

Chen, Huimin

From: Hussain, Nagvinder
Sent: 29 July 2026 09:48
To: Chen, Huimin
Subject: PL/26/0854 153 Caversham Rd ADV ATM

Planning Application Ref: PL/26/0854
Officer: Huimin Chen
Application Type: Consent to display an advertisement
Address: 153 CAVERSHAM ROAD, READING, RG1 8AR
Proposal: The installation of an ATM

There is sufficient manoeuvrability for pedestrians when there is a queue for the ATM without causing an obstructing.

In view of this it is considered that the installation of an ATM in this location is acceptable, and Transport does not have any objections.

Advertisements: restriction on illumination

- The maximum luminance from the ATM Signage should not exceed 100 cd/m2 as detailed in the application form.

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.

N. Hussain

Transport Development Control Advisor

Neg Hussain (Mrs)

Transport Development Control Officer

Transport | Directorate for Economic Growth and Neighbourhood Services (DEGNS)

Reading Borough Council
Civic Offices
Bridge Street
Reading
RG1 2LU

0118 937 3961 (73961)

[Website](#) | [Facebook](#) | [Twitter](#) | [YouTube](#)



From: Jonathan Appleby <jonathan.appleby@reading.gov.uk>
Sent: 14 July 2026 08:49