

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN & COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007**

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

To: Mr Lewis Baldwin
Pacific House,
Atlas Business Park,
Simonsway,
Manchester,
M22 5PR

Application No: PL/25/1359
Application type: Consent to display an
advertisement

Applicant: Simon Warner

READING BOROUGH COUNCIL as Local Planning Authority **REFUSE** for the display of the following advertisements:

Proposal: The proposed installation of 1no. BT Street Hub and removal of associated existing BT payphone(s).

At: Pavement o/s 231 Shinfield Road, Reading, RG2 8HD

Subject to such conditions and for such reasons as may be attached

PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE

Date: 19 November 2025



SDV

**Acting Assistant Director, Planning,
Transport & Public Protection**

Application At: Pavement o/s 231 Shinfield Road, Reading, RG2 8HD

Application No: PL/25/1359

Application type: Consent to display an advertisement

REASONS FOR REFUSAL

1. The proposed BT Street Hub advertisement display screens by reason of their excessive size, garish appearance and prominent siting would appear as an unattractive and obtrusive feature which would have a visual dominance in the street scene, harmful to the visual amenity of the area. The proposal would exacerbate an undesirable proliferation of visual clutter at this location. The proposal is contrary to Policy OU3, Policy OU4, Policy CC7 and Policy CC8 of the Reading Local Plan 2019.

2. The proposed BT Street Hub advertisement display screens positioned on the public footpath outside 231 Shinfield Road A327 a busy route and thoroughfare, adjacent to a signal-controlled pedestrian crossing and busy junction with Whitley Wood Road, adjacent to a service road serving a row of shops and opposite a bus stop, would distract drivers in a location where there is conflicting vehicle movement and high flows of traffic. This could result in sudden and unpredictable vehicle movements, increasing the risk of collisions with other vehicles or pedestrians. By virtue of its illumination, orientation, and positioning, would create additional obstacles that would be detrimental to the safety of footpath users including pedestrians with accessible needs such as wheelchair users, partially sighted and blind pedestrians. As such the proposal is contrary to Policy TR3, Policy OU3 and Policy OU4 of the Reading Borough Local Plan 2019 and Policies DM12 (Access, Traffic and Highway-Related Matters) and DM22 (Advertisements) of the Sites and Detailed Policies Document 2012 (altered 2015) and Paragraphs 067 and 068 of the National Planning Policy Guidance (NPPG).

INFORMATIVES

1. The Local Planning Authority has worked proactively with the applicant to see if relevant concerns could be resolved to allow permission to be granted. However, that has not been possible within the prescribed target or agreed extended timescale and therefore the decision to refuse planning permission has been taken.

Date: 19 November 2025



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**Acting Assistant Director, Planning,
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NOTES

APPEALS TO THE SECRETARY OF STATE

If you are aggrieved by the decision of the Council to refuse consent for the proposed display of advertisements or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990 within 8 weeks of the date of this notice.

Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>.

If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.

Date: 19 November 2025



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