it is suggested that this is implemented for the units proposed. It is noted that the restrictions can be made through monitoring and management of the units and blocking calls to certain numbers. However, we would want to prevent any misuse in the first instance.

The specification included with the application indicates that the hubs can include integrated CCTV cameras and it is considered that these should be included on all the proposed units (with appropriate signage) to help act as a deterrent to misuse.

Misuse of the 999 call button

Evidence from colleagues elsewhere in the country shows that there have been incidents of misuse of the 999 call button, again mainly in city centre locations. Misuse tends to be in the form of drunk people pressing the button for no particular reason, or to ask for taxis for example. This misuse of the system creates additional demand on already stretched 999 call centres, increasing the time spent waiting for real emergencies. Misuse of the 999 button may result in officers being unnecessarily dispatched to check on callers, if we are unable to verify misuse at the point of the call.

The presence of integrated CCTV cameras (with notifications of recordings) can help to mitigate misuse.

“Honey Pot” Vulnerability and pickpocketing

The provision of device charging and free Wifi facilities creates an ideal location for criminal gangs to focus their attention. The provision of charging and a Wifi spot creates a honeypot effect, whereby a number of people with desirable technology such as phones and cameras may be encouraged to congregate in a small area. This provides the ideal opportunity for criminal gangs to focus their attention.

The provision of charging facilities also creates a risk that unless closely guarded, valuable possessions may be plugged in to charge, and left vulnerable to distraction/snatch theft.

It is noted that the submitted management plan states that the charging shelf has been removed to reduce the potential for opportunistic theft (Page 4). However the shelf still appears to be shown on the submitted elevations of the unit.

Street clutter / pinch points

The proposed location of the hub at 110-117 Friar Street (PL/24/1040 and PL/24/1046) introduces an additional pinch point, where the width of the footpath is reduced, creating spaces where an offender such as a pick pocket is provided a legitimate excuse to be within very close proximity of their target. The height and width of the units also creates ideal hiding places, which reduce forward visibility for pedestrians. In addition, it would be impossible for someone walking towards a unit to know if an offender is hiding on the other side of it until they are directly alongside them.

Officer comment: This is both ADV and FULL planning concern

Criminal damage

It is noted that the units include vandal resistant features (including theft protection for the Defibrillator). However, such facilities are often the target of vandalism and criminal damage and therefore deterrents, such as the presence of integrated CCTV (with clear signage that it is present) should be in place. It is noted that the management plan states that the units will be subject to bi-weekly inspections and this will be important to ensure that any damage is quickly identified and repaired.

Should any of the above applications be granted, I ask that a condition be placed upon the approval to manage the hubs in accordance with the agreed Management Plan (as amended in relation to comments above). Any alterations to the management plan should be approved by the local planning authority and the Thames Valley Police designing out crime team.

Officer comment – probably not relevant to either type of application, but would be otherwise manageable by proposed measures anyway.

TVP CCTV – Objection as concerns were raised regarding the siting of the Hub screens and the additional glare to be created. Existing screens within Reading town centre are causing interference with CCTV footage and any additional screens are considered to detrimentally impact security and safety and obscure existing hotspots for anti-social behaviour within Reading town centre.

Officer comment – each sign must be considered on its individual planning merits.

The Hub will also provide a place to hide behind and result in increased antisocial behaviour.

Officer comment – the severity of this will depend on each individual location/circumstances

CCTV Community safety at RBC – Objection due to concerns regarding the resultant glare on CCTV coverage within Reading town centre. The new screens will also provide additional hiding places to avoid being seen by Thames Valley Police.

Officer comment – each sign must be considered on its individual planning merits.

RBC Environmental protection – There is a failure to demonstrate that the proposed Hubs will not result in noise and disturbance, encourage groups to congregate to look at the screen or whilst charging and to evaluate the noise from voices engaged in late night conversations in respect of nearby residential accommodation for each of the proposed sites. No noise assessment data has been provided. Insufficient information has been provided in order to assess whether the proposed lighting scheme is likely to impact nearby residents

Officer comment - not relevant for ADV but relevant for Full planning

RBC Access Officer – Objection, raised concerns regarding additional street clutter to be manoeuvred, particularly for anyone with limited visibility or impaired mobility.

Officer comment – depends on individual circumstances

RBC Natural Environment Officer – Insufficient information has been provided in respect of any harm on the tree adjacent to 29 Friar Street during the installation of the proposed Hub unit.

Officer comment - relevant to both types of application

RBC Transport Development Control

The application site is within the town centre and located in areas of heavy footfall. It is stated the Hub units offer a range of publicly accessible functions which include free calls to landlines, free Wi-Fi, interactive wayfinding, direct access to local webpages, a 24/7 publicly accessible defibrillator and device charging. The communication apparatus also includes an advertised face on the reverse of the unit.

The proposed advertisement Hub unit is to be sited on the footway outside 110-117 Friar Street.

Hub Unit Elevations



Pavement outside
110-117 Friar Street RG1 1EP

Easting: 471343
Northing: 173569

Proposed Hub Unit
Bin/Cabinet

Scale 1:200
0m 5m 10m

There is an existing vehicular access to the service yard in close proximity to the proposed siting of the advertisement Hub unit. Therefore, visibility splays for vehicles must be illustrated on the proposed plans to ensure that vehicles can safely exit the service yard without visibility being restricted. The location of street furniture (including waste bins) should also be illustrated.



People walking past the advertisement Hub unit must have sufficient clear footway width to ensure pedestrians, particularly the visually impaired, are not obstructed. Clear footway width is measured between the adjacent building line and proposed Hub unit. The proposed plans illustrate that a 2.8m wide clearance is provided between the building and the Hub. However, clarification is sought regarding positioning of the unit and entry to the adjacent evening entertainment premises (Popworld) as this may reduce the footway width below an acceptable width. Therefore, it is recommended that the Licencing department is consulted.

Officer comment – these considerations relevant to both types of application

Therefore, clarification is sought on the points above before determining this application.

Suggested reasons for refusal if refused

1. Insufficient information has been submitted with the planning application to enable the highways implications of the proposed development to be fully assessed. The Highway Authority objects to the development unless and until the information outlined above is supplied. From the information submitted, it is considered that the siting of the advertisement hub may reduce visibility from the adjacent service access and/or reduce footway width in conflict with Local Plan Policy TR5.

241041/FUL & 241045/ADV PAVEMENT OUTSIDE 29 FRIAR STREET, READING, RG1 1DP

RBC Transport feedback

Planning Application Ref: PL/24/1041 & PL/24/1045

Officer: Nathalie Weekes

Application Type: Full planning permission

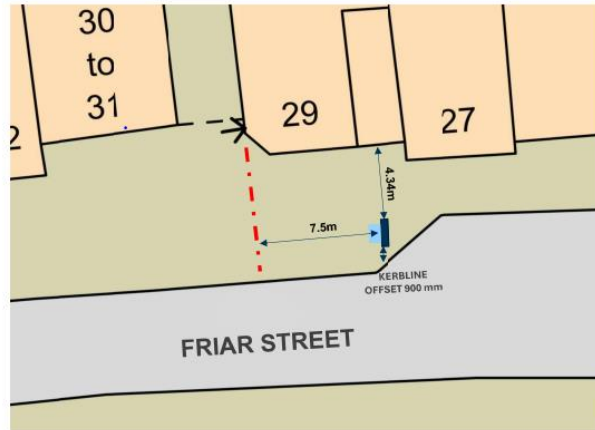
Address: PAVEMENT OUTSIDE 29 FRIAR STREET, READING, RG1 1DP

Proposal: Installation of a modern, multifunction Hub unit featuring an integral advertisement display and defibrillator

The application site is within the town centre and located in areas of heavy footfall. It is stated the Hub units offer a range of publicly accessible functions which include free calls to landlines, free Wi-Fi, interactive wayfinding, direct access to local webpages, a 24/7 publicly accessible defibrillator and device charging. The communication apparatus also includes an advertised face on the reverse of the unit.

The proposed advertisement Hub unit is to be sited on the footway outside 29 Friar Street.

Hub Unit Elevations



Pavement outside
29 Friar Street RG1 1DP

Easting: 471442
Northing: 173590

 Proposed Hub Unit

Scale 1:200
0m 5m 10m

People walking past the advertisement Hub unit must have sufficient clear footway width to ensure pedestrians, particularly the visually impaired, are not obstructed. Clear footway width is measured between the adjacent building and proposed Hub unit. The proposed plans illustrate that a 4.34m wide clearance is provided between the building and the Hub.

The advertised façade comprises an ultra-HD LCD screen for outdoor use and limited to a maximum illuminance of 300Cd/m² at night-time. The screen can show both static and dynamic content which is changed remotely every 8-10 seconds. In this location, the position of the Street Hub would not interrupt any visibility splays or impede pedestrian flow. The units will be visible to drivers passing the site along Friar Street, however, the highway is mostly restricted to buses. There is a 24 hours restriction in place for Friar Street West Bound (except for buses and taxis) facing the advertisement screen, and time restricted access Friar Street Eastbound between 7am – 11am and 4pm – 7pm. All other vehicles are not permitted within these hours.

It should be noted that the installation of the hub unit may impact on existing tree roots so it is recommended that the Natural Environment officer is consulted.



Existing Street View

Proposed Street View

In transport terms, there is no objection to this application subject to the conditions below;

1. The LCD advertisement Hub hereby permitted shall not operate at an illumination level greater than 300 cd/m² above ambient light levels.

REASON: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policy CC7 and OU4 of the Reading Borough Local Plan 2019.

2. Controls shall be in place to ensure the uninterrupted transition of images. Transitions shall be no more than 1.8 seconds.

REASON: In the interests of highway safety in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

3. No static advertisement shall be displayed for a duration of less than 10 seconds.

REASON: In the interests of highway safety in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

4. The LCD Hub unit shall not display advertisements which resemble road signs.

REASON: In the interests of highway safety in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

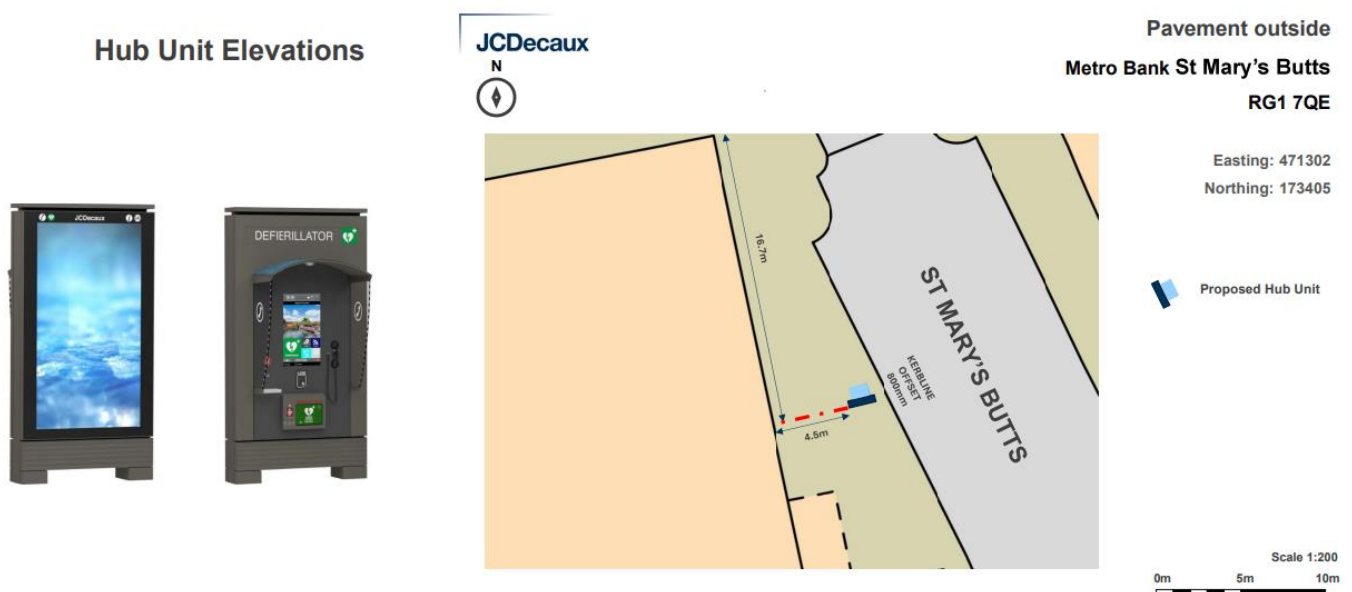
5. Should the LCD Hub unit screen hereby permitted break down or malfunction, the screen shall default to either a black screen or freeze in one position, no error messages should flash.

REASON: In the interests of highway safety in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

RBC Transport

The application site is within the town centre and located in areas of heavy footfall. It is stated the Hub units offer a range of publicly accessible functions which include free calls to landlines, free Wi-Fi, interactive wayfinding, direct access to local webpages, a 24/7 publicly accessible defibrillator and device charging. The communication apparatus also includes an advertised face on the reverse of the unit.

The proposed advertisement Hub unit is to be sited on the footway outside Metro Bank, St Mary's Butts.



People walking past the advertisement Hub unit must have sufficient clear footway width to ensure pedestrians, particularly the visually impaired, are not obstructed. Clear footway width is measured between the adjacent building and proposed Hub unit. The proposed plans illustrate that a 4.5m wide clearance is provided between the building and the Hub.

The advertised façade comprises an ultra-HD LCD screen for outdoor use and limited to a maximum illuminance of 300Cd/m² at night-time. The screen can show both static and dynamic content which is changed remotely every 8-10 seconds. In this location, the position of the Street Hub would not interrupt any visibility splays or impede pedestrian flow. The units will be visible to drivers passing the site, however, there is time restricted access on St Mary's Butts Northbound (except for buses and taxis) facing the advertisement screen between 7am – 11am and 4pm – 7pm.



Existing Street View

Proposed Street View

In transport terms, there is no objection to this application subject to the conditions below;

1. The LCD advertisement Hub hereby permitted shall not operate at an illumination level greater than 300 cd/m² above ambient light levels.

REASON: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policy CC7 and OU4 of the Reading Borough Local Plan 2019.

2. Controls shall be in place to ensure the uninterrupted transition of images. Transitions shall be no more than 1.8 seconds.

REASON: In the interests of highway safety in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

3. No static advertisement shall be displayed for a duration of less than 10 seconds.

REASON: In the interests of highway safety in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

4. The LCD Hub unit shall not display advertisements which resemble road signs.

REASON: In the interests of highway safety in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

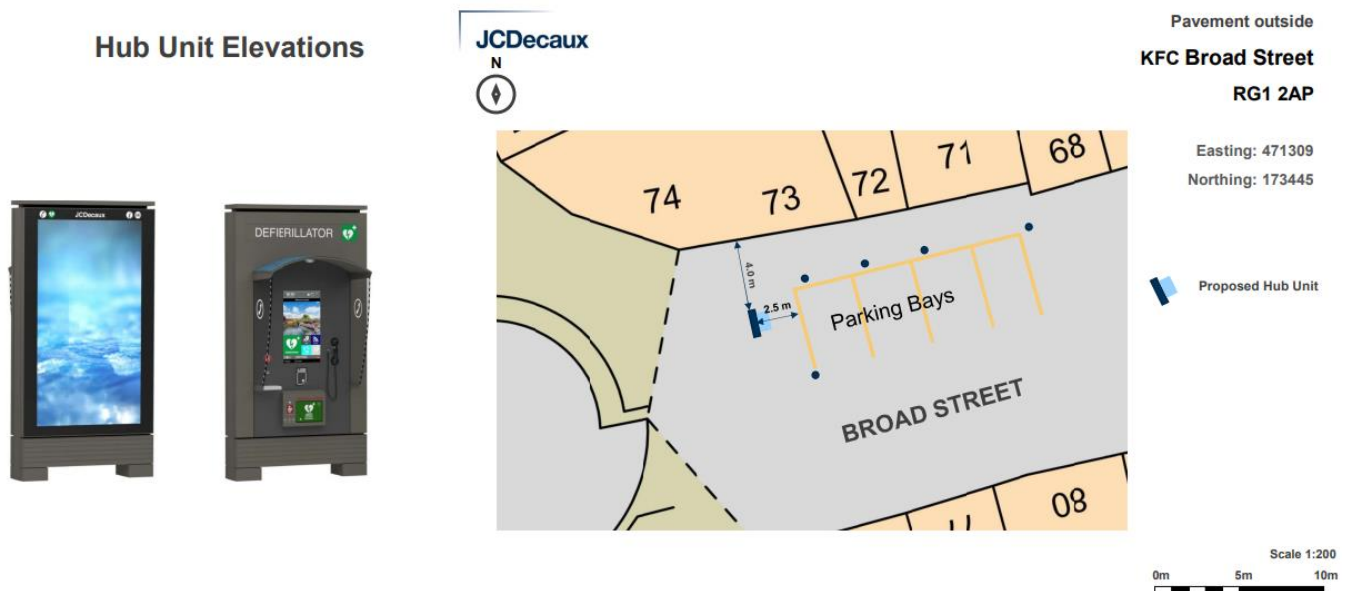
5. Should the LCD Hub unit screen hereby permitted break down or malfunction, the screen shall default to either a black screen or freeze in one position, no error messages should flash.

REASON: In the interests of highway safety in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

241038/FUL & 241044/ADV 73-74 Broad Street, Reading, RG1 2AP

The application site is within the town centre and located in areas of heavy footfall. It is stated the Hub units offer a range of publicly accessible functions which include free calls to landlines, free Wi-Fi, interactive wayfinding, direct access to local webpages, a 24/7 publicly accessible defibrillator and device charging. The communication apparatus also includes an advertised face on the reverse of the unit.

The proposed advertisement Hub unit is to be sited on the footway outside 73-74 Broad Street within the pedestrianised part of the town centre.



People walking past the advertisement Hub unit must have sufficient clear footway width to ensure pedestrians, particularly the visually impaired, are not obstructed. Clear footway width is measured between the adjacent building and proposed Hub unit. The proposed plans illustrate that a 4m wide clearance is provided between the building and the Hub.

The advertised façade comprises an ultra-HD LCD screen for outdoor use and limited to a maximum illuminance of 300Cd/m² at night-time. The screen can show both static and dynamic content which is changed remotely every 8-10 seconds. In this location, the position of the Street Hub would not interrupt any visibility splays or impede pedestrian flow.

In transport terms, there is no objection to this application subject to the conditions below;

1. The LCD advertisement Hub hereby permitted shall not operate at an illumination level greater than 300 cd/m² above ambient light levels.

REASON: To protect the visual amenity and avoid excessive glare that could lead to a danger to highway users in accordance with Policy CC7 and OU4 of the Reading Borough Local Plan 2019.

2. Controls shall be in place to ensure the uninterrupted transition of images. Transitions shall be no more than 1.8 seconds.

REASON: In the interests of highway safety in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

3. No static advertisement shall be displayed for a duration of less than 10 seconds.

REASON: In the interests of highway safety in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

4. The LCD Hub unit shall not display advertisements which resemble road signs.

REASON: In the interests of highway safety in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

5. Should the LCD Hub unit screen hereby permitted break down or malfunction, the screen shall default to either a black screen or freeze in one position, no error messages should flash.

REASON: In the interests of highway safety in accordance with Policy TR3 of the Reading Borough Local Plan 2019.

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.

4. LEGAL AND PLANNING POLICY CONTEXT

The deemed consent for advertisements displayed on the glazed (external) surface of telephone kiosks previously granted under [Class 16 of Schedule 3 to the Regulations](#) was removed with effect from 25 May 2019.

It is illegal to display any advertisement (even if it has deemed consent) without first obtaining the permission of the owner of the site, or any other person who is entitled to give their permission.

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) 3 requires that “(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

- (a) the provisions of the development plan, so far as they are material; and
- (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.”

The prevention of crime is a public safety consideration and local planning authorities will need to consider whether granting express consent could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras.

Paragraph: 078 Reference ID: 18b-078-20140306

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 a Conservation area or its setting or any features of special interest which it possesses.

National Policy

National Planning Policy Framework
National Planning Practice Guidance
Reading Borough Local Plan (2019)
CC7 (Design and the Public Realm)
CC8 (Safeguarding Amenity)
OU4 (Advertisements)
TR3 (Access Traffic and Highway-related Matters)
EN1 (Protection and Enhancement of the Historic Environment)
EN14 (Trees, Hedges and Woodland)
EN16 (Pollution and water resources)

5. APPRAISAL

As set out above under the advertisement regulations factors relevant to public safety include highway safety and whether the adverts would hinder security or surveillance devices. The relevant considerations for this application with regard to **public safety** are highway safety and crime prevention, including whether granting consent could block the view of CCTV cameras, or whether illumination from an advertisement would cause glare on such cameras. The second issue is the impact on **amenity** and this also includes impact on street scene and heritage assets. Due to the size and design of the screens they will be prominent within the public realm.

Relevant issues and their impact on an ADV or planning application

Solar PV not relevant to ADV applications, is potentially positive to planning applications.

Public wifi, emergency button and limited landline phone not relevant to ADV applications, limited positive weight to planning applications.

Defibrillator – not relevant to advertisement – limited positive weight to public health and community, but largely unrelated to the signage applications anyway.

Electricity source – not relevant to ADV, not really relevant to planning either.

Planning policy considerations applying to each of the units proposed

Impact on the public realm

Policy CC7 states that development should make a positive contribution to the public realm.

Policy OU4 states, 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.

Impact on CCTV, safety and security

Policy CC7 states that developments will be assessed to ensure that they 'Create safe and accessible environments where crime and disorder or fear of crime does not undermine quality of life or community cohesion.

Policy OU4 states, 'Illumination should not detract from the amenity of the area or pose a safety hazard to users of the highway; and that Advertisements should not obscure the sight lines of cameras installed for public safety.'

Impact on amenity

Policy CC8 states that development will not cause a detrimental impact on the living environment of existing residential properties or unacceptable living conditions for new residential properties, in terms of noise and disturbance, artificial lighting and crime and safety.

Impact on the public highway and pedestrians

Policy TR3 states the council's objective to 'improve personal safety on the transport network' and 'to ensure an adequate level of accessibility and safety by all modes of transport from all parts of a development, particularly by public transport, walking and cycling.'

Policy TR5 states, 'consideration of walking has informed many elements of the whole plan. The Council will continue to improve and expand the existing walking infrastructure and provide quality links in order to cater for future demand.'

Impact on trees

Policy EN14 states 'Individual trees, groups of trees, hedges and woodlands will be protected from damage.'

Impact on nearby Conservation areas

Policy EN1 states that Conservation areas and historic features, areas of historic importance and other elements of the historic environment, including their settings will be protected and where possible enhanced.

Site specific

Site 1 - 73-74 Broad Street, Reading, RG1 2AP

241044/ADV 73-74

Impact on CCTV

The proposed double sided advertisement screen is positioned in an area under CCTV surveillance in which there are already light source Screen advertising and signage from the Broad Street Mall Units resulting in glare. An additional screen in the proposed location would result in an unacceptable detrimental impact due to additional glare on CCTV coverage at the end of Broad Street and will block the view along Broad Street.

Proliferation of signage

The proposed sign is sited approximately 25m from an existing digital sign at 61 - 64 Broad Street considered to result in an over provision, saturation and cumulative harm of large digital screens within Reading Town Centre with a detrimental impact on the public realm.

241038/FUL

Impact on CCTV – As above

Proliferation of signage – As above

Antisocial behaviour and impact on public safety

The location of the hub has the possibility to attract crime by providing a hiding space out of the view of CCTV cameras in the vicinity. Comments from the designing out officer have highlighted concerns that these type of hubs can attract crime and an increase in anti social behaviour.

Public wifi, landline limited phone calls

The provision of community function is given limited positive weight in respect of the planning application and is not considered to overcome the harm of the additional Hub. No specific local provision was identified by the applicant.

Defibrillator

The provision of a defibrillator is considered to provide a public benefit, although is not a relevant consideration in respect of planning application for signage and does not overcome other materials considerations in respect of the impact of glare in its location and potential harm to public safety.

Energy source / PV solar panel

The sustainable source of energy is not relevant to the advertisement consent and is not really considered relevant to planning policy although has benefits for the environment.

Impact on listed buildings,

The screen would be located nearby to Listed buildings at 4-5 St Mary's Butts, however is considered to have less than substantial harm at a minor level due to the distance between the proposed hub and the listed buildings.

The proposal is not supported to be placed outside 73-74 Broad Street and is contrary to Policy OU4 (Advertisements) and Policy CC7 (Design and the Public Realm). Recommend refusal of ADV and FUL applications.

Site 2 - OUTSIDE METRO BANK, St Marys Butts, Reading, RG1 7QE

241043/ADV

Impact on CCTV

The proposed double sided advertisement screen is positioned in an area under CCTV surveillance in which there are already light source Screen advertising and signage from the Broad Street Mall Units resulting in glare. An additional screen in the proposed location would result in an unacceptable detrimental impact due to additional glare on CCTV coverage in close proximity to an existing Hub at 4-5 St Mary's Butts. Concerns have been raised for this site particularly in respect of the impact of glare when added to the impact of the existing screen.

Proliferation of signage

The proposed sign is sited approximately 15m from an existing digital sign at 4-5 St Mary's Butts considered to result in an over provision, saturation and cumulative harm of large digital screens within Reading Town Centre with a detrimental impact on the public realm.

241039/FUL

Impact on CCTV – as above

Proliferation of signage – As above

Antisocial behaviour and impact on public safety

The location of the hub has the possibility to attract crime by providing a hiding space out of the view of CCTV cameras in the vicinity and beyond the side exit of the Broad Street Mall. Comments from the designing out officer have highlighted concerns that these type of hubs can attract crime and an increase in anti social behaviour.

Public wifi, landline limited phone calls

The provision of community function is given limited positive weight in respect of the planning application and is not considered to overcome the harm of the additional Hub. No specific local provision was identified by the applicant.

Defibrillator

The provision of a defibrillator is considered to provide a public benefit, although is not a relevant consideration in respect of planning application for signage and does not overcome other materials considerations in respect of the impact of glare in its location and potential harm to public safety.

Energy source / PV solar panel

The sustainable source of energy is not relevant to the advertisement consent and is not really considered relevant to planning policy although has benefits for the environment.

Impact on Conservation Area,

The screen would be located nearby to St Mary's Butts Conservation area, however is considered to have less than substantial harm at a minor level due to the distance between the proposed hub and the boundary of the conservation area.

The proposal is not supported to be placed outside Metrobank and is contrary to Policy OU4 (Advertisements) and Policy CC7 (Design and the Public Realm). Recommendation is to refuse ADV and FUL applications.

Site 3 Outside 110-117 Friar Street

241046/ADV

Impact on CCTV

The proposed hub located outside 110-117 Friar Street is considered to be located too close to the entrance/exit to the adjacent premises at 110-117 Friar Street, and is also too close to the exit to a service yard in close proximity. It would provide an obstruction for which individuals could hide in proximity in particular to groups of customers attending events at the adjacent venue and is considered to harmfully impact on CCTV at the location.

The proposed double sided advertisement screen is positioned in an area under CCTV surveillance along Friar Street. An additional screen in the proposed location would result in an unacceptable detrimental impact due to additional glare on CCTV coverage. It will also block visibility to pedestrian access into and out of the adjacent premises.

Visibility and access

The RBC transport team have raised concerns regarding vehicular access to the adjacent service yard with drop kerb access in close proximity to the siting of the advertisement Hub unit in addition to an element of pedestrian access from the nearby crossing. There is a failure to demonstrate that the proposed Hub unit would not result in a danger to public safety by obscuring sightlines.

241040/FUL

Impact on CCTV – as above

Visibility and access – as above

Pinch point/Obstruction of street furniture

The siting of the hub to the front of 110-117 Friar Street results in a reduction in the width of the pavement, This is exacerbated during the evening when pedestrian footfall is increased for entry into adjacent venue and could result in pedestrians being forced to walk onto the public highway to pass

the Hub unit. A bin and lamppost are also located in the vicinity of the proposed hub and would detrimentally impact access, including disabled access along the pavement due to an increase in street furniture.

Antisocial behaviour and impact on public safety

The location of the hub has the possibility to attract crime by providing a hiding space out of the view of CCTV cameras in the vicinity and from the queues forming alongside 110-117 Friar Street. Comments from the designing out officer have highlighted concerns that these type of hubs can attract crime and an increase in anti social behaviour.

Impact on amenity

The location is in close proximity to residential accommodation at first floor level above surrounding retail units, and the potential detrimental impact in terms of light pollution, glare and from the impact of noise relating to lingering groups around the Hub unit to use its wifi or charging of devices, along with disturbance from late night phone calls. No noise assessment has been submitted and there have been a failure to demonstrate that there will be no resultant harm to residential neighbour amenity.

Public wifi, landline limited phone calls

The provision of community function is given limited positive weight in respect of the planning application and is not considered to overcome the harm of the additional Hub. No specific local provision was identified by the applicant.

Defibrillator

The provision of a defibrillator is considered to provide a public benefit, although is not a relevant consideration in respect of planning application for signage and does not overcome other materials considerations in respect of the impact of glare in its location and potential harm to public safety.

Energy source / PV solar panel

The sustainable source of energy is not relevant to the advertisement consent and is not really considered relevant to planning policy although has benefits for the environment.

The proposal is not supported to be placed outside 110-117 Friar Street and is contrary to Policy TR3, OU4, CC7, CC8 and EN16. Recommendation is to refuse ADV and FUL applications.

Site 4 - PAVEMENT OUTSIDE 29 Friar Street, Reading, RG1 1DP

241045/ADV

Impact on CCTV

Although this position is least harmful to the CCTV cameras, it is still sited between 2 CCTV cameras and is located close to the Merchants Place pedestrian cut through and would further obscure visibility lines along Friar Street.

Public safety

The location is sited in close proximity to a tree, resulting in an enclosed space between the tree and the unit which is likely to encourage anti social behaviour and is relevant in respect of concerns raised by the designing out officer, in terms of becoming a vulnerable site, with a danger to public safety.

Tree

The proposed hub is located in close proximity to a tree, no arboricultural information has been provided in regarding any potential impact on the tree during the installation of the Hub unit and also

whether any felling or tree works are required as the tree grows further over the Hub unit. There has been a failure that the tree will be protected from harm. It is noted that the Hub unit does not rely on solar power, however the placement of the Hub could impede future growth of the tree.

241041/FUL

Impact on CCTV – as above

Tree – as above

Antisocial behaviour and impact on public safety

The location of this hub has the possibility to attract crime by providing a hiding space out of the view of CCTV cameras in the vicinity and under the tree with an escape route along Merchants Place. Comments from the designing out crime officer have highlighted concerns that these type of hubs can attract crime and an increase in anti social behaviour.

Impact on amenity

The location is in close proximity to residential accommodation at first floor level above surrounding retail units on Friar Street, and the potential detrimental impact in terms of light pollution, glare and from the impact of noise relating to lingering of groups around the Hub unit to use its wifi or charging of devices, along with disturbance from late night phone calls. No noise assessment has been submitted and there have been a failure to demonstrate that there will be no resultant harm to residential neighbour amenity.

Impact on conservation area and Listed buildings

The location is visible from the Market Place/London Street Conservation area, while the proposed Hub unit would be sited approximately 50 m from Listed Buildings 147-148 Friar street. The distance is deemed adequate in this instance and would result in a negligible impact on the setting of listed buildings and views into and out of Market Place/London Street Conservation area.

Public wifi, landline limited phone calls

The provision of community function is given limited positive weight in respect of the planning application and is not considered to overcome the harm of the additional Hub. No specific local provision was identified by the applicant.

Defibrillator

The provision of a defibrillator is considered to provide a public benefit, although is not a relevant consideration in respect of planning application for signage and does not overcome other materials considerations in respect of the impact of glare in its location and potential harm to public safety.

Energy source / PV solar panel

The sustainable source of energy is not relevant to the advertisement consent and is not really considered relevant to planning policy although has benefits for the environment.

The proposal is not supported to be placed outside 29 Friar Street and is contrary to policy EN14 and EN1 Policy OU4, CC7, CC8 and EN14.

Other issues

Defibrillators

Although defibrillators are considered a useful and valuable contribution to the public, and would be a welcome addition, units could be donated to be placed onto existing structure without the requirements for additional street clutter. They would not be a relevant to a signage application. Any benefit of additional defibrillators is not considered to overcome the harm of the introduction of the 4 additional units as explained above.

Information not consistent

Plans submitted for the above applications contained a charging shelf, however the supporting documents stated that the shelf would not be part of the proposal. The multifunctional hub have the ability to provide a range of functions however it is not clear exactly which of the functions were being proposed for the above applications.

6. CONCLUSION

The proposed multifunctional street hubs are new provision and do not replace any existing units and have each been assessed on their own individual merits. Having considered the proposals, and taking into account all of the information from consultees, officers consider that each of the proposed siting any of the digital Hub advertisement displays on pavements within the Reading town centre would not be acceptable for the reasons stated above.

7. RECOMMENDATION

Recommended informative

Refuse

Proposal: Installation of a modern, multifunction Hub unit featuring an integral advertisement

Site 1 - Pavement Outside 73-74 Broad Street, Reading, RG1 2AP

241044/ADV

1. The proposed double sided Hub advertisement screen is positioned in an area under CCTV camera surveillance and resultant glare would interfere, obstruct and compromise the effectiveness of the surveillance of the area. The structure would further obscure pedestrians behind the unit and therefore would pose a security risk along Broad Street. Therefore the proposal does not comply with Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 101 and 141 of the NPPF.

241038/FUL

1. The proposed double sided Hub advertisement screen is positioned in an area under CCTV camera surveillance and resultant glare would interfere, obstruct and compromise the effectiveness of the surveillance of the area. The structure would further obscure pedestrians behind the unit and therefore would pose a security risk. Therefore the proposal does not comply with Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 101 and 141 of the NPPF

2. The proposed electronic digital Hub screen advertisement and associated supporting structures, by virtue of their size, illumination, and prominent location, would appear as unattractive and prominent features in the street scene and would contribute towards an undesirable proliferation of digital screens at this location due to an additional screen at 61-64 Broad Street. The proposed advertisements would therefore result in harm to the visual amenity, character and appearance of the area, contrary to Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 116 c) of the NPPF.

3. The application fails to demonstrate that the proposed illuminated digital Hub advertisement display screens, by virtue of its large size, orientation and elevated position would not result in harm to public safety and an increase in anti social behaviour. It is contrary to Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 191 of the NPPF.

Site 2 - Pavement Outside Metro Bank, St Mary's Butts, Reading, RG1 7QE

241043/ADV

1. The proposed double sided Hub advertisement screen is positioned in an area under CCTV camera surveillance and resultant glare would interfere, obstruct and compromise the effectiveness of the surveillance of the area. The structure would further obscure pedestrians behind the unit and therefore would pose a security risk along St Mary's Butts. Therefore the proposal does not comply with Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 101 and 141 of the NPPF.

241039/FUL

1. The proposed double sided Hub advertisement screen is positioned in an area under CCTV camera surveillance and resultant glare would interfere, obstruct and compromise the effectiveness of the surveillance of the area. The structure would further obscure pedestrians behind the unit and therefore would pose a security risk along St Mary's Butts. Therefore the proposal does not comply with Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 101 and 141 of the NPPF.

2. The proposed electronic digital Hub screen advertisement and associated supporting structures, by virtue of their size, illumination, and prominent location, would appear as unattractive and prominent features in the street scene and would contribute towards an undesirable proliferation of digital screens at this location due to an additional screen at 4-5 St Mary's Butts. The proposed advertisements would therefore result in harm to the visual amenity, character and appearance of the area, contrary to Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 116 c) of the NPPF.

3. The application fails to demonstrate that the proposed illuminated digital Hub advertisement display screens, by virtue of its large size, orientation and elevated position would not result in harm to public safety and an increase in anti social behaviour. It is contrary to Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 191 of the NPPF.

Site 3 – Pavement Outside 110-117 Friar Street, Reading, RG1 1EP

241046/ADV

1. The proposed double sided Hub advertisement screen is positioned in an area under CCTV camera surveillance and resultant glare would interfere, obstruct and compromise the effectiveness of the surveillance of the area. The structure would further obscure pedestrians behind the unit and therefore would pose a security risk along Friar Street and outside 110-117 Friar Street. Therefore the proposal does not comply with Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 101 and 141 of the NPPF.

2. The application fails to demonstrate adequate vehicular visibility sightlines in relation to the adjacent service access, its safety in relation to the pedestrian access from the crossing or demonstrate an acceptable pedestrian footway width during the evening footfall to 110-117 Friar Street. The lack of acceptable sightlines would result in harm to public safety and would be in conflict with Policies TR3, TR5 and OU4 of the Reading Borough Local Plan 2019 and paragraph 89 and 108 of the NPPF..

241040/FUL

1. The proposed double sided Hub advertisement screen is positioned in an area under CCTV camera surveillance and resultant glare would interfere, obstruct and compromise the effectiveness of the surveillance of the area. The structure would further obscure pedestrians behind the unit and therefore would pose a security risk along Friar Street and outside 110-117 Friar Street. Therefore the proposal does not comply with Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 101 and 141 of the NPPF.

2. The proposed electronic digital Hub screen advertisements and associated supporting structures, by virtue of their size, illumination, and prominent location, would contribute towards an undesirable proliferation of visual clutter and pinch point of street furniture, with a bin and lamppost at this location on a pavement with increased pedestrian footfall during the evening to access 110-117 Friar Street also resulting in harm to disabled access along the pavement. The proposed advertisements would therefore result in harm to the visual amenity, character and appearance of the area, contrary to Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 116 c) of the NPPF.

3. The application fails to demonstrate that the proposed illuminated digital Hub advertisement display screens, by virtue of its large size, orientation and elevated position would not result in harm to the amenity of residents of residential dwellings within the vicinity of the site and the wider area due to glare and light spill. The proposed development would also likely attract noisy groups congregating around whilst using the Hub, in close proximity to residential accommodation and would result in harm to public safety and an increase in anti-social behaviour along Friar Street. It is contrary to Policies OU4, CC7 and EN16 of the Reading Borough Local Plan 2019 and paragraph 191 of the NPPF.

4. The application fails to demonstrate adequate vehicular visibility sightlines in relation to the adjacent service access, its safety in relation to the pedestrian access from the crossing or demonstrate an acceptable pedestrian footway width during the evening footfall to 110-117 Friar Street. The lack of acceptable sightlines would result in harm to public safety and would be in conflict with Policies TR3, TR5 and OU4 of the Reading Borough Local Plan 2019 and paragraph 89 and 108 of the NPPF.

Site 4 – Pavement Outside 29 Friar Street, Reading, RG1 1DP

241045/ADV

1. The proposed double sided Hub advertisement screen is positioned in an area under CCTV camera surveillance and resultant glare would interfere, obstruct and compromise the effectiveness of the surveillance of the area and obscure visibility along Friar Street in close proximity to Marchants Place. The structure would further obscure pedestrians behind the unit and between the unit and the adjacent tree and therefore would pose an increased security risk along Friar Street. Therefore the proposal does not comply with Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 101 and 141 of the NPPF.

241041/FUL

1. The proposed double sided Hub advertisement screen is positioned in an area under CCTV camera surveillance and resultant glare would interfere, obstruct and compromise the effectiveness of the surveillance of the area and obscure visibility along Friar Street in close proximity to Marchants Place. The structure would further obscure pedestrians behind the unit and between the unit and the adjacent tree and therefore would pose an increased security risk in a vulnerable location along Friar Street. Therefore the proposal does not comply with Policies OU4 and CC7 of the Reading Borough Local Plan 2019 and paragraph 101 and 141 of the NPPF.

2. The application fails to demonstrate that the proposed illuminated digital Hub advertisement display screens, by virtue of its large size, orientation and elevated position would not result in harm to the amenity of residents of residential dwellings within the vicinity of the site and the wider area due to glare and light spill. The proposed development would also likely attract noisy groups congregating around whilst using the Hub, in close proximity to residential accommodation and would result in harm to public safety and an increase in anti-social behaviour along Friar Street. It is contrary to Policies OU4, CC7 and EN16 of the Reading Borough Local Plan 2019 and paragraph 191 of the NPPF.

3. The application fails to demonstrate that the adjacent tree and tree roots would be protected during installation works and does not indicate the extent of any requirements for future tree felling or removal due to conflict with the function of the proposed unit. The proposal would therefore be harmful to this street tree, which is important to the amenities of the area, contrary to policies CC7 and EN14 of the Reading Borough Local Plan 2019 and paragraph 136 of the NPPF.

Recommended informatives – all sites

Refused plans

No pre-application advice

P&P