

UPDATE REPORT

BY THE DIRECTOR OF ECONOMIC GROWTH AND NEIGHBOURHOOD SERVICES

READING BOROUGH COUNCIL

ITEM NO.

PLANNING APPLICATIONS COMMITTEE: 22nd June 2022

Page no:

Ward: Abbey

App Nos.: 211441/FUL & 211442/ADV; 211443/FUL & 211444/ADV; 211445/FUL & 211446/ADV; 211447/FUL & 211448/ADV; 211449/FUL & 211450/ADV; 211451/FUL & 211452/ADV; 211453/FUL & 211454/ADV

Street Hub (SH) Addresses:

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

Proposals:

Full planning permission for the proposed installation of 1no. new Street Hub, incorporating 2no. digital 75" LCD advert screens, plus the removal of associated BT kiosk(s); and

Advertisement consent for proposed 2no. digital 75" LCD display screens, one on each side of the Street Hub unit.

Description: Proposed development as a whole seeks the installation of 7no. new Street Hub, incorporating 2no. digital 75" LCD advert screens, plus the removal of associated BT kiosks.

Applicant: BT Telecommunications Plc

Date validated: 31st August 2021

Minor applications: 8 week target decision date: 26th October 2021

Extension of time: 22nd July 2022

RECOMMENDATION:

GRANT full planning permission consent for the following applications:

Conditions for Street Hubs 1-7

1. Time Limit
2. In accordance with approved plans
3. Existing ST6 Kiosks to be removed
4. Pavement surrounding Street Hubs to be made good to same condition

Informatives to include:

1. Terms and Conditions
2. Positive and Proactive
3. Works to the highway

GRANT advertisement consent for the following applications:

Conditions for Street Hubs 1-7

1. In accordance with approved plans
2. Standard Advertisement Conditions

3. Luminance not to exceed 250 cd/m² between 17:00 to 06:00 hours
4. Luminance not to exceed 600 cd/m² between 06:01-16:59 hours
5. No works shall commence on site until details and a sample of the internally applied micro-louvre film have been submitted to and been approved in writing by the Local Planning Authority. The details will include the results of the micro-louvre product testing, a data sheet and a sample of the micro-louvre film. The approved micro-louvre film shall be installed in accordance with the approved details and shall thereafter be maintained so that it operates to the same standard.
REASON: To safeguard the amenities of the surrounding properties and the area generally, in accordance with Policy CC8 of the Reading Borough Local Plan 2019.
6. No moving or flashing images
7. No advert displayed for less than 10 seconds
8. Adverts shall not resemble road signs
9. Transitions between adverts to be controlled and no more than 0.1 seconds
10. Black screen or screen freezes if breaks down. No error messages.

Informatives to include:

1. Terms and Conditions
2. Positive and Proactive
3. Works to the highway

1. Consultations

1.1 Crime Prevention Design Advisor (CPDA) Thames Valley Police Consulted on Street Hubs 1 to 7

Updated response received on 20/06/2022 applying to all above applications.

- “I’ve liaised with Thames Valley Police (TVP)/CCTV and in essence, as long as the micro-louvre film functions as intended, then our concerns are suitably addressed.”

2. Micro Louvre Film and Conditions

- 2.1 The agent has confirmed that the micro-louvre film will be applied internally to the Street Hub. The application of the film will be as follows: screen, then micro-louvre film, then glass of the Street Hub. The pre-commencement condition has been updated accordingly based on the additional information provided.
- 2.2 A formatting error within the main report has been rectified, this concerned the formatting of the recommended conditions in relation to the advertisement consent applications. Condition 6 (No moving or flashing images) to the advertisement consent was incorrectly formatted and lost within the wording for condition 5. As above, this formatting error has been rectified with a new standalone condition.

3. Conclusion

- 3.1 The officer recommendation remains to grant planning permission and advertisement consent for the applications listed above as outlined in the main report, subject to the conditions and informatives as detailed above within this update report.

Case Officer: David Brett