

UPDATE REPORT

**BY THE EXECUTIVE DIRECTOR OF ECONOMIC GROWTH AND NEIGHBOURHOOD SERVICES
READING BOROUGH COUNCIL
PLANNING APPLICATIONS COMMITTEE: 29th May 2019**

ITEM NO. 7

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Ward: Abbey

Application No.: 181954/ADV, 181955/ADV, 181956/ADV, 181957/ADV, 181958/ADV, 181959/ADV, 181961/ADV, 181962/ADV, 181963/ADV, 181964/ADV, 181965/ADV, 181966/ADV, 181967/ADV, 181968/ADV, 190361/ADV

Addresses:

- Sign 1 - 181954 - outside 37-45 Station Road (Thames Tower)
- Sign 2 - 181955 - outside 17-27 Station Road (Brunel House)
- Sign 3 - 181956 - outside 3-5 Station Road (Coral)
- Sign 4 - 181957 - outside 24-25 Broad Street (HSBC)
- Sign 5 - 181958 - outside 26-28 Broad Street (Lloyds Bank)
- Sign 6 - 181959 - outside 123 Broad Street (Fat Face/ Broad Street Oracle entrance)
- Sign 7 - 181961 - outside 23 Broad Street (Trailfinders)
- Sign 8 - 181962 - outside 108-113 Broad Street (John Lewis)
- Sign 9 - 181963 - outside 39 Broad Street (WHSmith)
- Sign 10- 181964 - outside 52 Broad Street (JD Sports)
- Sign 11 - 181965 - outside 61-64 Broad Street (Clas Ohlson)
- Sign 12 - 181966 - outside 31 Queen Victoria Street (Itsu)
- Sign 13 - 181967 - outside 2 Queen Victoria Street (Salvo and Alex for Men)
- Sign 14 - 181968 - outside 116-117 Broad Street (Primark)
- Sign 15 - 190361 - outside 11 Broad Street (Monsoon/ Tiger)

Proposals: Signs 1-5: Bus shelter signs. Signs 6-15: Free standing signs

Descriptions: Double-sided freestanding forum structure, featuring 2 x Digital 86" screen positioned back to back. The Digital screen is capable of displaying illuminated, sequential content, supplied via secure remote connection (x 15)

Date Valid: 27th November 2018

Application target decision date: 8 week target decision date: 22nd January 2019 & 26th April 2019 (for application 190361)

Extension of time: 5th June 2019 (for all applications)

Recommendation:

As per main Agenda report.

1. Further Consultation Response received - Reading Civic Society

- 1.1 Further to section 4 of the main report, on 28th May 2019, Reading Civic Society provided a consultation response, specifically objecting to two of the proposed screens (nos. 12 and 13); however, the Society also expresses their discontent with the overall number of screens proposed as part of the scheme.
- 1.2 Reading Civic Society confirms that they support the officer recommendation of refusal for signs 12 and 13 (both located on Queen Victoria Street) on heritage grounds.
- 1.3 Reading Civic Society also made comments on sign 15 which is located within the Market Place/London Street Conservation Area. Although they expressed they do not favour the sign, they concur with the officer's evaluation that due to the commercial use of the surrounding area of the proposed screen, it is agreed, on balance, that it is not considered harmful enough to raise an objection based on heritage or conservation grounds.

2. Other matters

- 2.1 Further to section 2.4 of the main report, the applicants wish to confirm/clarify that the proposed advertising scheme may still be viable without all screens being approved.

Case Officer: Connie Davis