

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

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

To: Louis Freeman
TSOC, Pacific House, Atlas Park,
Simonsway,
Wythenshawe,
Manchester,
M22 5PR

Application No: PL/25/1400
Application type: Consent to display an
advertisement

Applicant: Verity Cheyne

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

Proposal: Proposed installation of 1no. new BT Street Hub, incorporating 2no. digital 75" LCD advert screens, and associated BT Phone Kiosk removal.

At: STREET OUTSIDE NOVOTEL READING CENTRE, 25B FRIAR STREET, READING, RG1 1DP

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

PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE

Date: 28 November 2025



SDV

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

Application At: STREET OUTSIDE NOVOTEL READING CENTRE, 25B FRIAR STREET, READING, RG1 1DP

Application No: PL/25/1400

Application type: Consent to display an advertisement

REASONS FOR REFUSAL

1. The proposed BT Street Hub would create a substantial physical obstruction within a high-footfall area, reducing visibility and movement for pedestrians, particularly vulnerable users. Furthermore, the illuminated advertising screens would interfere with CCTV operations, reducing image quality and hindering real-time crime detection and public safety monitoring. The design also increases the potential for antisocial behaviour and misuse of facilities. The proposal is therefore contrary to Policies CC7, CC8 and OU4 of the Reading Borough Local Plan 2019 and relevant provisions of the National Planning Policy Framework, which require developments to maintain public safety and security.
2. 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.

INFORMATIVES

1. The Local Planning Authority has worked positively and 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.
2. The decision relates to the following drawings and documents:
 - REA-109 – Planning Statement, dated 24/09/2025
 - BT Street Hub Overexposure and Glare Evaluation, dated 03/2025
 - BT Street Hub Product Statement V2, dated 09/2024
 - REA-109 - BT Street Hub ICNIRP Certificate, dated 26/06/2025 (*in the document is REA – 108*)
 - The Brightness of Illuminated Advertisements Including Digital Displays- Professional Lighting Guide 05/23
 - BT Street Hubs Anti-Social Behaviour Management Plan, V3.
 - Drawing No. REA-109-001 Rev. A – Site Local Plan, dated 16/09/2025

Date: 28 November 2025



SDV

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

- Drawing No. REA-109-002 Rev. A – Proposed Site Plan, dated 16/09/2025
- Drawing No. REA-109-003 Rev. A – Existing and Proposed Elevations, dated 16/09/2025
- Drawing No. REA-109-003 Rev. A – BT Street Hub Unit All Round Elevations, dated 02/04/2025.

Received 30th September 2025.

Date: 28 November 2025



SDV

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

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: 28 November 2025



SDV

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