

Highway Verge on the East Side of
A33 corner of **Rose Kiln Lane**

Reading RG2 0JZ

Easting 471351
Northing 172275

PART 1
Roadside Advertising Proposal
September 2022

PART 1

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Introduction

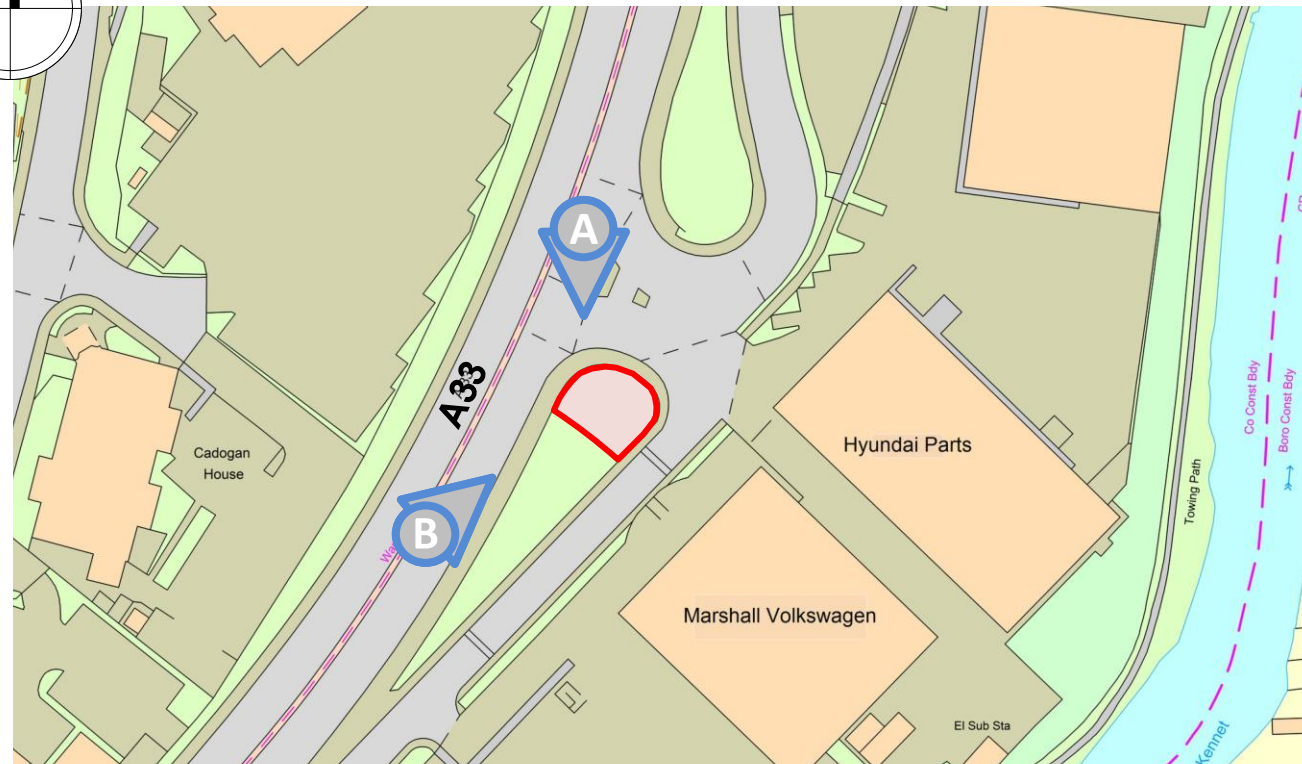
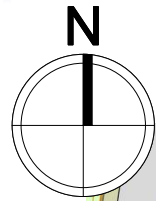
Application Background



This Application relates to an area of land on the east side of the A33 in Reading, at the junction with Rose Kiln Lane. The land forms part of a highway verge and is owned by the Borough Council. This development is an extension to the commercial arrangement between the Council and applicant to develop a limited number of roadside displays in central Reading and main transport corridors. The A33 is a very busy north south route connecting central Reading with the M4 in the south. As such the corridor comprises large swathes of commercial and light industrial areas. The application site is located to the north of Coley Water Meadows in an area dominated by car showrooms and dealerships together with the typical out of town retail outlets. The area is not a sensitive one and building scale is considerable and appearance dictated by function rather than design.

The application site is an expansive area of land fronting a glass fronted vehicle showroom and provides sufficient space to locate a double sided advertising display visible to north and southbound drivers on their approach to the site. The camber of the road enables long range visibility in both directions which will allow drivers to see the messages on display within the context of the site and surrounding area. The two proposed panels will be the standard 48 sheet landscape displays often seen in the roadside environment alongside large scale commercial premises where their scale would not appear overwhelming. The panels will be affixed to a cantilevered structure of a distinctive design unique to the applicant that features a central monopole with the advertisements elevated above the carriageway so as to be clearly visible to drivers. The approach to the site is uncomplicated and devoid of signal heads or crossing points that would otherwise add an additional cognitive load to a driver. The advertisements will show static illuminated images that are capable of automatic change.

Overall it is considered that the proposal at this site would not harm the interests of visual amenity or public safety and thereby accords with the provisions of the Regulations and Policy guidance.



Northing 172275 Easting 471351 APPLICATION SITE

SCALE 1:1250
0 25 50

Application Site

Site and Surroundings

The images illustrate the nature of the surrounding land use at the application site. The land is in front of a VW dealership, one of a number of car showrooms on this section of the A33 near Rose Kiln Lane. The showroom buildings are modern in design and vast in scale. The application site is an extensive area of verge mainly laid to lawn. The proposed freestanding structure, having a small footplate will be positioned with the leg on the roadside edge and the display units splayed to reflect the camber of the road.

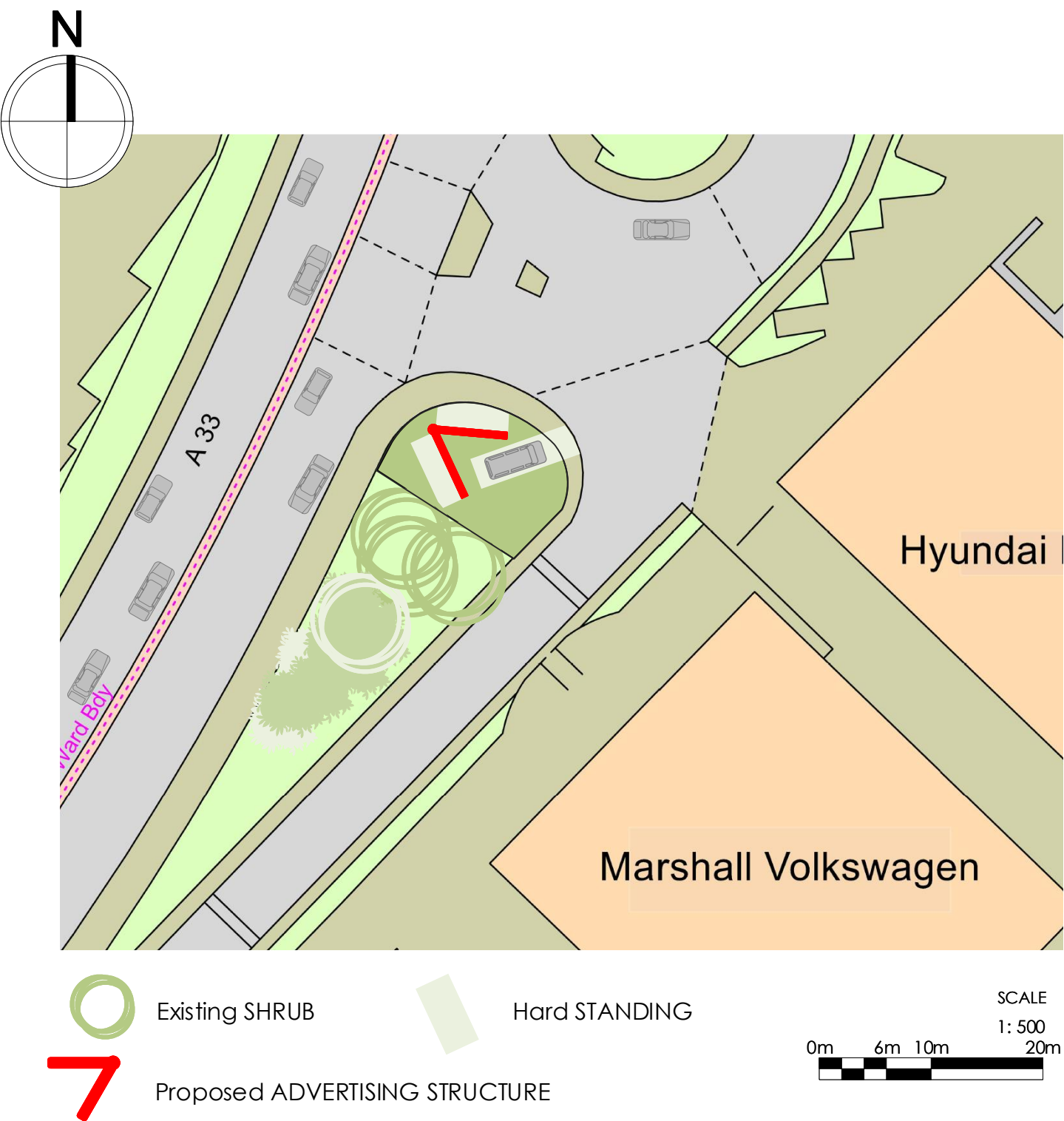
Opposite the application site is a series of office buildings occupied, amongst others, by Thames Water parade of two storey retail premises and a number of advertisements. To the immediate south is the traffic light controlled junction where the A33 and Rose Kiln Lane divide, which includes a large retail park, petrol station and other retail warehouse buildings. The surrounding area is overwhelmingly commercial in nature and an area suited to roadside advertisement displays to complement the retail character of the locality.

The application site has no relevant use designation in the development plan. The land is not within a conservation area nor is it close to a heritage asset that would be affected by the proposal. The A33 is a dual carriageway that is well lit and heavily trafficked throughout the day and night.



Application Site

Block Plan



The plan opposite shows the site arrangement for the advertising structure, outlined in red. The unit is freestanding on a single steel leg with the advertisement screens elevated above the carriageway to clear street level obstructions and make the displays visible to passing traffic.

The display structure is designed by the architect Jean Michel Wilmotte and features a central single leg to provide an open area below the structure, with two display units affixed to a tapered beam, as illustrated in the Part 2 submission document to this proposal. The base of the structure creates a small footprint that, together with a level surface area beneath the panel itself, will retain the open nature of the remaining land and not undermine the value of the planting along the remainder of the highway verge. The unit sits within the grassed area and the existing shrubs will be retained. Land in front of the units will be laid with a hardstanding to facility cleaning and an area to the side of the site will be available for the parking of a maintenance vehicle, access being via the removable railings. The size of the advertisement displays themselves and the elevation above the carriageway is appropriate in light of the surrounding area and scale of built form. The application site and surroundings is located away from any sensitive views or protected heritage assets.

The main audience for the display units is drivers approaching from the north and south on the A33. The elevation of the advertisements will make the displays clearly visible to drivers well in advance of the site or any point of decision. The site is sufficiently removed from the nearest junction to avoid any visual conflict between signal heads and the proposed screens. The approach to the application site is along a relatively straight road which does not present a challenge to a driver and the perpendicular presentation to the road means that the advertisements will be clearly visible and easily assimilated well in advance of the site. By the time a driver approaches the site, he/she would have passed through a commercial corridor and seen other forms of roadside attractions and displays associated with the commercial outlets. It is considered that advertisements of this size and in this position are unlikely to present a road hazard to drivers exercising reasonable care.

Application Site

Photomontage Images



Northbound



Southbound

Comparable Example

Trafford Road Manchester

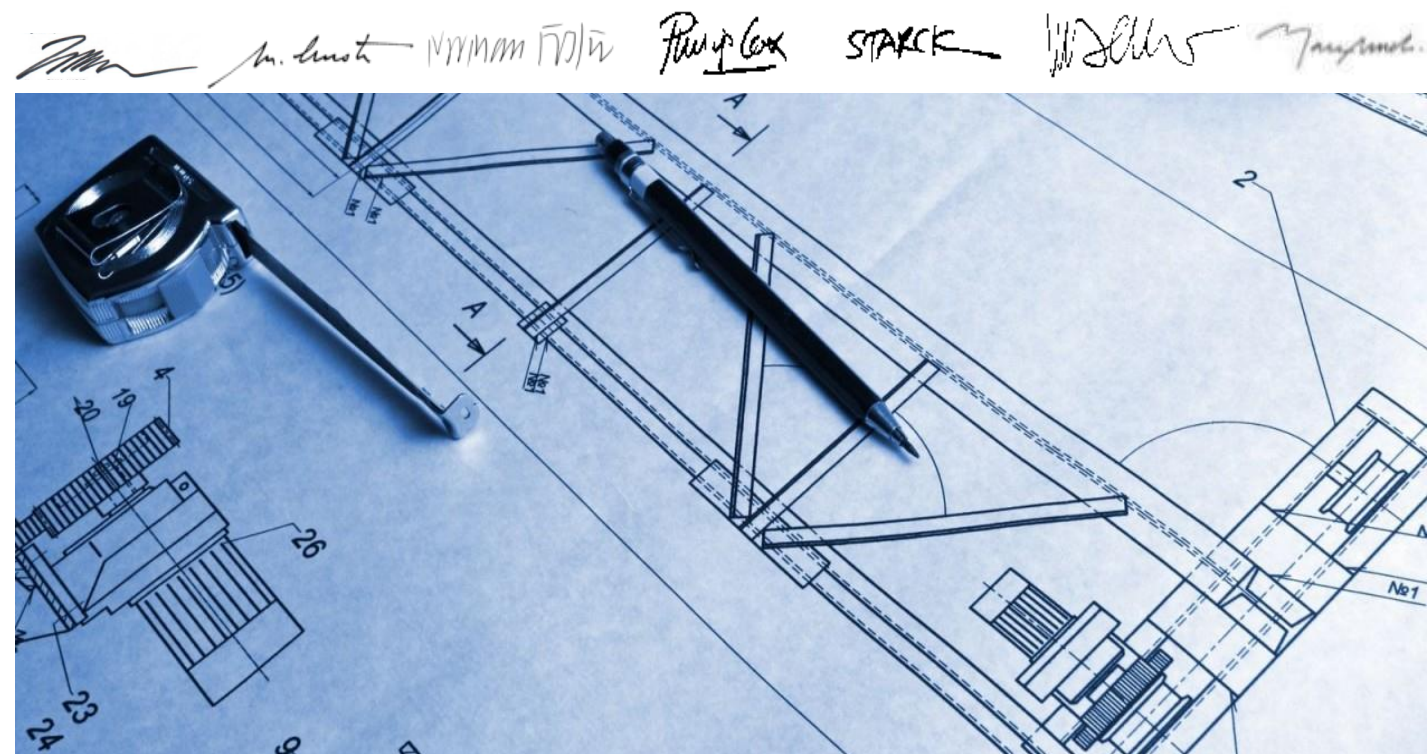


The above images are of an existing advertised site on the A56 Bridgewater Way in Trafford Great Manchester that utilises the same double sided Wilmotte display as proposed for the application site

The site setting visual context and road layout is comparable to the application site

Sustainable Design

The Importance of Good Design



At the heart of the Company's philosophy is a dedication to design excellence. JCDecaux is renowned for its landscape legacy of beautifully designed Street Furniture & road side displays created through the continued collaboration with leading Architects and Designers to develop comprehensive lines of Street Furniture and road side displays for Cities across the world.

A core function of the JCDecaux group is the Research and Development Department (R&D), which serves as the essential link between art and industry. With more than 120 staff, the commitment of the R&D department is to constantly innovate with a drive to source leading-edge sustainable technology. The R&D team constantly strives to incorporate more innovative services into the equipment we develop, with the main focus being on integration of equipment into the environment, whether this is urban or indoor. Product design is guided by eco-design principles. The materials used are of the highest quality and maximum strength. Reduced energy consumption, adaptation to useful life and recyclability are at the core of our design processes. A reduced ecological footprint is therefore ensured for each of our products. This approach forms the foundation upon which JCDecaux builds its furniture and which runs through the entire supply chain and lifecycle of our products. This very effective resource will be called upon by JCDecaux in delivering the most appropriate design solutions that can meet the climate emergency and ensure no harm to the environment is create by our business operations.

The structure for the application site is a design created by the architect Jean-Michel Wilmotte for JCDecaux. This design is consistent across the City and nationwide. The distinctive architecture of this cantilevered display unit is unique to JCDecaux and effectively combines function with form. The investment in high quality durable designs is intended to enhance the public realm and to complement the area. The investment in better quality and interesting structures also raises the standard and challenges the expectations on sustainable developments and the part roadside advertising plays in realising this ambition.



This application is submitted for advertisement consent, the control of which is governed by the 2007 Regulations. The Regulations provide a self contained code for advertising developments set apart from mainstream Planning controls. Proposals are to be determined and considered in light of the Regulations, which identifies two areas of interest that are material factors in each case.

The Advertisement Regulations and Policy

Regulation 3 states that;

- '1. A local planning authority shall exercise its powers under these Regulations in the interest of amenity and public safety, taking into account –The provisions of the development plan, so far as they are material; and Any other relevant factors
2. without prejudice to the generality of paragraph (1) (b)-
 - a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
 - b) Factors relevant to public safety include the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air'

National Guidance on the control of advertisements is provided within The National Planning Policy Framework (NPPF) and associated guidance on advertising within the Planning Practice Guidance ("PPG"). Section 8 of the PPG explains in greater detail the criteria for considering amenity issues in advertising proposals. More specifically, on the matter of scale the guidance suggests that advertisements should respect the scale of the surroundings.

On the matter of public safety, the principle consideration is whether the proposed advertisement is likely to affect driver behaviour and whether the position of the advertisement is acceptable in safety terms. This proposal has been assessed in light of the above criteria.

Planning

Material Considerations

Material Factors

This application concerns the display of an advertisement and is therefore subject to the provisions of the 2007 Advertisement Regulations. The Regulations identify two specific areas of concern that are material to advertisement development, being the interests of visual amenity and public safety. The provisions of a Development Plan are not determinative in advertising cases, however policies within Development Plans on advertising that covers amenity and safety issues may be material where they support and accord with the NPPF and relevant PPG.

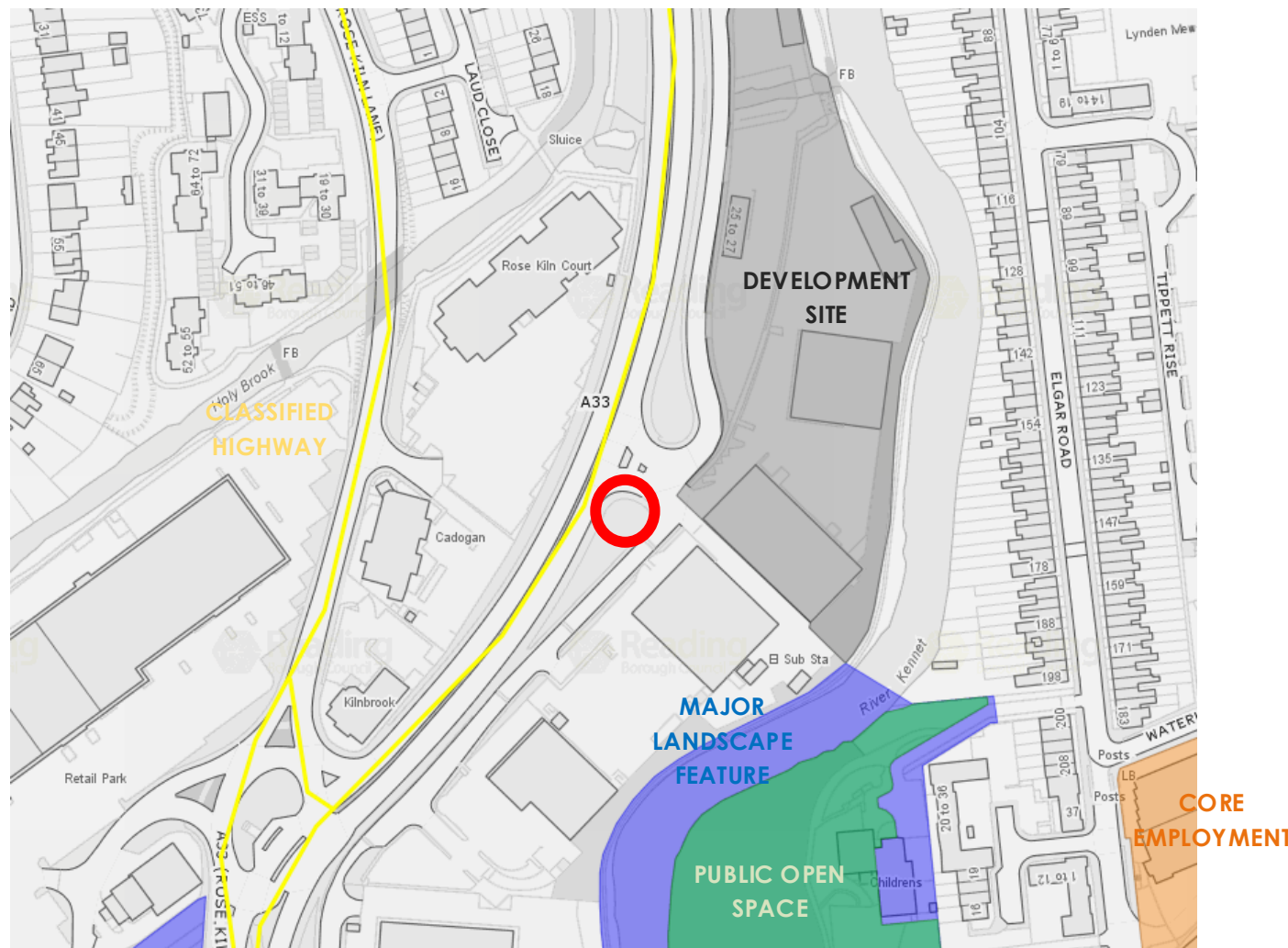
Site and Context

The character and quality of the area is determined by several factors that include the nature and scale of built form within the area and any natural features that gives an area its unique character. The application site is part of any of open highway verge within a commercial corridor alongside a busy road. The surrounding buildings are exclusively commercial in use and mostly confined to two/three storey in height, all dating from the late 20th early 21st century with more modern shed type warehouse and showroom architecture. The local road infrastructure influences local character as it is a classified road and primary route as identified in the development plan for Reading. The road is busy throughout the day and night carrying large volumes of domestic and commercial traffic which serves the centre of Reading and north south spine that forms the hub of commercial activity.

The application site falls south of central Reading and is not identified or designated for any particular use, being an area of highway verge within a well established commercial corridor. The site adjoins an identified development site, which is currently used for vehicle sales, buildings merchants and similar light industrial uses. It is likely the character of the use will continue through the ultimate redevelopment of the land. Drivers travelling along the A33 and passing the site as they head north or south will recognise that the area's predominant character is commercial. This character and predominant land uses found nearby make this site suitable as a location for roadside advertising. There are no heritage assets close to the application site nor are there important views that would be adversely affected by the addition of the roadside display.

Policy

Council policy on advertising repeats the principles set out in Government policy guidance. Advertisements are recognised as contributors to vibrant commercial locations and are to be assessed in light of amenity and safety considerations. Displays are also required to respect their surroundings in use and scale. PPG guidance suggests that the larger form of advertising displays is suitable within predominantly commercial areas and alongside busy roads, which is precisely the overring character or the application site. Guidance also suggest more care is required where advertisements are to be sited in locations that demand greater concentration on the part of a driver.



Proposed Advertisements

The advertisements will be affixed to a single leg structure, a design which is unique to the applicant and a common design for all large format roadside displays operated by JCDecaux. The single central support leg provides the means to present the landscape displays. The benefit of the simple design is firstly in the aesthetics of the architecture, which is minimalist in concept yet sets a high benchmark in quality of roadside advertising beyond the traditional, functional display. Secondly, the single leg ensures a very small footprint is required to accommodate the support, typically an area less than 1m² of the land.

The advertising display panel which holds the LED modules is a self contained unit that is capable of showing illuminated static images that are automatically changed in sequence, typically up to four separate advertisements at any one time. The advertisements will be changed remotely by means of an ISDN feed therefore there is no waste material associated with printed displays that are changed every two weeks and then recycled or, in the case of backlit vinyl, disposed of via landfill. The reduced need to visit the site means a biannual visit is necessary for routine maintenance. LED technology is one example of how modern methods are redefining the roadside media and providing a more sustainable way to advertise. The LED modules are completely free of hazardous material with all components being recyclable at end of life in accordance with EU Directives. The display screen is fully programmable to control lighting levels and hours of operation to within acceptable levels, following the advice and recommendations of the ILP.

In line with the provisions of the Regulations, the relevant assessment is based on the dual criteria and on whether the proposed single display would have an unacceptable or harmful impact upon those interests.

Amenity

The site context is considered appropriate for the development due to the type and nature of land use found nearby and the scale of buildings. These surroundings could accommodate the scale of advertisement now applied for without harming the appearance of the street or appearing out of scale. The principle of advertising alongside a busy road such as the A33 and within a wholly commercial area such that is found at the application site is supported in guidance and able to support the commercial and retail character of the area. The development is unlikely to harm the visual amenity of the area.

Public Safety

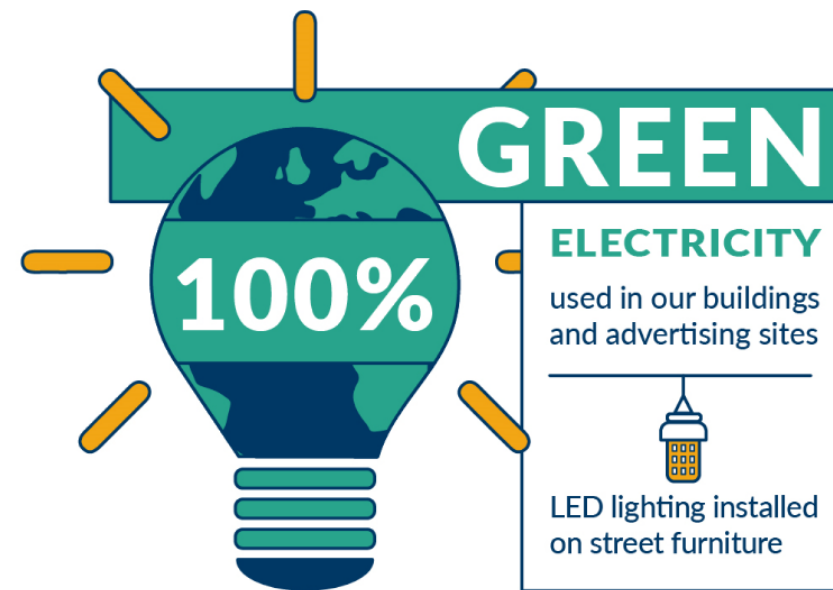
Both the northern and southern approach to the site is along a gently curved road and absent of any features that would place a cognitive load on a driver's concentration. The signalled junction to the south of the application site where the road divides to Rose Kiln Lane is approximately 150m away from the site. A driver heading north will have over 130m of unobstructed viewing of the south facing advertisement once passed the junction, which due to the camber of the road and splay of the unit, will be almost head on but slightly offset to the right of a driver's field of vision. This orientation and distance will provide ample opportunity for a driver to see and assimilate the messages without causing hazard.

On the approach a driver will have driven past many retail and commercial premises and seen a range of striking and obvious advertisement displays associated with the commercial premises and activities conducted from these sites. As stated in guidance, advertising within commercial area and alongside main roads are less likely to give rise to safety concerns. The displays become readily visible to a driver well in advance of the application site or any point of decision. At about 70m the advertisements will become obvious and will be seen within the visual context of wider area and the scale of overtly commercial buildings that front the street. It is considered therefore that the position and manner of advertisement display is unlikely to prejudice road safety.

In support of this view the appellant commissioned an independent Road Safety Audit (RSA) to review the proposal in light of the surrounding road network and traffic conditions. The RSA is submitted with the application documentation and concluded that the type of advertisement proposed and the location for the display relative to the road network does not raise concerns as to highway hazard.

COMMITTING TO
100% RENEWABLE ENERGY BY 2022

JCDecaux is the first Out-of-Home company to join the RE100 initiative



9 ELECTRIC VANS IN OPERATION



31% LESS CO2

PRODUCED BY OUR VEHICLES COMPARED TO 2012



SITE LANDSCAPING, GREEN WALLS AND VISUAL AMENITY
RAINWATER COLLECTED FOR CLEANING BUS SHELTERS

