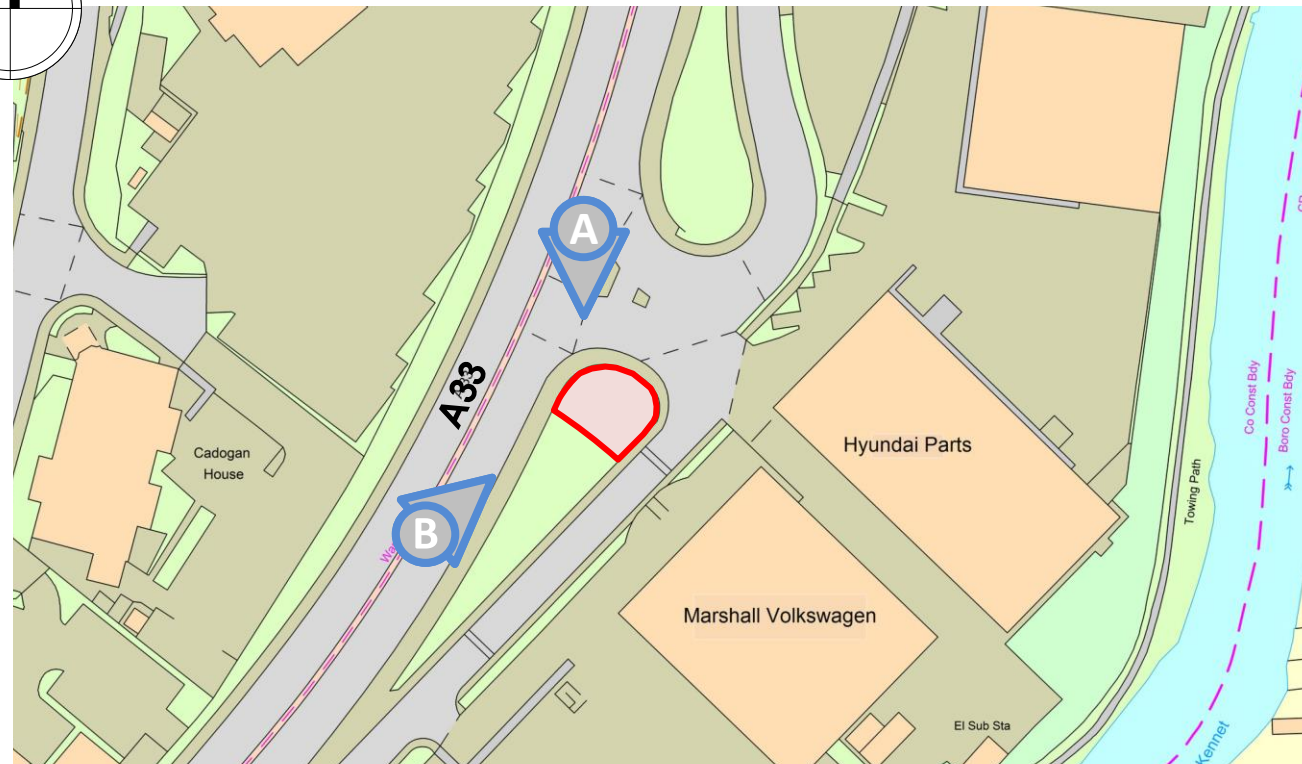
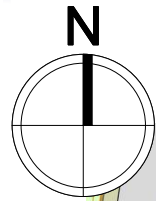




Northing 172275 Easting 471351 APPLICATION SITE

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.

