Chen, Huimin

From: Lucas, Natalie
Sent: 23 October 2026 13:47
To: Chen, Huimin
Cc: Planning Administration
Subject: PL/26/1142 Pavement o/s , 150 Friar Street Bus Shelter ADV

Planning Application Ref: PL/26/1142
Officer: Huimin Chen
Application Type: Consent to display an advertisement
Address: Pavement o/s , 150 Friar Street, Reading , RG1 1EX
Proposal: Internal illuminated sequential advertisement capable of static and dynamic content display with automatic rotation of images

The proposal would replace existing static illuminated advertisements at 10 bus shelters with sequential digital displays changing every 10 seconds. No changes are proposed to the size, appearance or location of the shelters.

The appearance and position of the bus shelter would remain unchanged under the proposed development, as would the size of the advertisement display. The proposal relates solely to the change from a static advertisement to a sequential digital display, which constitutes a material change requiring advertisement consent. The display would continue to be illuminated, with luminance levels controlled in accordance with the recommendations of the Institute of Lighting Professionals Professional Lighting Guide PLG05: *The Brightness of Illuminated Advertisements*. Illumination levels would be automatically adjusted in response to ambient light conditions.

Given the town centre location, where advertising, illuminated signage and street furniture are established features of the street scene, and taking into account that the display is already illuminated, the proposed change from a static to a sequential display is not considered likely to result in a material increase in driver distraction or otherwise adversely affect highway safety. The display would continue to operate with controlled luminance levels in accordance with Institute of Lighting Professionals guidance. Accordingly, the Local Highway Authority raises no objection to the proposal on highway safety grounds, subject to the display operating in accordance with the submitted details.

<u>Suggested conditions if approved</u>

No individual advertisement displayed shall contain moving (or apparently moving images) or flashing images and nor shall they display any telephone number, website email or other social media details
REASON: In the interests of amenity and highway safety in accordance with Policy CC7, CC8 AND OU4 of the Reading Borough Local Plan 2019.

No advertisement shall be displayed for a duration of less than 10 seconds.
REASON: In the interests of amenity and highway safety in accordance with Policy CC7, CC8 AND OU4 of the Reading Borough Local Plan 2019.

The signs displayed shall not resemble road signs;
REASON: In the interests of amenity and highway safety in accordance with Policy CC7, CC8 AND OU4 of the Reading Borough Local Plan 2019.

Controls shall be in place to ensure the uninterrupted transition of images and that transitions should be no more than 0.1 seconds;
REASON: In the interests of amenity and highway safety in accordance with Policy CC7, CC8 AND OU4 of the Reading Borough Local Plan 2019.

Should the installation break down it defaults to either a black screen or freezes in one position, no error messages should flash;
REASON: In the interests of amenity and highway safety in accordance with Policy CC7, CC8 AND OU4 of the Reading Borough Local Plan 2019.

Advert Luminance

Nighttime Lighting Condition:

The intensity of the illumination of the sign permitted by this consent shall be no greater than 600 cd/m2 in the hours of darkness.

Daylight Lighting Conditions:

In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull) and shall at all times be no greater than the recommended maximum daytime luminance values set out in the table below.

Daylight Ambient Illuminance (Eh) (Lux)	Sign Luminance (Cdm^2)
Up to 3,500	< 400
3,502 to 8,500 (overcast day)	< 1,000
8,501 to 15,000 (bright day with cloud cover)	< 2,500
15,001 to 25,000 (bright sunny day)	< 3,500
25,001 to 42,000 (direct sunlight)	< 5,000
42,001 and above	> 5,000

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

Regards

Natalie Lucas
Transport Development Control Officer
Transport | Environment & Neighbourhood Services