

MEMORANDUM

From:	JP		
Service	WBC Highways	App No:	252518 and 252519
Address:	Pavement outside, 25 Peach Street, Wokingham.		
Proposal:	252518 – Full application for the proposed installation of 1 no. BT Street Hub and removal of existing telephone booth. 252519 – Application for advertisement consent for the proposed installation of 2 no. internally illuminated digital LCD display screens on either side of the BT Street Hub unit.		
Type of Development:	252518 – Minor All other developments 252519 – Other Advertisements		
Site Visit Made:	Yes/No		

Comments On Proposal

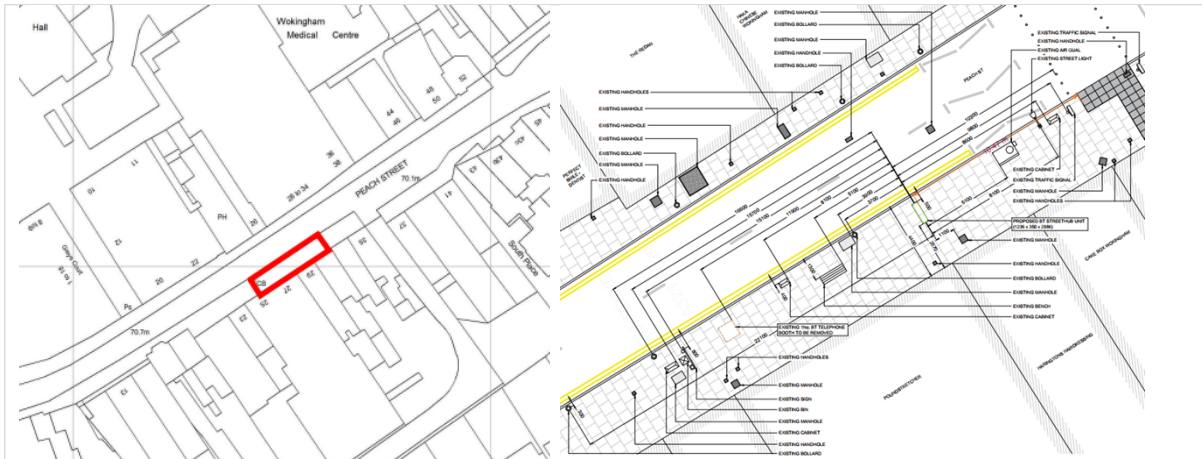
Reason for refusal

This statement supports of planning applications 252518 and 252519, which the refusal reasons stated the following:

- ***252518:*** *Owing to its location, sitting and scale, the proposed development would result in an incongruent, oppressive and visually imposing addition to street scene. It would also fail to conserve or enhance the Wokingham Town Centre Conservation Area and the setting of several Grade II Listed Buildings. The proposed development is therefore contrary to policy CP3 of the Core Strategy (2010) and TB24 of the Managing Development Delivery Local Plan (2014), Section 66 and Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the NPPF.*
- ***252519:*** *The proposed digital advertising screen would introduce an advertisement that, due to its size, illumination and changing display, would be visually dominant and unduly prominent to the detriment of the streetscape and would fail to conserve or enhance the character or appearance of the Wokingham Town Centre Conservation Area and the setting of Grade II Listed Buildings. The proposal is therefore contrary to policies TB19 and TB24 of the MDD (2014).*

Background

The appellant seeks concurrent approvals of Planning Application 252518 for erection of a BT Street Hub unit (2.98m high) and the removal of the existing BT telephone booth (2.5m high), and Planning Application 252519 for installation of two digital LCD display screens on either side of the BT Street Hub. The location is at pavement outside 25 Peach Street, Wokingham.



The existing telephone booth is located 11.9m west of the proposed Street Hub unit. Both the proposed locations for the Street Hub unit and existing telephone booth are situated within adopted highway.

The A329 Peach Street is a classified A-road subject to a 30mph speed limit. The proposed BT Street Hub will be located on public footway, which will include provisions of digital services and illuminated advertising displays perpendicular to the footway.

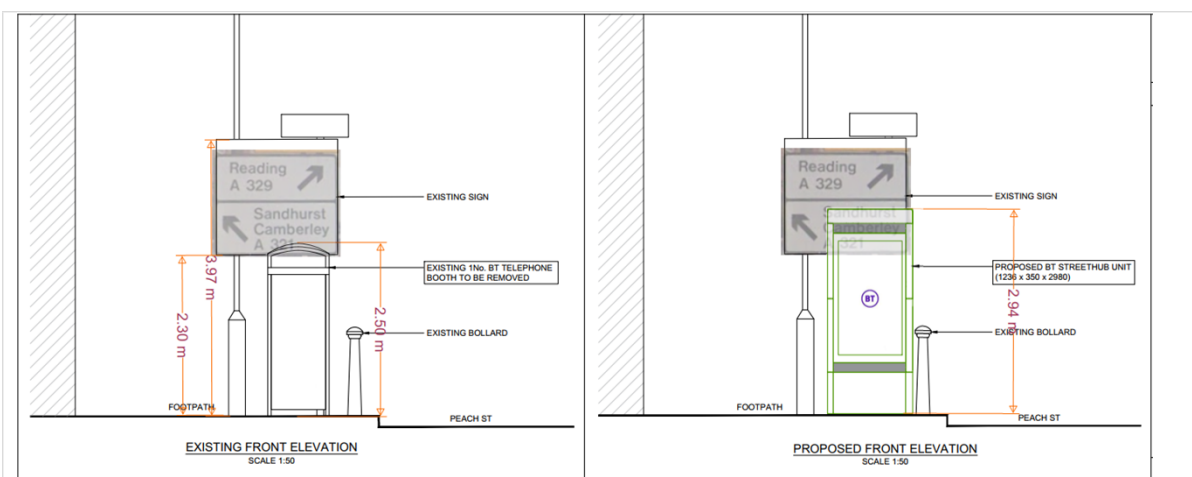
While the Highways have provided comments on visibility and proposed level of luminance, the officer reports suggest that the proposals would result in detrimental harms of itself and those concerns remain relevant.

The appellant has responded to highway comments in the appeal statement. The updated highway responses with further details are provided below if the inspector will wish to consider visibility and proposed level of luminance as part of other matters.

Visibility

The A329 Peach Street is subject to a speed limit of 30mph. In line with Chapter 7 of the Traffic Signs Manual (2018), 'The Design of Traffic Signs', Appendix E states that the minimum clear visibility distance of an Advance Direction Sign on roads up to 30 mph is 45m.

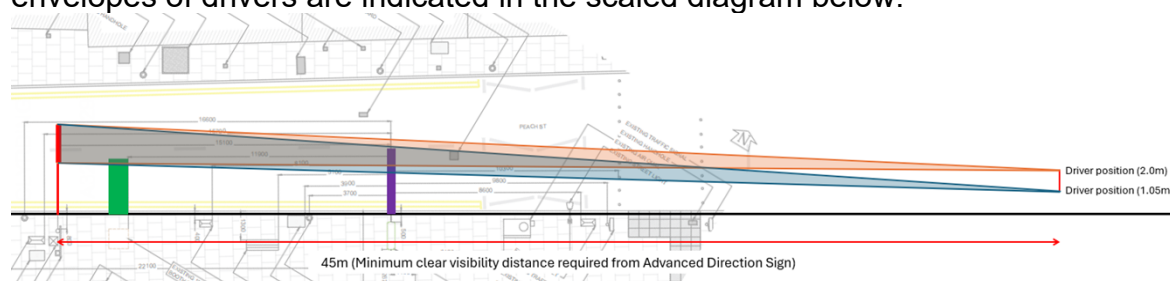
Drawing 003-A provides details on the existing and proposed elevations. While the dimensions in site photo cannot fully align with existing road sign on the submitted drawing, the Highways try overlaying the details to visualise the concern. The annotated proposed front elevation below indicates that the proposed BT Street Hub unit will block a significant portion of the existing road sign and worsen the existing condition.



Whilst it is acknowledged that the direction sign has been partially blocked by the existing telephone booth, the proposed Street Hub unit will be positioned circa 12m closer to the driver's direction of travel. This will steepen the required upward viewing angle of the drivers, even if the proposed height of the Street Hub were to remain at 2.5m.

The appellant has been advised to demonstrate this forward visibility for vehicles travelling along Peach Street in both lanes, or the existing vertical visibility plane from driver position can be fully retained ranged from 1.05m (for car drivers) to 2m (for lorry drivers), which is still not assessed in the appeal.

The Highways, therefore, produce a section drawing and examine the visibility envelopes of drivers are indicated in the scaled diagram below:



The appellant has also been advised to reconsider either reducing the height or repositioning the Street Hub to behind the Advance Direction Sign, but this has not been considered.

The proposed position and height of the Street Hub will likely lead to a detrimental impact on highway safety, which is therefore unacceptable.

Illuminated Sign / Lighting

The application includes an internally illuminated digital display screen with maximum luminance of 5000 cd/m² (daytime) and 600 cd/m² (at night), and display static images that will change every 10 seconds.

According to the Town and Country Planning (Control of Advertisements) Regulations, for the illuminated area of the sign being smaller than 2m², the maximum level of luminance would be 800 cd/m² throughout the day. This also

subject to the advertisement is displayed in the frequency no more frequently than every 10 seconds.

The maximum level of luminance of 800 cd/m² during daytime shall be secured via condition.

Date:

11/2/2026

Signed:

JP