

PLANNING REF : 252519
PROPERTY ADDRESS : 20 Jersey Drive
: Winnersh
: RG41 5FR
SUBMITTED BY : Mr Keith OLeary
DATE SUBMITTED : 11/11/2025

COMMENTS:

I wish to object to the installation of the proposed BT digital LCD display screens on either side of the BT Street Hub unit.

While I understand the need for modern telecommunications infrastructure, the inclusion of large, illuminated advertising screens is inappropriate for this location for several reasons:

Visual Amenity and Character of the Area

The proposed digital displays would introduce bright, continuously changing commercial advertising that is visually intrusive and out of keeping with the character of the surrounding streetscape. This would be particularly harmful in a residential, conservation, or heritage area where traditional street furniture predominates.

Light Pollution and Amenity Impact

The illumination from the screens, especially during evening and night-time hours, would contribute to unnecessary light pollution. This may cause disturbance to nearby residents and detract from the visual quality of the public realm.

Highway and Pedestrian Safety

Moving or brightly lit digital advertisements can distract drivers and cyclists, creating a potential safety hazard at junctions, crossings, and other busy parts of the road network. The visual clutter of dual screens further compounds this risk.

Commercialisation of the Public Realm

The introduction of digital advertising on street infrastructure prioritises commercial gain over community benefit. Public footways should not be dominated by large-scale advertising, particularly when the practical telecommunications functions of the unit could be delivered without it.

Cumulative Impact

The growing number of similar BT Street Hubs and digital displays across the area risks creating visual saturation and a cluttered streetscape, undermining efforts to maintain an attractive, coherent public environment.

For these reasons, I respectfully request that planning permission for the proposed digital advertising screens be refused,