

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN & COUNTY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007**

APPLICATION FOR CONSENT FOR DISPLAY OF AN ADVERTISEMENT

JCDecaux UK Limited
991 Great West Road
Brentford
TW8 9DN

Application No: 230533
Application type: Advertisement Consent

Applicant: JCDecaux UK Limited,

READING BOROUGH COUNCIL as Local Planning Authority **REFUSE** consent for the display of the following advertisements:

Proposal: Single leg freestanding advertising structure featuring two internally illuminated sequential display screens

At: Highway Verge Junction of the A33 and Rose Kiln Lane Reading RG2 0JZ

For the attached reasons

**OTHER STATUTORY CONSENTS MAY BE REQUIRED
PLEASE READ THE NOTES ISSUED WITH THIS DECISION NOTICE**

Date: 5 July 2023



SDV

Assistant Director of Planning, Transport and
Public Protection Services

Application At: Highway Verge Junction of the A33 and Rose Kiln Lane Reading RG2 0JZ

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REASONS FOR REFUSAL

1. The siting and sequential images displayed on the proposed electronic LED media display screen would distract drivers in a location where there is conflicting vehicle movement and high flows of traffic. This could result in sudden and unpredictable vehicle movements, increasing the risk of collisions with other vehicles or pedestrians. This would result in harm to public safety and would be in conflict with Policies TR3 and OU4 of the Reading Borough Local Plan 2019 and Paragraphs Paragraph: 067 Reference ID: 18b-067-20140306 Revision date: 06 03 2014 and Paragraph: 068 Reference ID: 18b-068-20140306 Revision date: 06 03 2014 of National Planning Policy Guidance (NPPG).
2. The proposed electronic advertisement and associated supporting structures, by virtue of its size and prominent location, would appear as an unattractive and prominent feature in the street scene and would contribute towards an undesirable proliferation of signage and visual clutter at this location. Furthermore it would detract from existing landscaping and limit opportunities for further improvements to landscaping in the future. The proposed advertisement would therefore result in harm to the visual amenity, character and appearance of the area, contrary to Policies OU4 and CC7 of the Reading Borough Local Plan 2019.
3. The proposed electronic LED media display screen would restrict the Council in its ability to bring forward important transport infrastructure in a safe and visually acceptable manner, including ensuring appropriate space for associated landscaping and tree planting. As such the proposal would have an adverse effect on the visual amenity and safety of the Mass Rapid Transit scheme and, as a result, would be in conflict with Policies TR1, TR2, TR3, OU4 and CC7 of the Reading Borough Local Plan 2019.
4. The application fails to demonstrate that the proposed electronic LED media display screen by virtue of its large size, orientation and elevated position would not result in harm to the visual amenity of residents of dwellings opposite the site to the western side of the A33 due to glare and light spill, contrary to Policies OU4 and EN16 of the Reading Borough Local Plan 2019.

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INFORMATIVES

1. The refusal relates only to the following plans and drawings as received by the local planning authority, received on 20th April 2022:

Part 1 Roadside Advertising Proposal document, dated April 2023

Drawing: A02197 Page 4 of 12 Application Site - Site and Surroundings

Drawing: A02197 Page 5 of 12 Application Site - Block Plan

Part 2 Roadside Advertising Proposal document, dated April 2023

Drawing: A02197 Page 3 of 7 Display Panel Specification - Willmotte Single Leg Design

Drawing: A02197 Page 4 of 7 Structure Plans - Willmotte Single Leg Design

Received by the local planning authority on 20th April 2023

2. The local planning authority has worked positively and proactively with the applicant to see if relevant concerns could be resolved to allow permission to be granted. However, that has not been possible within the prescribed target or agreed extended timescale and therefore the decision to refuse advertisement consent has been taken.

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NOTES

APPEALS TO THE SECRETARY OF STATE

If you are aggrieved by the decision of the Council to refuse consent for the proposed display of advertisements or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990 within 8 weeks of the date of this notice.

Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>.

If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.

The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.

The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted planning permission for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.

If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. Further details are on GOV.UK.