



LAND ADJACENT TO THE A33, READING

TRANSPORT STATEMENT

Client: PBCW Properties LLP



i-Transport

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SECTION 1 INTRODUCTION

1.1 Introduction

1.1.1 PBCW Properties LLP have appointed i-Transport LLP to provide transport and highways advice in relation to the proposed installation of an electronic advertising hoarding on land adjacent to the A33 in Reading, near to the Rose Kiln Lane junction.

1.1.2 A previous application was submitted for digital advertising boards at the site and was refused planning permission by delegated powers in October 2016 (Application Reference: 16/1414/ADV). The following highways reason was one of two given for refusal:

“The siting and sequential images displayed on the proposed LED media display screens 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 be in conflict with Sites and Detailed Policies Document Policy DM12 and Paragraphs 67 and 68 of the National Planning Policy Guidance (NPPG).”

1.1.3 In addition, Reading Borough Council (RBC) stipulated that a planning application would be required to construct the maintenance access from the A33 to serve the site.

1.1.4 This Transport Statement has been prepared to support an amended application for a single electronic advertising sign and a point of access from the A33. This statement provides additional information which was not provided previously to overcome concerns raised by RBC. A pre-application consultation was held with RBC planners and the highways officer on 12 June 2017.

1.1.5 The remainder of this note is structured as follows:

- Section 2 sets out the development proposal, including the specific type of sign proposed, the proposed access arrangements and the proposed advertising controls;
- Section 3 sets out the existing use of the site and the conditions on the road network adjacent to the proposal;
- Section 4 provides context against similar sites across the UK where planning permission has been granted;

- Section 5 sets out conditions proposed in line with those used elsewhere; and
- Section 6 provides a summary and conclusion.

SECTION 2 DEVELOPMENT PROPOSAL

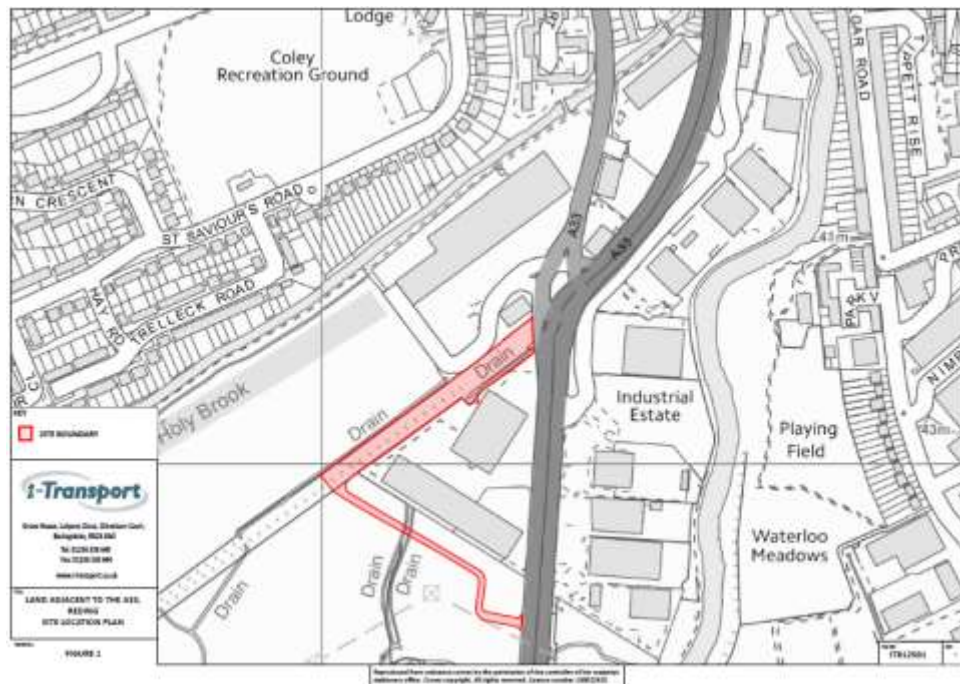
2.1 Introduction

2.1.1 This section of the note summarises the development proposal along with the proposed site access arrangements and the existing site use. In addition, the parameters for the digital advertising board are set out in this section.

2.2 Existing Site Use

2.2.1 The site currently consists of vacant land situated adjacent to the A33 between the Grosvenor Casino Reading South and a BP Petrol Station, Reading. The site location is shown on Figure 1 and is extracted at Image 1 below.

Image 1: Site Location Extract

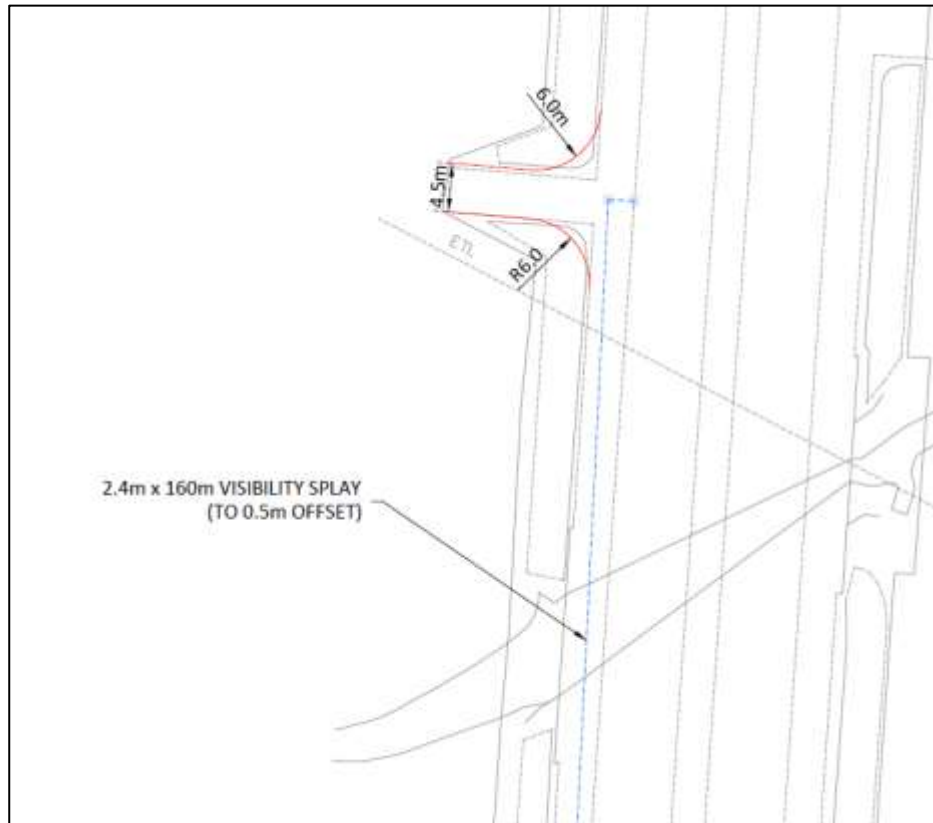


Source: i-Transport

2.3 Site Access Arrangements

2.3.1 The proposed access arrangement for the electronic advertising sign and control area will be provided via the existing vehicle crossover on the A33 south of the Industrial estate, as shown on Image 2.

Image 2: Site Access Arrangement



Source: i-Transport

- 2.3.2 This access is currently used by the land owner to access farm land situated between the A33 and the Holly Brook. During pre-application discussions RBC highways raised no issues with using this access to serve the maintenance area associated with the sign, given that it is an existing access which would be used very infrequently.
- 2.3.3 In the vicinity of the proposed access the A33 is a dual carriageway with a central barrier resulting in a left in/ left out only arrangement. The site access is shown on drawing ITB12501-GA-001 which shows that a 120m visibility splay can be achieved from the existing access to the south of the junction, commensurate with a posted speed limit of 40mph.
- 2.3.4 The use of the access will be limited to a handful of movements throughout the year for maintenance as the majority of changes to the sign can be made remotely.

2.4 Development Proposal

- 2.4.1 Following discussions with Reading Borough Council it was decided to amend the proposal from the previous application, to include one sign rather than two and to amend the orientation of the sign to limit its visibility in the context of its position behind existing signal heads.
- 2.4.2 The proposal is therefore for a single freestanding 7m x 5m x 0.3m digital sign which would face oncoming northbound traffic on the A33 (i.e. movements into Reading).

Image 3: Visualisation of northbound approach with proposal shown



Source: i-Transport

- 2.4.3 The sign would be located and orientated to be visible to the A33 northbound traffic only, thus minimising the impact of any visual site lines through the A33 / Rose Kiln Lane junction.
- 2.4.4 The location and orientation of the sign would mean that it would be relatively easy for drivers approaching the junction to obtain a brief glimpse of the sign and it would be easy for drivers waiting at the red lights on the northbound movement to look across and obtain a brief glimpse of the sign. The location would however not interfere with driver forward visibility and will not be located behind the signal heads but adjacent to them.
- 2.4.5 The location of the sign and its impacts on drivers would be no more than experienced on the approach to the junction resulting from the signage associated with the Casino, the BP garage and the Reading Link Retail Park, which have all been deemed acceptable.

- 2.4.6 The proposal includes a small control area and parking for maintenance vehicles. The proposed layout along with details of the proposed board and a visualisation is shown at Appendix A.

2.5 Policy and Guidance

- 2.5.1 National Planning Practice Guidance (NPPG) paragraph 67 and 68 relate to advertisements and set out that they should only be subject to control in the interests of amenity and public safety. The NPPG also sets out the specific parameters relating to advertisements which could endanger road users. This includes where their size and illuminance could dazzle drivers, when adverts are subject to frequent changes in display and where they incorporate moving elements or a series of images are displayed separately which together constitute the whole message.
- 2.5.2 National Planning Policy Framework (NPPF) paragraph 32 states that development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe, in this case relating to the highway safety impacts of the proposal.
- 2.5.3 Reading Borough Council Sites and Detailed Policies Document Policy DM12 was also previously cited as a reason for refusal. This states that ***“consideration will be given to the effect on safety, congestion and the environment”*** and goes on to state that development will only be permitted where ***“the proposals would not be detrimental to the safety of users on the transport network”***.
- 2.5.4 The A33 corridor into Reading already has an abundance of static advertising, a considerable proportion of which is illuminated. TfL’s Guidance for Digital Roadside advertising and Proposed Best Practice 2011 states that ***“static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted”***.
- 2.5.5 The following sections of this report set out a detailed review of the existing conditions and accident record in the vicinity of the proposal to demonstrate compliance with the above policies. In addition a series of suggested conditions and control methods are proposed which have been used on similar sites across the country whereby the proposals have been considered acceptable in highways and transport terms.

SECTION 3 EXISTING CONDITIONS

3.1 Introduction

- 3.1.1 This section of the note provides a review of the exiting transport conditions in the area including the characteristics of the local highway network in the vicinity of the proposal. In addition, detailed collision data analysis has been considered to provide context and seek to demonstrate that there is no existing highway safety issue at the junction and therefore the proposal will not lead to an adverse impact on highway safety.

3.2 Local Highway Network

- 3.2.1 The proposal is situated adjacent to the A33 in Reading. The A33 provides the principle link between Basingstoke, the M4 and the centre of Reading. In the vicinity of the proposal the A33 takes the form of a dual carriageway road subject to a 40mph speed limit and a central barrier.
- 3.2.2 Between the M4 and central Reading there are 7 large signal controlled junctions within the urban environment. This section of the A33 is characterised by retail parks, car garages and employment and retail areas. The majority of the street scene surrounding the site including the car garages and petrol station have advertising hoardings, signs and banners, the majority of which are illuminated at night.
- 3.2.3 Immediately north of the proposed development site the A33 forms a four-arm part-signalised 'throughabout' junction with Reading Retail Park including the BP garage and Rose Kiln Lane. The southern approach to the roundabout also benefits from staggered signal controlled pedestrian crossings which provide a pedestrian route from the eastern side of the A33 to the shared use/footway cycleway which bounds the A33 on its western side and onto the Retail Park.
- 3.2.4 Rose Kiln Lane is a single carriageway road subject to a 40mph speed limit which provides a link between the A33 and the A4 Berkeley Avenue, an east west route between Southcote and central Reading.

3.2.5 Approximately 75m and 250m south of the roundabout the southbound A33 forms priority junctions with the access roads to several car dealerships and 'Big Yellow Self Storage' located on the eastern side of the A33. In addition, 150m south of the A33 junction the northbound A33 forms a priority junction with the access to Grosvenor Casino. These junctions operate with restricted movements due to the central reservation, for instance the priority junctions on the southbound A33 only provide left in/left out movements.

3.2.6 The section of the A33 which would be within the area of influence for the proposal is shown on Figure 2. The A33 at this point benefits from good visibility due to its straight alignment and the northbound route for drivers is relatively simple as a result of the throughabout nature of the signalised roundabout.

3.3 Collision Data Analysis

3.3.1 Personal Injury Accident (PIA) data has been obtained from Reading Borough Council for the most recently available five-year period between 1 January 2011 and 31 December 2016. The study area includes:

- A33/ Rose Kiln Lane Roundabout; and
- The A33 immediately north and south of the roundabout junction.

3.3.2 The following paragraphs set out a detailed summary of each recorded accident on the approaches to the roundabout in the study area grouped into specific movements or approaches. Figure 2 demonstrates the signs location in relation to the recorded accidents on the approaches to the junction.

Zone 1 – A33 southbound south of Rose Kiln Lane junction including junctions to car dealerships

3.3.3 A total of six injury accidents have been recorded in this zone in the latest five-year period.

- Two 'slight' accidents occurred as a result of rear end shunts. The first occurred when a car travelling south at night failed to see stationary traffic, a contributory factor of the driver being impaired by alcohol was referred to on the accident report. The second occurred when a motorcycle braked suddenly and hard in damp conditions losing control on road markings and subsequently colliding with the rear of stationary traffic in front.
- One 'slight' accident occurred when a car travelling south lost control and collided with a parked car. The causal factor recorded was travelling too fast for the conditions which was recorded as frost/ ice.
- One 'slight' accident occurred when a pedestrian (runner) travelling north on the footway/cycleway crossed the access to Big Yellow Storage and was struck by a car turning out of the junction onto the A33 south. The contributory factor recorded was that the runner was travelling in a hurry and was careless in crossing the road.
- One 'serious' accident occurred when a pedal cycle was travelling north on the footway and entered the carriageway to cross the junction. A left turning light goods vehicle collided as they turned south onto the A33. The causal factors recorded on the accident report refer to the pedal cycle failing to obey the give way/stop sign markings as well as a failure to look properly.
- One 'slight accident occurred when a car turning out of the access to the car dealerships onto the A33 southbound collided with a passing pedal cycle already on the A33. This occurred in the dark and was adjudged to have resulted from the driver being careless or in a hurry and in addition the cyclist wearing dark clothing at night.

This section of the A33 carries southbound traffic only and therefore only collisions occurring at the left in/out junctions, i.e. in the analysis set out above those involving the runner and two collisions involving the pedal cycles would potentially be in view of the proposed sign frontage. As these collisions have cited causality other than the driver failing to look or being distracted it is not considered that there would be any impact on the safety record on this section of the A33. These junctions also benefit from the platooning of traffic from the signal roundabout to the north which allows vehicles onto the A33 in gaps in the traffic reducing the likelihood of collisions.

Zone 2 – A33 northbound south of Rose Kiln Lane junction including access to Grosvenor Casino and existing site access

3.3.4 Four 'slight' injury accidents have been recorded on this section of the A33 and at the junction with the circulatory carriageway of the A33 roundabout and are as follows:

- One accident occurred when an inexperienced driver failed to look properly and did not notice stationary traffic ahead. This resulted in a car waiting for stationary traffic being struck from behind.
- One accident occurred when three cars and two light goods vehicles travelling north collided with stationary traffic ahead. The causal factor recorded in this instance was the vehicles travelling too close to each other.
- One accident occurred when a car travelling north at night failed to stop and collided with stationary vehicles ahead. The causal factor recorded in this case was the road conditions being slippery due to the weather.
- One further accident occurred when a car was struck from behind when the driver of the following car failed to notice the car in front slowing down. This was recorded as resulting from the driver following too close along with the driver being distracted by something inside of their vehicle.

3.3.5 This approach to the A33 and the southern arm of the A33 roundabout is considered to benefit from a good safety record in the context of the high flows on the road with a total of four 'slight' accidents, an average of less than one per year. It should also be noted that there are no collisions recorded resulting from the access to the Grosvenor Casino and that there are no collisions recorded on the northbound circulatory of the A33 roundabout. This demonstrates that drivers are used to the existing layout and are able to respond accordingly to the access junction for the Grosvenor Casino despite the busy street scene.

Analysing the four collisions over the past five-year period demonstrates that there has only been one accident on the approach which would have occurred in view of the digital advertising board were it in place. This accident occurred as a result of cars following too close and the driver being distracted by something inside of their vehicle. The remaining three accidents would either have been greater than 150m south of the junction, the likely area of influence of the proposal or at the junction with the A33 roundabout where the sign would be alongside and not visible to drivers, therefore not having the potential to impact upon a proportion of this approach.

Zone 3 – A33 approach to Rose Kiln Lane junction including up to the pedestrian crossing on the southbound A33 exit of the roundabout

3.3.6 Six 'slight' injury accidents and one fatal accident have been recorded on this section of the roundabout, both on the A33, the circulatory and the southbound exit.

- One accident occurred when a car performed an illegal u-turn in the circulatory to travel the wrong direction for the road. The car then subsequently collided with a northbound car.
- One accident occurred when a car turned right from the circulatory towards the A33 south and was hit by another car travelling from the A33 northeast towards the A33 south. The causal factor recorded for this collision was one of the vehicles disobeying a traffic signal and failing to look properly.
- Two accidents occurred as a result of rear end shunts on the north-eastern approach. The first resulted from an elderly driver being distracted and colliding with the rear of stationary traffic ahead. The second occurred when a car slowed for the traffic lights changing but the following car failed to do so. The causal factors referred for this collision were a slippery road, following too close and exceeding the speed limit.
- One 'slight' accident occurred when a car leaving the roundabout onto the A33 southbound alongside another changed direction and collided with the other car. The causal factor recorded in this instance was the driver being careless, reckless or in a hurry.
- One fatal accident occurred when a stolen car lost control and exited the carriageway colliding with street furniture. The accident's causal factors were listed as involving a stolen vehicle, the driver being impaired by alcohol, exceeding the speed limit, loss of control and an inexperienced driver.

- 3.3.7 The north-eastern approach to the A33 roundabout has a very good accident record with only two 'slight' injury accidents in the latest five-year period, this is particularly good considering the large number of vehicles using this section of the A33. It should also be noted that both accidents were considered to result from a range of causal factors including a slippery road, exceeding the speed limit and an elderly driver.
- 3.3.8 The remaining accidents which occurred on the circulatory or on the southbound exit resulted from cars making illegal manoeuvres, driving with excessive speed, disobeying signals or changing direction without failing to look properly. There is therefore no pattern of accidents which occur in 'normal' conditions in this zone, i.e. where a signal has not been disobeyed, excessive speed used or an illegal manoeuvre made.

The digital display will not be visible from this approach to the junction and it is therefore considered there will be no impact arising from the proposal upon highway safety on this approach.

Zone 4 – Rose Kiln Lane roundabout including northern and western approaches

- 3.3.9 Four 'slight' injury accidents have been recorded on the northern and western approaches to the Rose Kiln Lane Roundabout, including the western half of the circulatory between the A33 south and Rose Kiln Lane north.
- Two 'slight' accidents resulted from rear end shunts on the approach to the traffic lights. The listed causal factor for one of these was the following car travelling too close and the car in front braking suddenly.
 - One 'slight' accident also occurred when a motorcycle and car went through the traffic lights on amber and subsequently collided with each other whilst negotiating the roundabout.
 - One 'slight' accident occurred on the retail park/BP approach to the A33 roundabout. This occurred when a following car collided with the rear of stationary traffic, the causal factor referred to in the accident report was failing to look properly and carelessness.

The roads within Zone 4 are considered to have a good highway safety record and no existing pattern of accidents. The proposal would not be visible from either of these approaches and it will therefore have no impact on the good highway safety record within Zone 4.

Summary

- 3.3.10 Accident data obtained from RBC therefore shows a total of 20 accidents occurring on the approaches to or on the roundabout. The analysis above demonstrates that only the accidents occurring within Zones 1 and 2 (a total of 9 'slight' and 1 'serious' accident) have the potential to be influenced in some way by the proposal. However, not all of these accidents occurred in the direction of travel which would allow drivers to view the proposal. For a junction of this scale the accident record is considered to be exceptionally good. It should also be noted that there are no accidents involving pedestrians on the signal crossing or a failure to obey signals adjacent to the proposal which demonstrates drivers are used to the road layout and street scene in this location.
- 3.3.11 It is therefore considered that subject to relevant conditions the proposal does not constitute a hazardous distraction to road users on the basis of the existing collision record.

SECTION 4 COMPARABLE SITES

4.1 Introduction

- 4.1.1 This section provides examples of other sites where digital advertising displays have been introduced at busy urban location in the vicinity of similar style junctions or arterial routes.

4.2 Belgrave Middleway – Birmingham City

- 4.2.1 This site related to the installation of a digital LED display at the corner of Longmore Street/ Belgrave Middleway in Birmingham. The Belgrave Middleway is a section of the A4540 Birmingham Inner Ring Road which at the junction of Longmore Street is subject to a 40mph speed limit. The proposed installation on the junction is visible from the westbound carriageway, a 3-lane approach, up to approximately 150m east of the junction.
- 4.2.2 The signal junction of Longmore Street/Belgrave Middleway has a pedestrian crossing facility immediately in-front of the advertising hoarding, see insert below:

Insert 4.1 – View of Digital Advertising Board from Belgrave Middleway, Westbound



Source: Google Maps

- 4.2.3 Birmingham City Council raised a number of concerns at the time of the application submitted in 2014 and was refused for “**adversely affecting public safety on the adjoining highway**”.

4.2.4 The scheme went to appeal in December 2014 and was subsequently granted permission subject to conditions. The inspector considered the main issue to be the effect of the proposal on highway safety and suggested the following conditions to further mitigate the proposals, summarised below:

- No individual advertisement displayed shall contain moving or flashing images;
- No advertisement shall be displayed for a duration of less than 8 seconds;
- Controls shall be in place to ensure the uninterrupted transition of images and that transitions should be no more than 0.1 seconds;
- Should the installation break down it defaults to either a black screen or freezes in one position, no error messages should flash; and
- The maximum luminance of advertisements displayed should not exceed 300 cd/m² above ambient light levels.

4.2.5 The inspector stated that through the use of the control methods set out above **“any adverse effect can be further mitigated”**.

4.2.6 The inspector also raised the issue of drivers seeing the advertising sign through a clutter of intervening road signs and other street lights. In response to this point the inspector stated that this would **“serve to reduce the proposal’s impact and dominance”**. Furthermore, this junction also experiences points, demonstrated in Insert 4.1 where two signal heads are in front of the display. The inspector stated that:

“even in heavy traffic, drivers’ decisions would rarely be based on one set alone. In any event, where the signals would have the proposal behind the bright and focused nature of the traffic lights, together with their relative closeness, would tend to be in contrast to the more muted distant illumination of the advertisement, thereby highlighting a clear distinction between the two”.

4.2.7 Finally, the signal junction of Longmore Street/ Belgrave Middleway provides a signalised pedestrian crossing facility on a key desire line between local shops, Birmingham Metropolitan College and Birmingham Central Mosque north of the Belgrave Middleway and the Percy Shurmer Academy south of the road. In relation to the pedestrian desire line in front of the digital advertising board the inspector stated:

“Given the above circumstances and controls, and even accepting that these signals provide pedestrian crossing facilities, I consider the proposal would not confuse or alarm drivers and so would not harm highway safety for drivers approaching from the east.”

Summary

4.2.8 This junction is considered a good comparison to the proposal on the A33 in Reading due to the signal controlled nature of the junction, the pedestrian crossing facilities and the multi-lane approaches. In addition, the distance back from the junction where the sign becomes apparent to drivers is very similar to the northbound sign proposed on the A33 in Reading.

4.3 Shah Jalal Jame Mosque – Bristol City

4.3.1 This site related to the erection of a double sided digital advertising tower adjacent to the M32 immediately prior to the on/off slips for Junction 2 for the Stapleton/ Frenchay/ Horfield areas of Bristol. The M32 adjacent to the site is subject to a 40mph speed limit and has 3 westbound lanes with merging traffic joining at Junction 2.

4.3.2 The proposal was originally refused but was resubmitted in late 2016. Bristol City Council (BCC) recommended refusal due to concerns relating to highway safety and the potential capacity impacts of accidents on the local highway network.

4.3.3 The proposal was given a split decision on 31 January 2017 despite BCC's recommendation with approval given for the structure and digital display screen facing northeast only with permission refused for the southwest facing screen.

4.3.4 Highways England were consulted on the scheme and provided their response in November 2016. No objections were raised to the proposal but a number of conditions were recommended in the interests of highway safety and local amenity, summarised below:

- Control on the maximum luminance of the display during daytime and the hours of darkness;
- A monitoring scheme put in place to assess the effect on highway safety;
- Intensity of illumination shall not exceed 300 cd/sqm from dusk to dawn;

- No moving or apparently moving images, nor shall they display any telephone number, website email or other social media details;
- Advertisements displayed shall not change more frequently than once every 10 seconds;
- The signs displayed shall not resemble road signs;
- Within three months following the third year of operation a report comparing and analysing accident data from the previous six years (three years prior to operation and three years' post operation) shall be submitted and approved by the local planning authority in consultation with Highways England.

4.3.5 A separate application was submitted in Bristol in 2016 for the erection of Digital Advertising signs adjacent to the M32. Highways England were also consulted on this scheme and offered no objection whilst suggesting the same conditions as those presented above for the Shah Jalal Jame Mosque site.

Summary

4.3.6 Although this scheme is not as directly comparable to the proposal on the A33 in Reading due to there not being a signal controlled junction in the vicinity of the Shah Jalal Jame Mosque site in Bristol. However, the site is located adjacent to M32 Junction 2 which is subject to the same speed limit as the A33 in Reading and merging traffic. The site therefore provides context and relevant methods of control for the proposed scheme in Reading in such a way to minimise any impact upon the A33 as suggested by Highways England on several schemes across the south.

4.4 Easton Road, Bristol

4.4.1 This site has been the subject of a number of planning applications over the last five years relating to both a 48-sheet digital advertising board along with a 96-sheet board. The installations are visible from the circulatory carriageway of the Lawrence Hill Roundabout, a multi-lane signal controlled junction of St Philips Causeway/ the A4320 and the A420 Easton Road. Insert 4.2 below shows the view from the circulatory carriageway of the advertising displays.

Insert 4.2 – View of Digital Advertising Boards from Lawrence Hill Roundabout, Westbound



Source: Google Maps

- 4.4.2 There has been a total of four planning applications submitted for the LED digital boards in this location in the last two years. Bristol Civic Society raised objections relating to their impact upon road safety compared to the already installed static signs. However, Bristol City Transport development control recommended approval subject to conditions with an excerpt of their comments from one application quoted below:

“for such a major junction, the safety record is relatively good, particularly on the approach to the proposed signs.... It is not considered that the siting of a digital sign would create an excessive distraction over and above the existing signage in this particular location”.

- 4.4.3 The schemes were submitted between January 2015 and December 2016 and were approved subject to the following conditions summarised below:

- Control on the maximum luminance of the display during daytime of 600 cd/m² and 300 cd/m² between dawn and dusk;
- No individual advertisement displayed shall contain moving or flashing images;
- The advertisement will not contain images which may be interpreted as road signs;

- No advertisement shall be displayed for a duration of less than 10 seconds;
- Any changes in advertisements must occur in less than 1 second;
- The advertisement will go blank should it malfunction; and
- When in operation a 6-month monitoring scheme shall be conducted to assess the effects of the luminance on the safety of the public highway.

Summary

4.4.4 This junction in Bristol is considered a good proxy for the proposed signs on the A33. This is due to the signal controlled roundabout, high traffic volumes and the relatively complex nature of the road markings, lane changing manoeuvres and bus lanes.

4.4.5 The acceptability of multiple signs in this location in Bristol and the omission of any conditions to ensure that they remain in sequence (i.e. not changing at the same time) in view of a multi-lane signalised approach re-affirms that the proposed signs on the A33 should be considered acceptable and are unlikely to result in a material change in the highway safety record on the section of the A33 they will be installed on.

4.5 Lichfield Road, Birmingham

4.5.1 These sites related to the erection of two 48-sheet displays and a 96-sheet display on Lichfield Road, Birmingham. Insert 4.3 below demonstrates the setting of the displays which have subsequently been constructed.

Insert 4.3 Lichfield Road, Birmingham Westbound view



Source: Google Maps

- 4.5.2 Insert 4.3 above demonstrates the 96-sheet display visible from the westbound approach to the A5127 Lichfield Road/ B4137 signal junction. This junction is located 300m west of 'Spaghetti' Junction (Junction 6) with the M6 north east of Birmingham city centre with Lichfield Road providing a dual carriageway route south west into Birmingham centre. In addition to the 96-sheet display shown in Insert 4.3 there are two further 48-sheet displays facing southeast onto the B4137 approach and west towards the Lichfield Road eastbound approach.
- 4.5.3 This junction is a multi-lane signalised junction with pedestrian crossing facilities on all arms. There are also segregated bus lanes and bus stops immediately adjacent to the junction. The 96-sheet display can be seen from the westbound carriageway as far back as 300m from the junction due to its raised elevation.
- 4.5.4 Two applications were submitted for the erection of the displays in this location, one in 2010 which was subsequently withdrawn and another in 2014 which was approved subject to condition. These included restrictions on luminance, the type and style of messages displayed and that a photo cell be installed to adjust screen brightness accordingly. Although Transport Development Control will have been consulted there are no comments provided on the planning portal.

Summary

4.5.5 This site is considered very comparable to the proposed site on the A33 in Reading. This is due to the two-stage pedestrian crossing facilities, the fully signalised approaches and the multiple displays located in the same location. The A5127 Lichfield Road is also considered similar to the A33 in Reading as it carries traffic from the M6 into central Birmingham in the same way that the A33 carries traffic into central Reading from the M4.

4.5.6 The acceptability of multiple displays in this location (including a raised 96-sheet display) demonstrates that there is no harm in providing digital advertising displays on signalised junctions on arterial routes into cities, nor is there harm in providing them adjacent to pedestrian signal crossings.

4.6 Reading West Station, and Church Road, Caversham

4.6.1 Two further sites have been considered within Reading itself. The first site is located immediately outside Reading West Station on Oxford Road where there are two 48-sheet illuminated boards facing south west. Unfortunately, there are no documents available on the planning portal for these sites however one was approved in April 1998. Insert 4.4 below is however provided below to provide context to the setting of these boards.

Insert 4.4 – Reading West Station, Oxford Road Eastbound

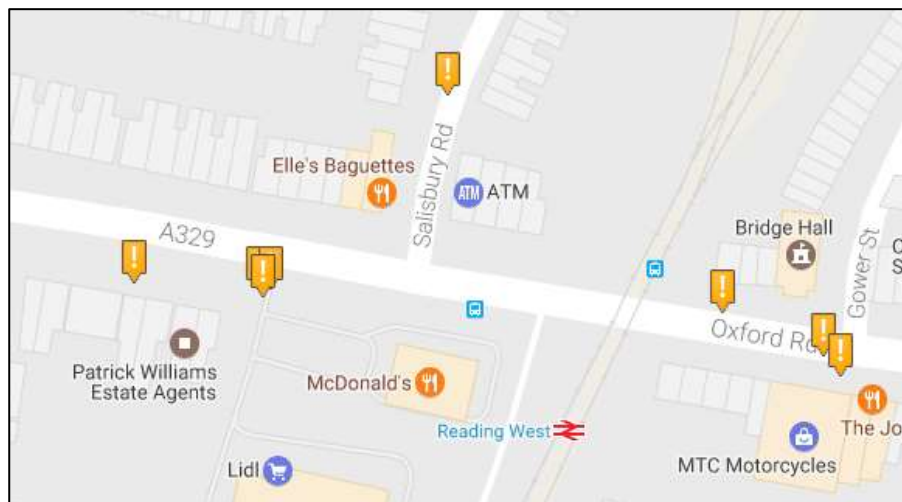


Source: Google Maps

4.6.2 Insert 4.4 demonstrates the busy street scene setting including the two 48-sheet displays facing west along Oxford Road. There is a signalised pedestrian crossing and bus stop located in close proximity to these signs along with a pedestrian desire line to the Lidl/McDonald's located to the right of the image. The suitability of advertising boards in this location, where previously there would have been little street clutter demonstrates that within Reading there is an established record of illuminated advertising in locations with pedestrian crossings and high vehicle flows.

4.6.3 Crashmap has been used to assess the collision record adjacent to these signs over the last five-year period, see Insert 4.5 below.

Insert 4.5 – Crashmap.co.uk Excerpt – Accidents from 2012 - 2016



Source: crashmap.co.uk

4.6.4 The section of Oxford Road whereby the illuminated boards are visible is between the access to Lidl and the railway bridge shown on the above insert. Therefore, in the last five-year period there have been three accidents recorded, all of which have occurred within the access to Lidl. The section of Oxford Road where the signs are particularly visible, adjacent to the Lidl access to the railway bridge has had no accidents recorded. This demonstrates that the presence of the signs does not necessarily have a negative impact upon highway safety.

- 4.6.5 The second site is located north of Caversham Bridge at the signal junction of A4155 Church Street and the A4074 Church Road. This is a signal controlled junction with pedestrian crossing facilities on a key north/south route into central Reading. In this location, there are three illuminated static boards located on the south-western corner of the junction. These are visible from surrounding junctions including the priority junction of Priory Avenue and the A4155 Church Street. Insert 4.6 below demonstrates the setting of these signs.

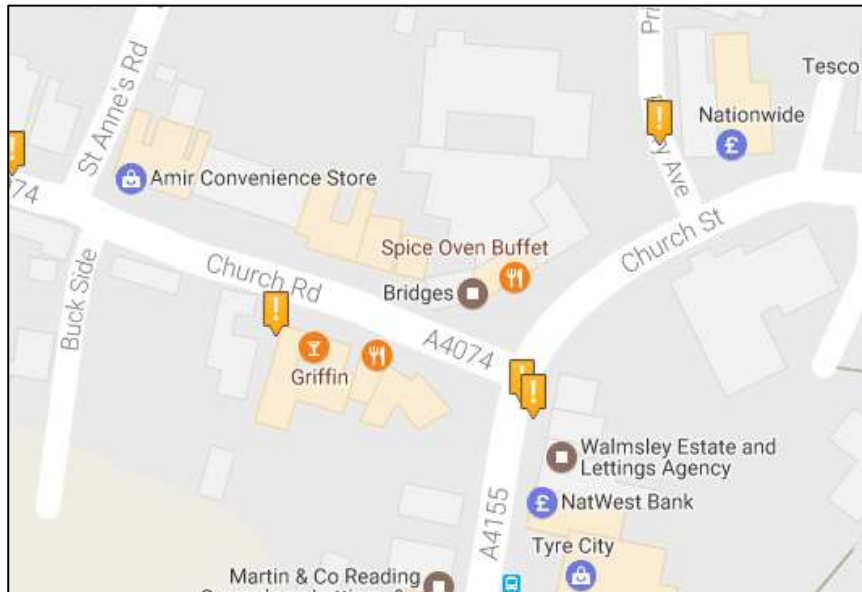
Insert 4.6 – Church Street southbound view of static advertising boards



Source: Google Maps

- 4.6.6 Insert 4.6 demonstrates that these boards are visible behind the signal heads for Church Street south. Planning permission was granted for these displays under application reference 90206 in August 2009 with a condition attached regarding the luminance of the boards being no greater than 600 cd/m². This is in line with the guidance referred to for digital advertising boards by the institute of lightning professionals in a document entitled "Recommendations for Luminance, 2015" which recommends a luminance of 600 cd/sqm during the day and 300cd/sqm at night.
- 4.6.7 However, there has been no adjustments made for day/night luminance, or a cap on the luminance related to the ambient light levels.
- 4.6.8 Crashmap has been used to assess the collision record adjacent to these signs over the last five-year period, see Insert 4.7 below.

Insert 4.7 – Crashmap.co.uk Excerpt – Accidents from 2012 - 2016



Source: crashmap.co.uk

- 4.6.9 There have only been two collisions at the junction in the latest five year period. Those shown on Insert 4.7 on Church Road and Priory Avenue occurred out of sight of these signs and therefore there are only two slight accidents which have occurred adjacent to the signs. Due to the nature of the A4155 being a key link between central Reading and Caversham the number of accidents is considered good for a road of this type. Therefore, it is clear the presence of the illuminated signs in this location has not led to an accident problem.
- 4.6.10 TfL's Guidance for Digital Roadside advertising and Proposed Best Practice 2011 states that ***"static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted"***. On this basis, this junction would be considered appropriate for digital advertising boards, and is therefore included as an example site within Reading which has similarities to the proposed site on the A33.
- 4.6.11 The lack of conditions to control luminance in dusk/dawn is not in line with the NPPG which states that advertisements size and brightness can result in glare and dazzle and potentially endanger road users. In this instance, the collision record demonstrates that the presence of these advertising boards, even in the absence of stringent controls on luminance has not adversely impacted on highway safety.

- 4.6.12 Both sites in Reading are considered comparable to the proposed site on the A33 due to either forming part of a signal junction or being within sight of signal controlled crossings. Neither of these sites have an obvious accident problem with the site in Caversham having experienced two slight accidents in the last five years and the site at Reading West having no collisions along the immediate section of Oxford Road in the last five-year period. Therefore, the presence of these signs does not result in a material impact upon highway safety and therefore on the basis of TfL's guidance referred to above there is no reason to believe that the proposed site on the A33 will result in harm.

SECTION 5 RECOMMENDATIONS AND CONSIDERATIONS

5.1 Introduction

5.1.1 From the inspector's decisions outlined earlier, while advertising boards may cause some distraction, it is evident that:

- Locating digital advertising boards adjacent to junctions where there are pedestrian crossings present can be considered acceptable;
- Locating digital advertising boards behind traffic signal heads can be considered acceptable, however in this instance the sign will be situated to the left of the signals;
- The siting of a digital sign is unlikely to create excessive distraction over and above the existing signage in this location; and
- Conditions can be used as control methods to mitigate any adverse effects;

5.1.2 Furthermore, it is evident that Best Practice identifies that ***“static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted”***. On this basis, a digital sign which changes at a frequency which would mean that only one or two messages are viewed (i.e. one change) during the period when a driver is navigating the A33 should not be considered to be overly detrimental to safety.

5.1.3 The institute of lightning professionals document entitled “Recommendations for Luminance, 2015” recommends a luminance of 600 cd/sqm during the day and 300cd/sqm at night to prevent advertising boards becoming overly prominent in the street scene, particularly at dawn/dusk. In addition, a number of sites which have recently been granted consent have had light detectors conditioned to ensure that digital displays remain at an appropriate level based on ambient light levels.

5.1.4 Previous applications have failed to consider the appropriateness of the cycle time in relation to the distance travelled within this time under free-flowing conditions. This has been considered in this case and is proposed to be in line with the cycle time conditioned for the permitted Shah Jalal Jame Mosque site in Bristol whereby the speed limit is the same as on the A33 in Reading.

5.2 Conditions

5.2.1 The content shown on advertising signs is a matter for advertisers to determine, but it is something governed by market forces and tried and tested marketing techniques. Notwithstanding this it can be generally said of roadside advertising signs that any advertisement content has to be able to be quickly disseminated and easily understood by any person passing by the sign. This is true of most roadside advertisement signs found in urban environments around the UK.

5.2.2 Market forces dictate that, as a general rule of thumb, any advertisement should contain no more than 7 to 10 words to be effective, or less if possible. This means that the contents are simple and easy for passing motorists to process the information.

5.2.3 Furthermore, it is evident from the signs which have been approved, that their impact can be reduced to an acceptable level, and certainly less than 'severe'.

5.2.4 It is therefore proposed that the following restrictions / conditions be implemented at this location:

- No individual advertisement displayed shall contain moving (or apparently moving images) or flashing images and nor shall they display any telephone number, website email or other social media details;
- No advertisement shall be displayed for a duration of less than 8 to 10 seconds;
- The signs displayed shall not resemble road signs;
- Controls shall be in place to ensure the uninterrupted transition of images and that transitions should be no more than 0.1 seconds;
- Should the installation break down it defaults to either a black screen or freezes in one position, no error messages should flash;
- The maximum luminance of advertisements displayed should not exceed 300 cd/m² above ambient light levels.
- Control on the maximum luminance of the display during daytime and the hours of darkness;

- A monitoring scheme put in place to assess the effect on highway safety. i.e. within three months following the third year of operation a report comparing and analysing accident data from the previous six years (three years prior to operation and three years' post operation) shall be submitted and approved by the local planning authority.

5.3 Summary

- 5.3.1 The suggested conditions set out above have been used on similar proposals across the country recommended by both local authorities and Highways England. These conditions are considered to mitigate any adverse impacts of the proposal and the proposal is acceptable in the context of NPPG paragraph 68 which states when advertising may constitute a danger to road users.

SECTION 6 SUMMARY AND CONCLUSIONS

6.1 Summary

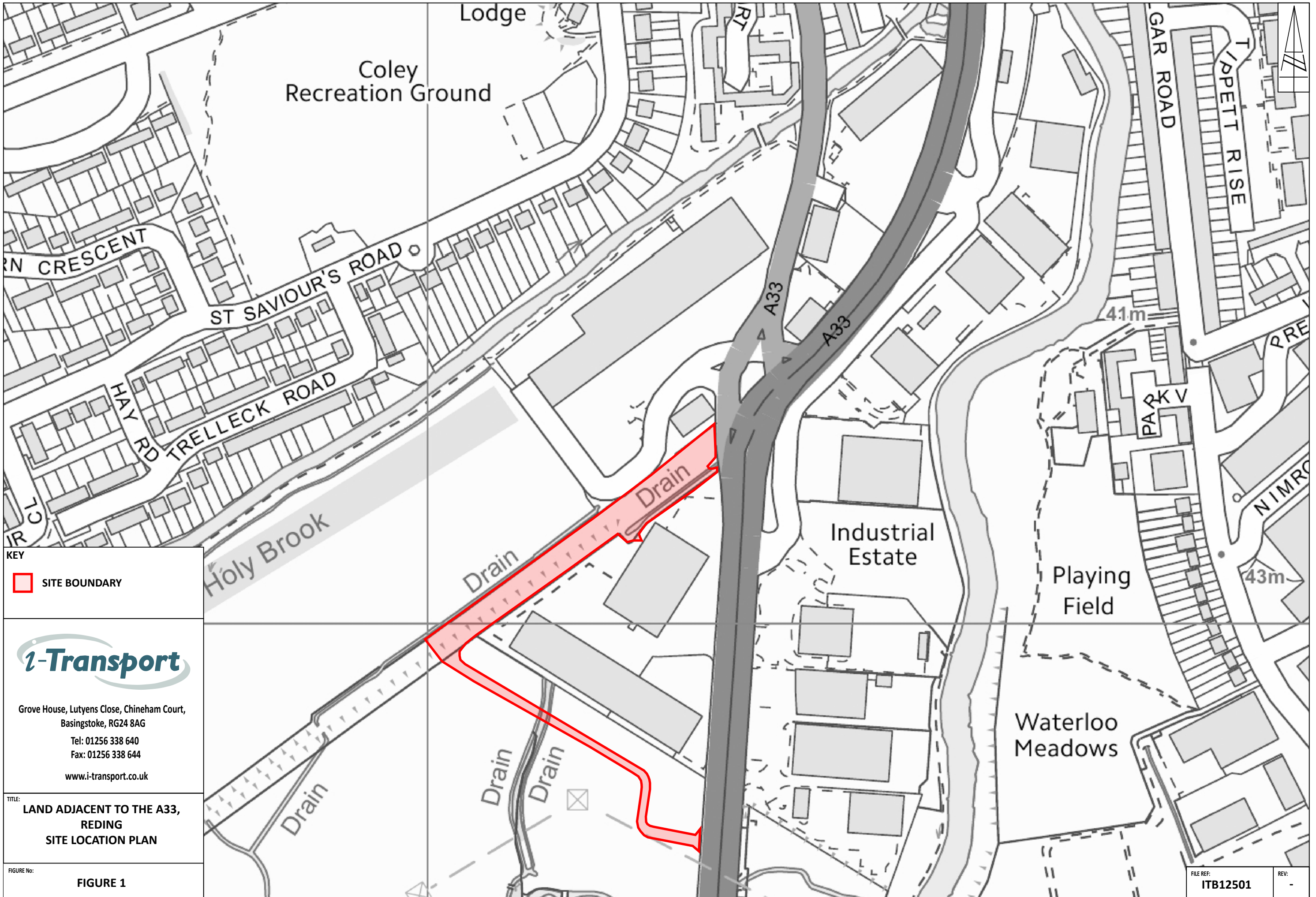
- 6.1.1 The development proposal is for the installation of an electronic advertising hoarding on the A33 in Reading, near to the Rose Kiln Lane junction.
- 6.1.2 National and Local policy has been considered to ensure that the proposal meets the tests set out in the NPPF and NPPG relating to advertising.
- 6.1.3 TfL's Guidance for Digital Roadside advertising and Proposed Best Practice 2011 states that ***"static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted"***. On the basis of the abundance of static advertising on the A33 corridor and the guidance above the proposed location would be considered acceptable for digital advertising boards.
- 6.1.4 A thorough review of the collision record in the vicinity of the proposal has been conducted considering the contributory factors for each and whether there are any existing patterns which fall within the area of influence of the proposal. This has been shown not to be the case and that the presence of the advertising board will not result in any adverse effect on highway safety.
- 6.1.5 A review of comparable sites from across the country has been conducted including sites in Birmingham, Bristol and Reading. This has demonstrated that similar schemes have been accepted on large signal controlled junctions across the country including those involving pedestrian crossings and where digital advertising boards are visible behind traffic signals. In addition, this has provided a range of conditions used on similar sites to mitigate any adverse impacts arising from advertising boards. These have been considered and have been set out in Section 5 as suggested conditions to be attached to this application.

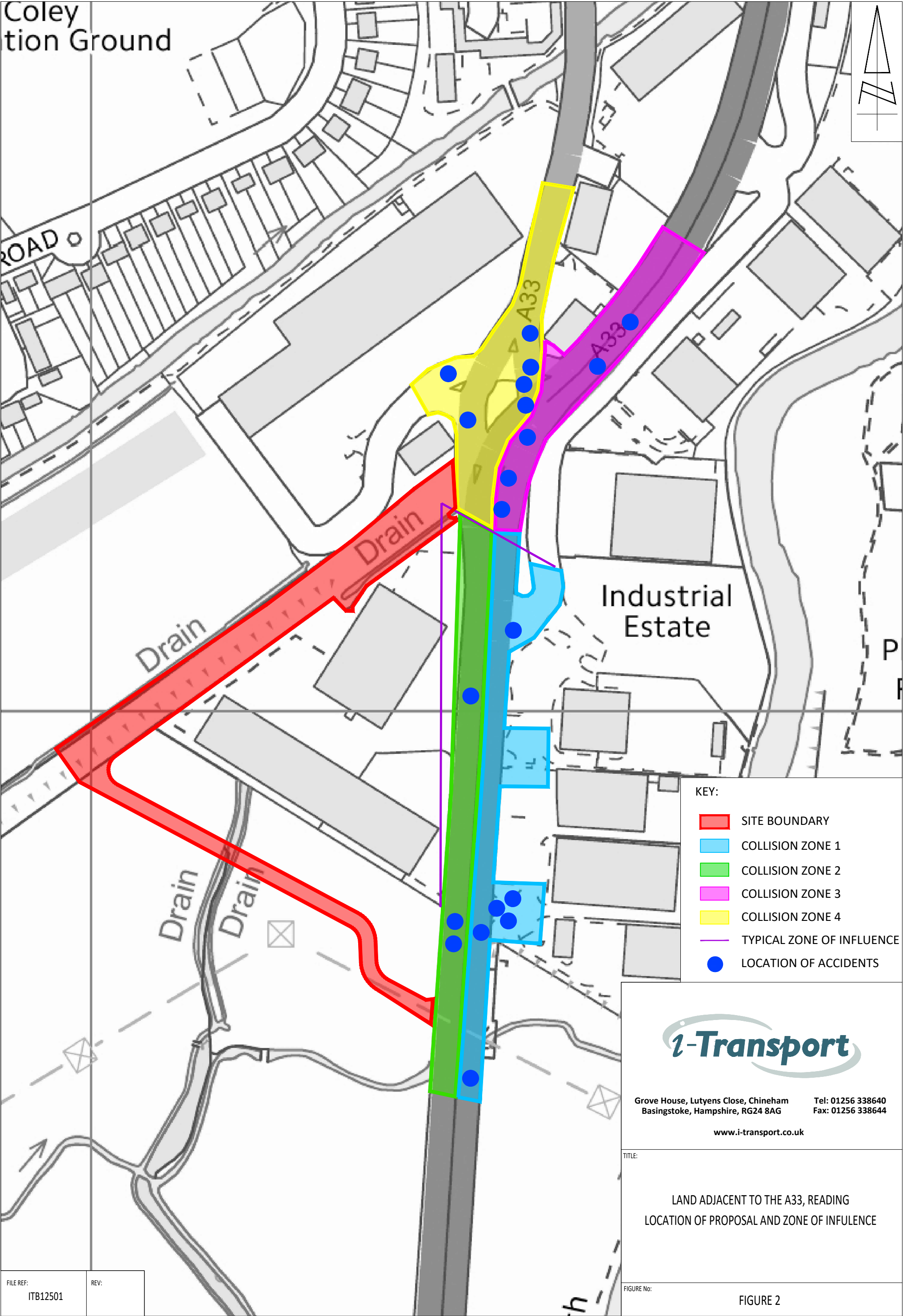
6.2 Conclusion

- 6.2.1 On this basis, it is concluded that:
- The impact of the development will fall far short of the "severe" test set out by the NPPF;

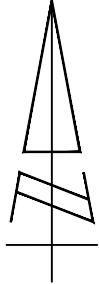
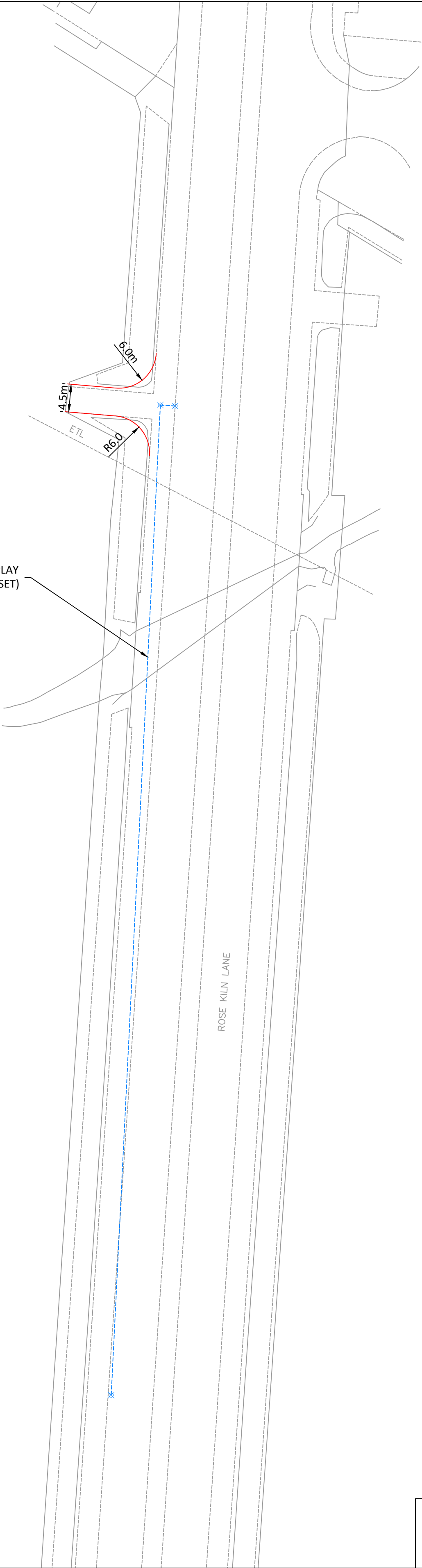
- The proposal will not result in any of the 'harmful' forms of advertising set out in the NPPG as a result of the conditions suggested which are in line with those agreed for similar sites across the country; and
- The development will not be detrimental to the safety of users on the transport network and therefore complies with RBC's policy DM12.

FIGURES





DRAWINGS



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SITE ACCESS PROPOSAL

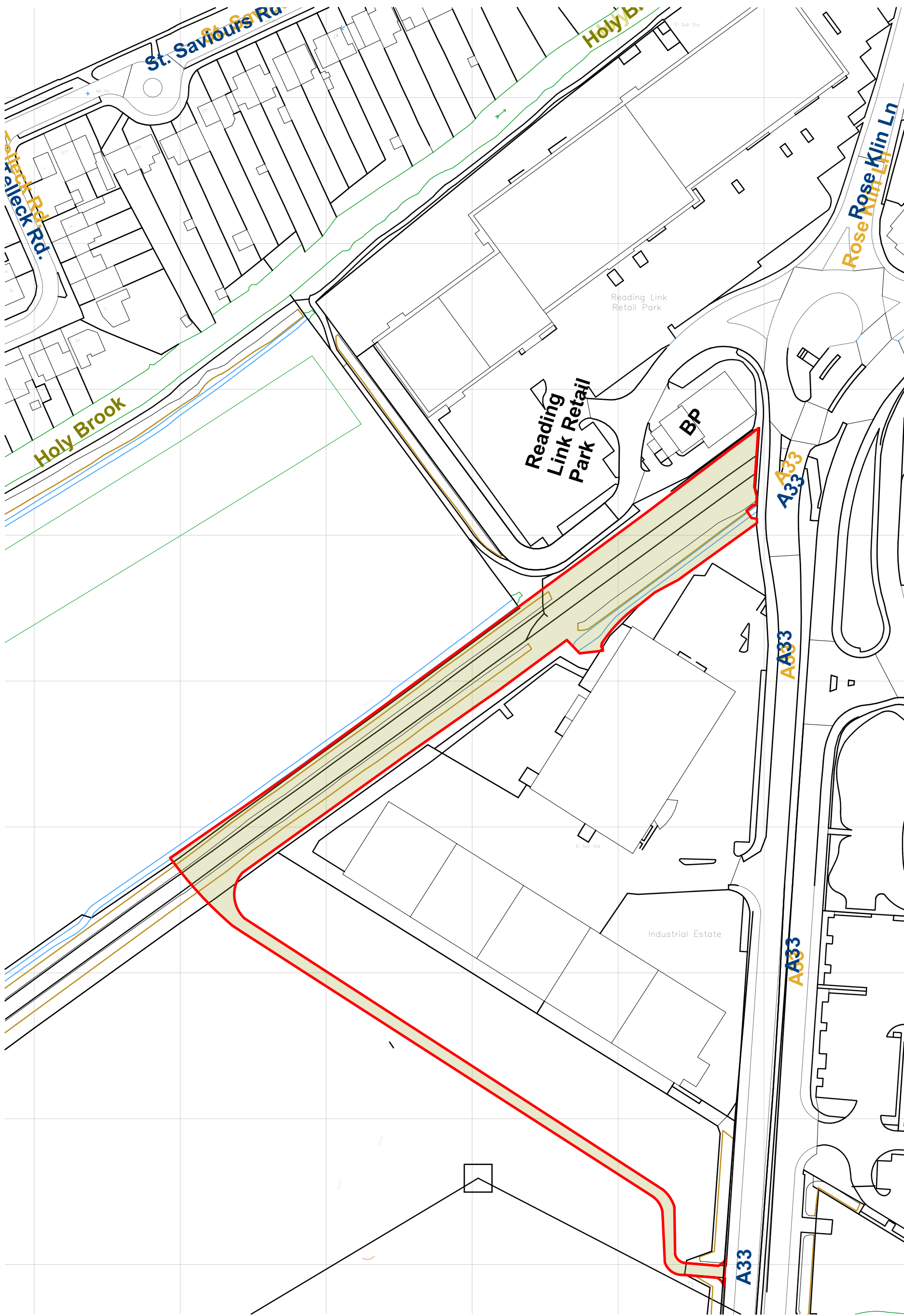
PROJECT:

LAND ADJACENT TO THE A33, READING

REV	DATE	BY	DESCRIPTION	CHK	APD
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SCALE @ A2:		CHECKED:	APPROVED:		
1:500		JDW	JDW		
FILE REF:		DRAWN:	DATE:		
ITB12501		AB	28.06.17		
DRAWING No:				ITB12501-GA-001	
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				REV:	-

APPENDIX A

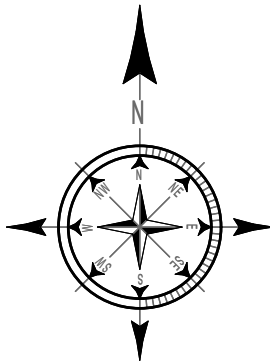
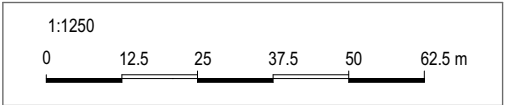
PROPOSED SITE LAYOUT & SUPPORTING PLANS / IMAGES



Location Plan -3
LAND AT A33 RELIEF ROAD , READING

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Notes:



SITE AREA : 6,131m2

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KEEN
PARTNERSHIP

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Edinburgh Road
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Fax: 0118 951866
Email: info@keenpartnership.co.uk

Client:

PBCW Properties LLP

Job Title:

LAND AT A33 RELIEF
ROAD , READING

Drawing Title:

Location Plan -3

Status:

PLANNING

Date Drawn:

06/09/2017

Drawn By:

LLF

Scale:

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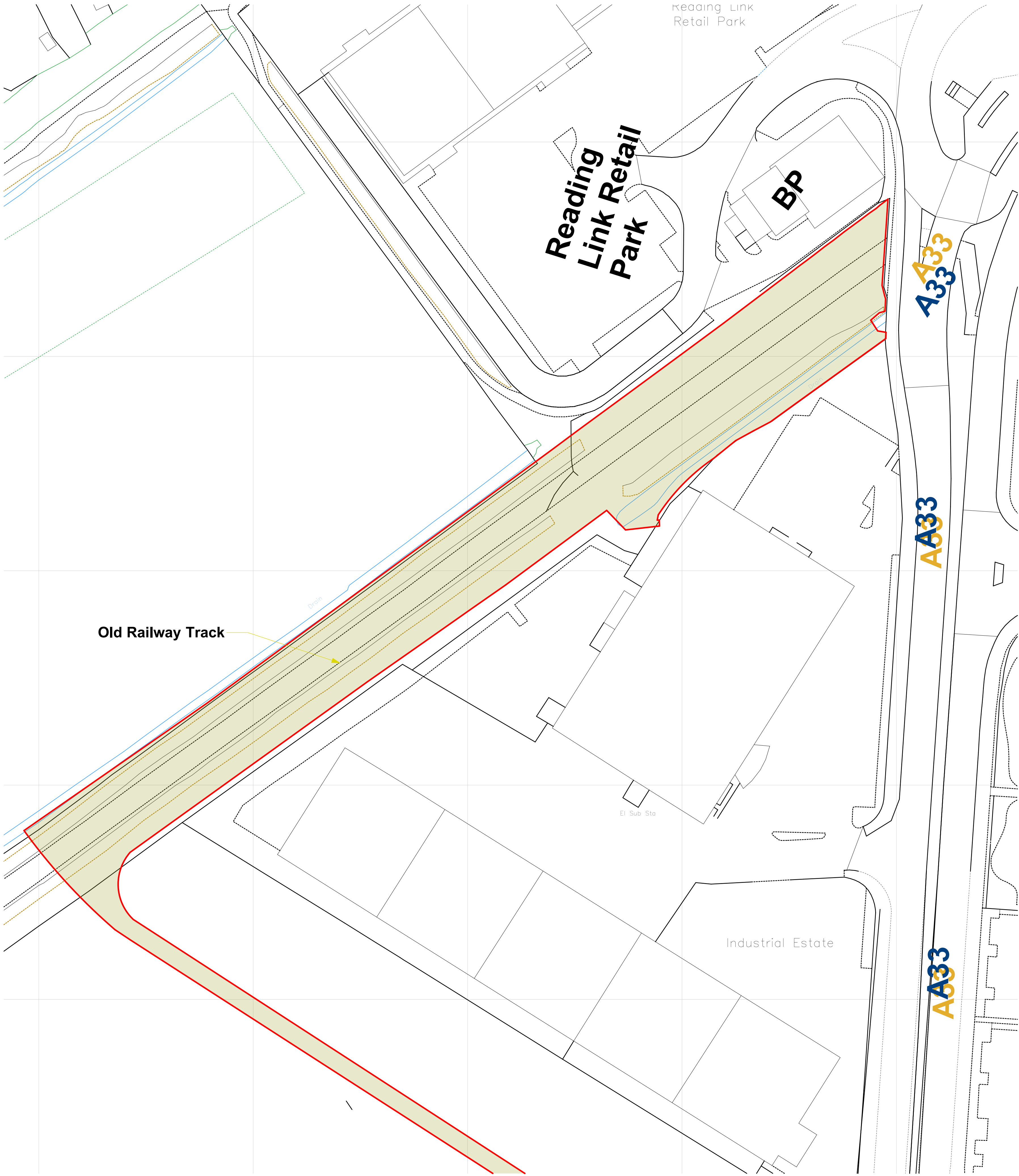
Job No:

8644-16

Drg No:

PL-01

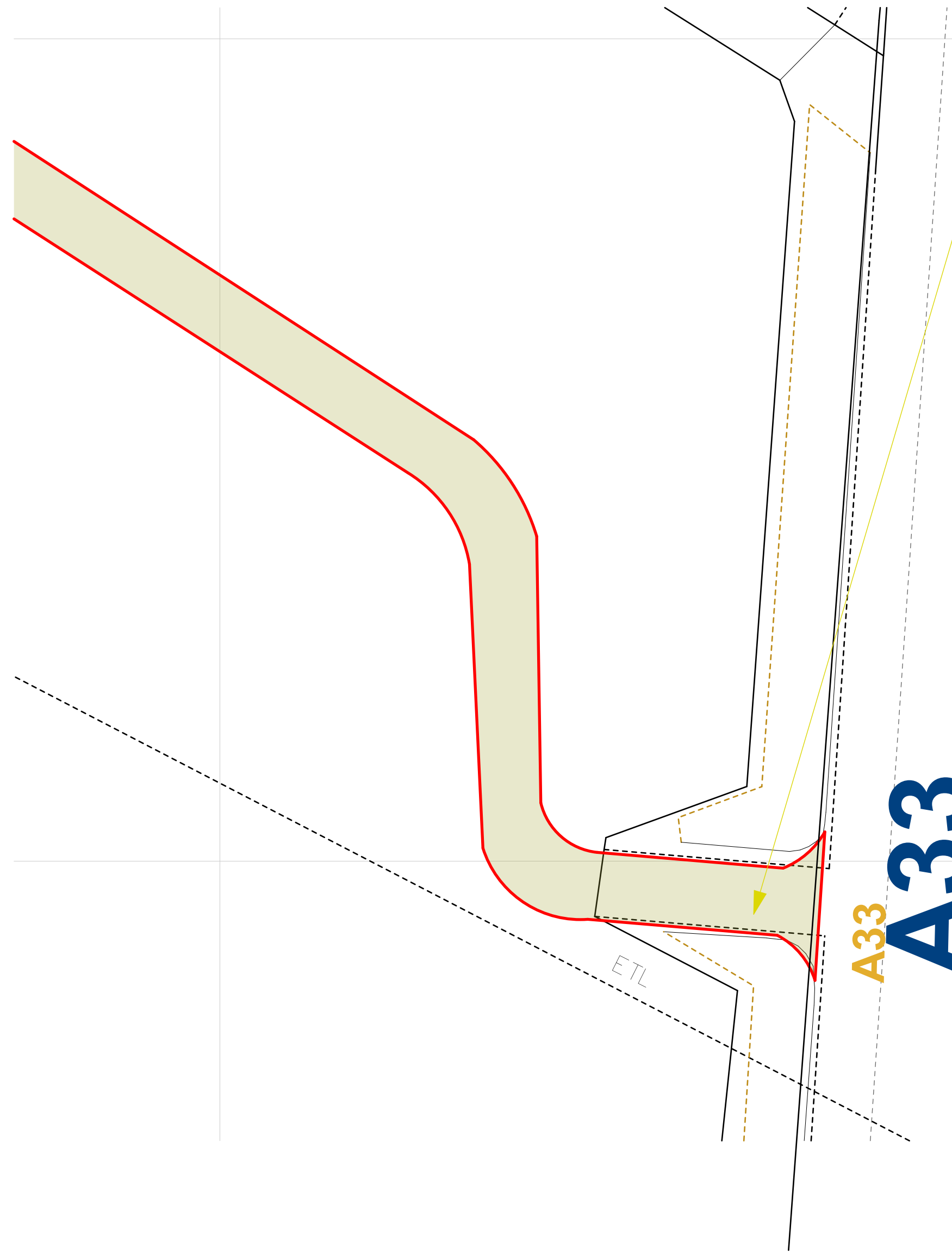
Rev:



Existing Block Plan -3 1:500
LAND AT A33 RELIEF ROAD , READING



EXISTING LAND TO BE USED FOR ADVERTISING POST AND
ELECTRONIC CONTROLS 1:500
A33 RELIEF ROAD , READING

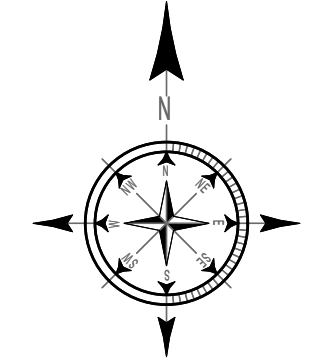
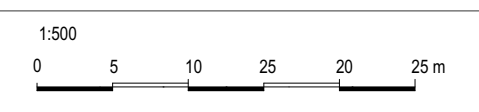
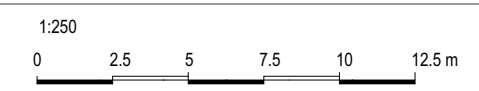


Existing Block Plan -3 1:250

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Notes:



SITE AREA : 6,131m2

**EXISTING
ACCESS GATE
FROM A33
TO THE
PROPOSED
ELECTRONIC
ADVERTISING
POST
AND FARMLAND
TRACK**

**THE
KEEN
PARTNERSHIP**

**The Courtyard
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Email: chriskeen@keenpartnership.co.uk
www.keenpartnership.co.uk

Client:
PBCW Properties LLP

Job Title:
LAND AT A33 RELIEF ROAD ,
READING

Drawing Title:
Existing Block Plan -3

Status:
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Date Issued:
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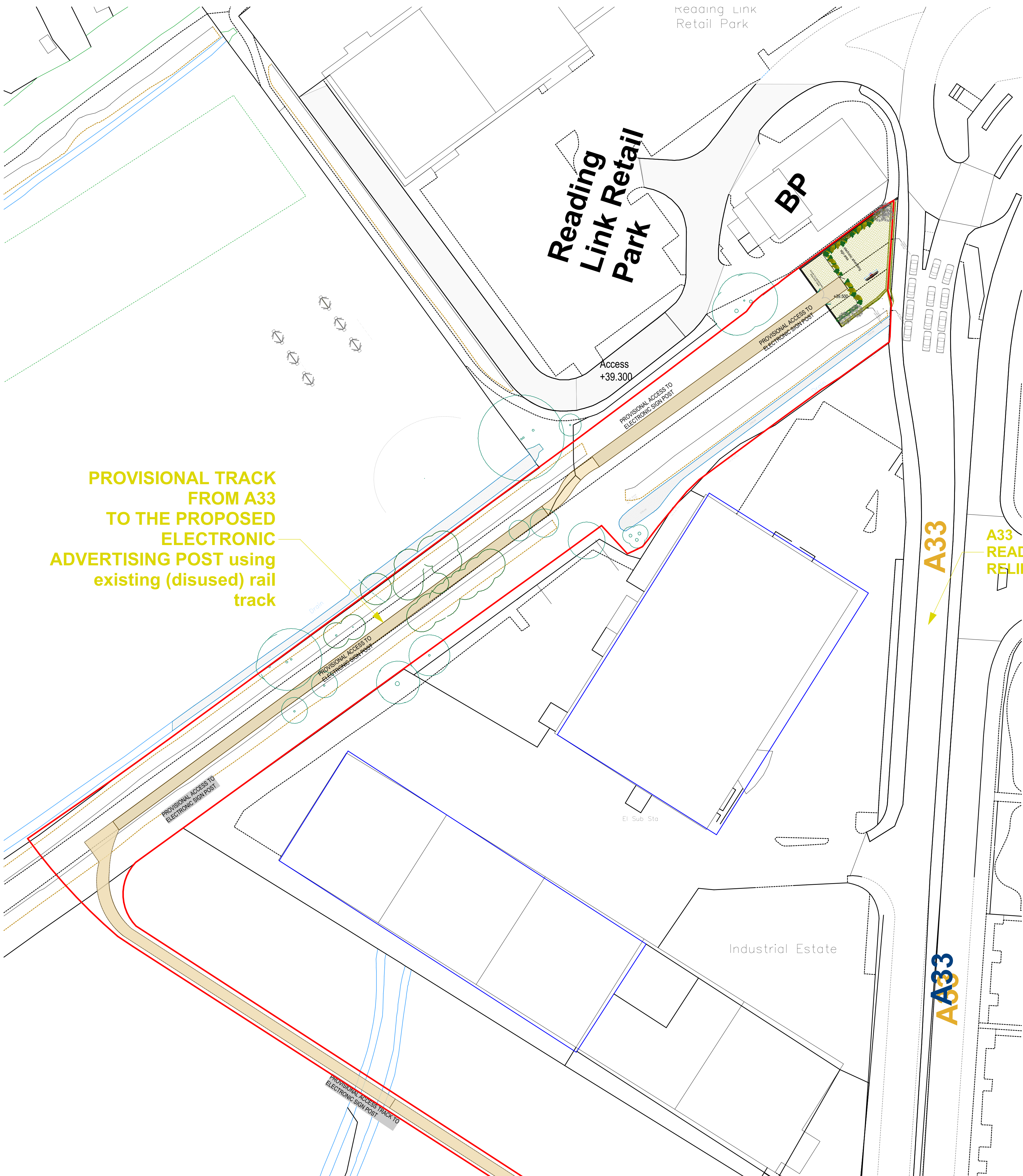
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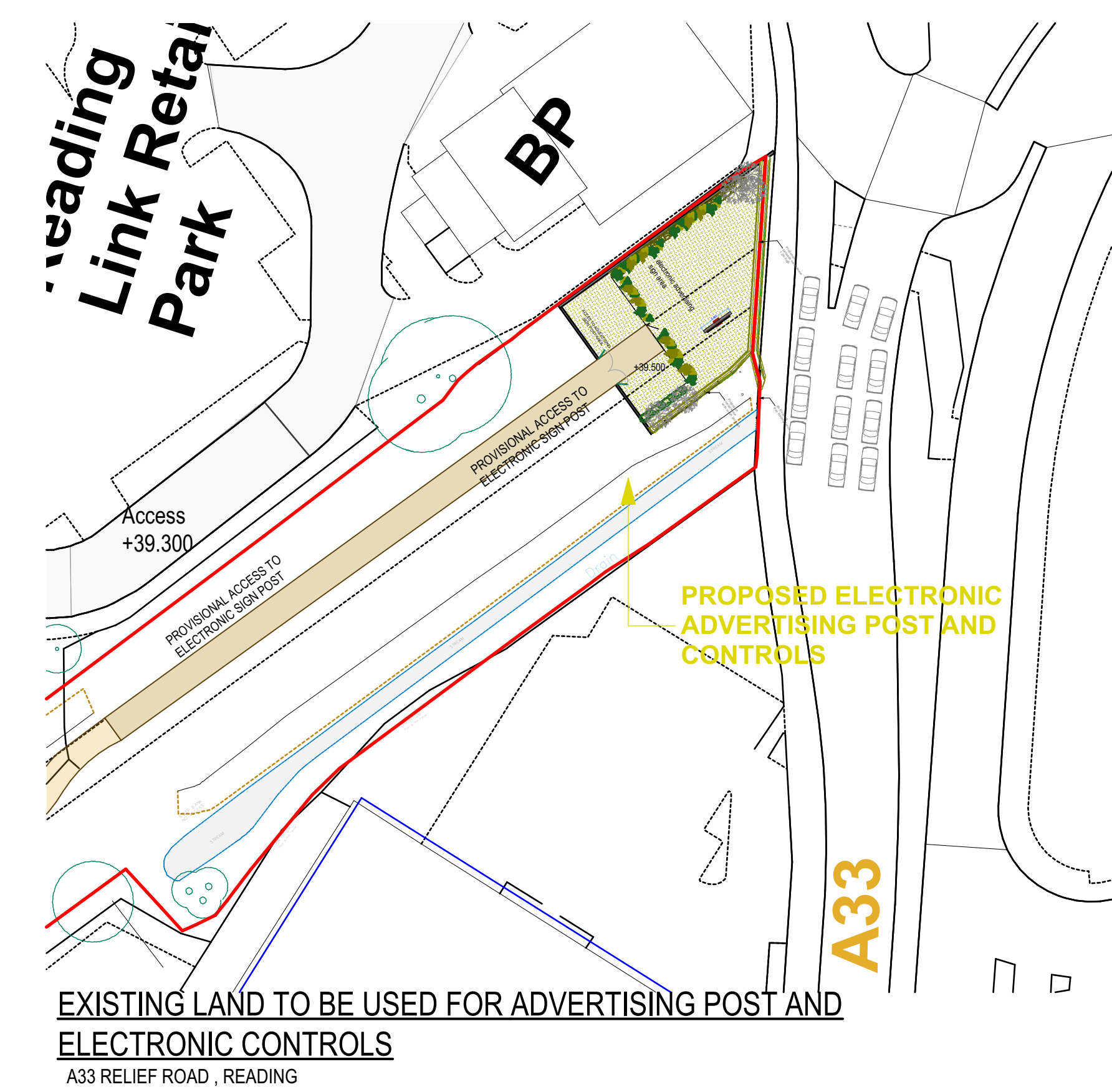
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PL-02

Rev:

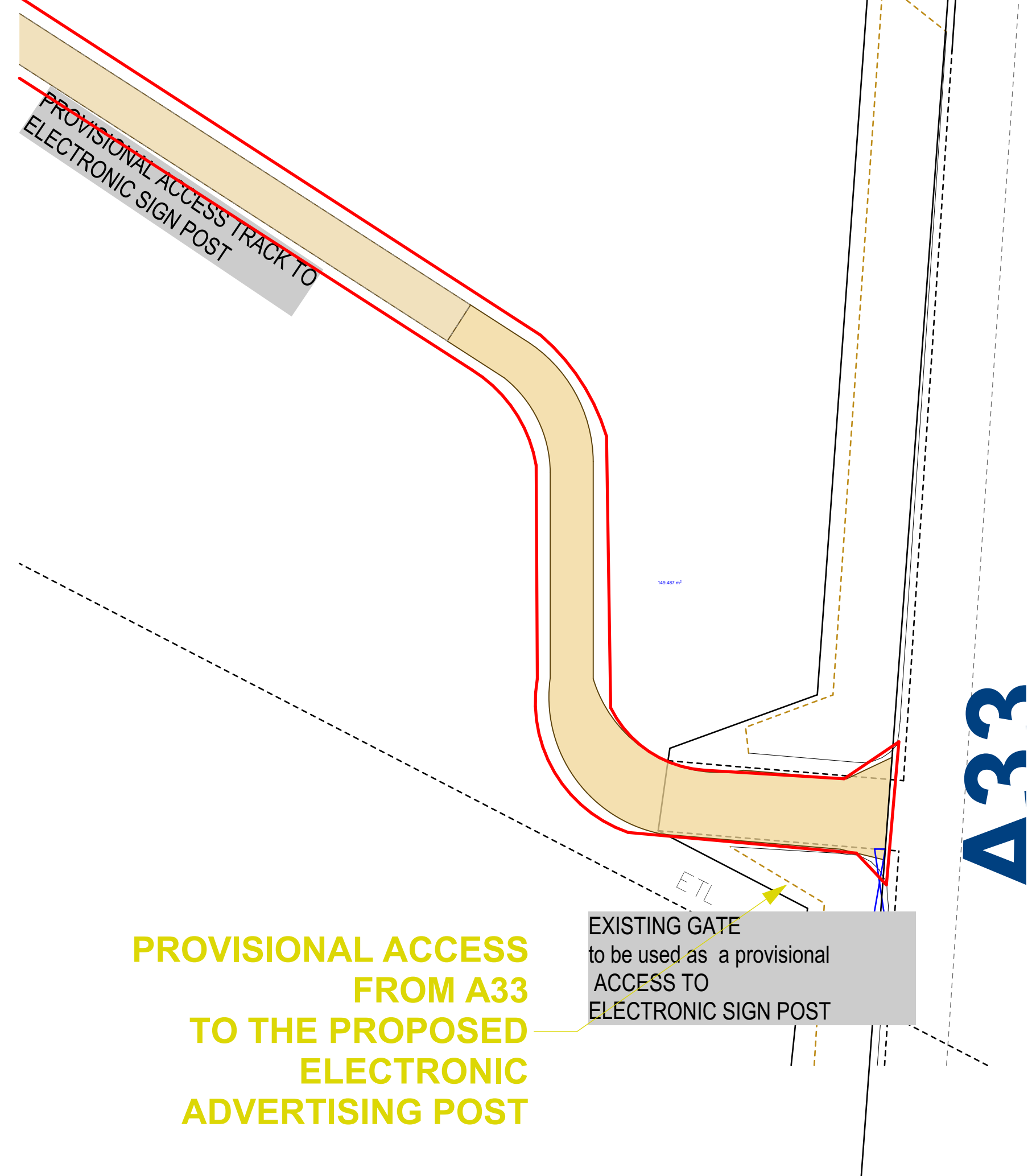


PROVISIONAL TRACK
FROM A33
TO THE PROPOSED
ELECTRONIC
ADVERTISING POST using
existing (disused) rail
track

Proposed Provisional Access Track
LAND AT A33 RELIEF ROAD, READING



EXISTING LAND TO BE USED FOR ADVERTISING POST AND
ELECTRONIC CONTROLS
A33 RELIEF ROAD, READING



PROVISIONAL ACCESS
FROM A33
TO THE PROPOSED
ELECTRONIC
ADVERTISING POST

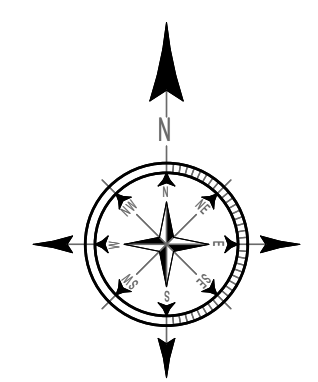
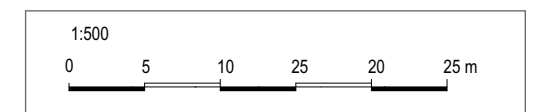
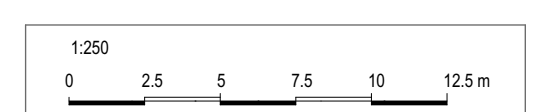
EXISTING GATE
to be used as a provisional
ACCESS TO
ELECTRONIC SIGN POST

Proposed Provisional Access Track
LAND AT A33 RELIEF ROAD, READING

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SITE AREA : 6,131m2

PROVISIONAL TRACK 1187 m2

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PBCW Properties LLP

Job Title:
LAND AT A33 RELIEF ROAD ,
READING

Drawing Title:
Proposed Provisional
Access Track

Status:
PLANNING

Date Issued:
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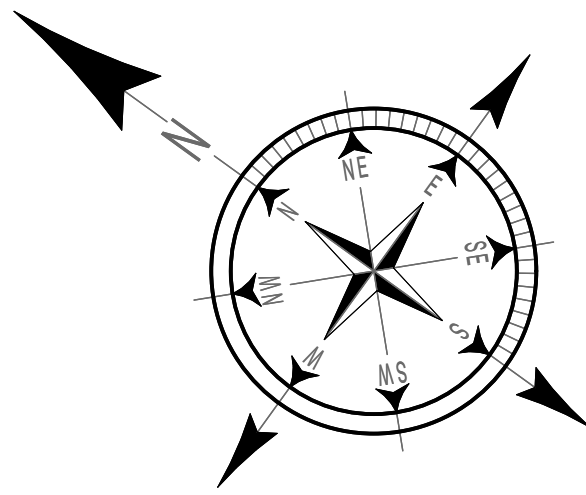
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LLF

Scale:
1:500
1:250 @A1

Job No:
8644-16

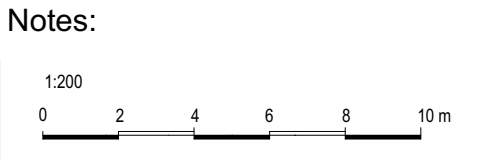
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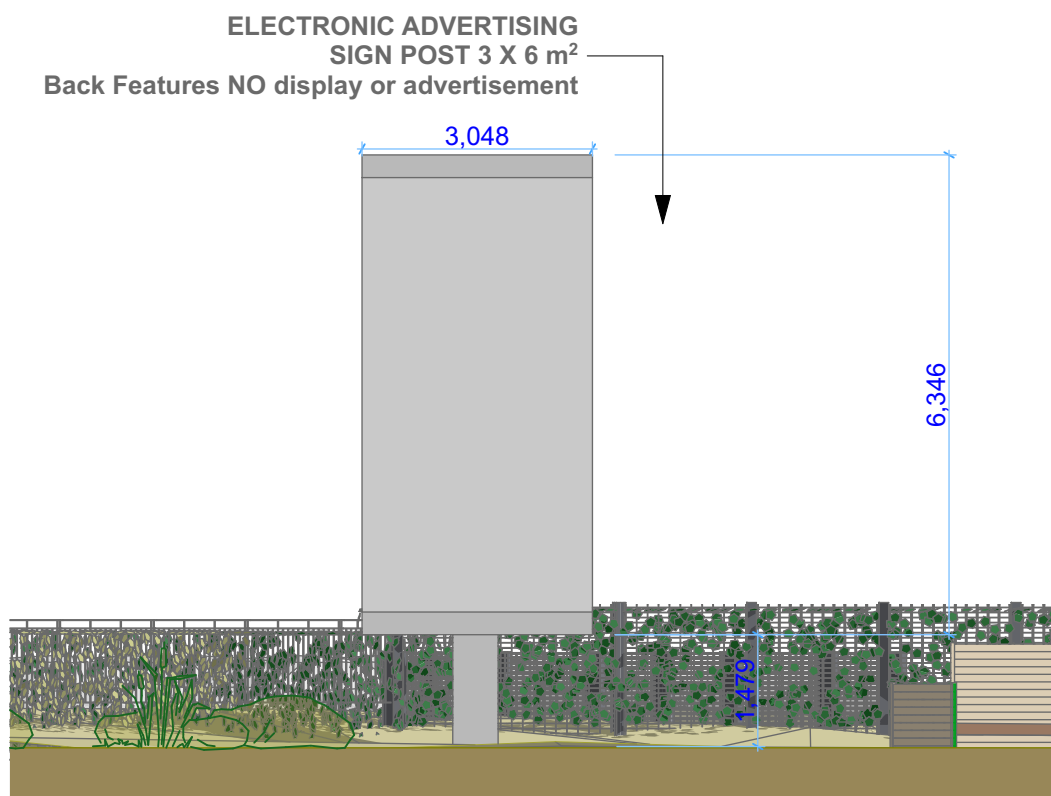
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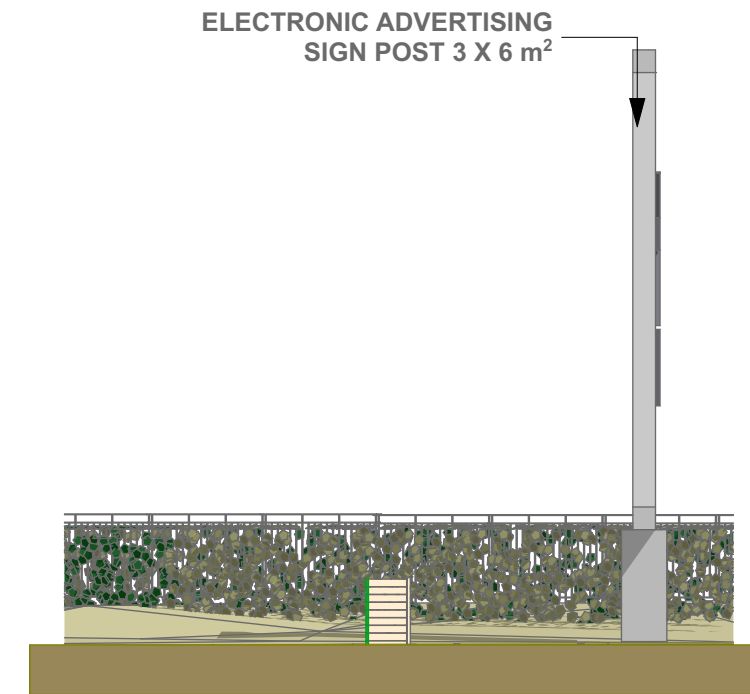


Metal Fence s 1:50
LAND AT A33 RELIEF ROAD , READING

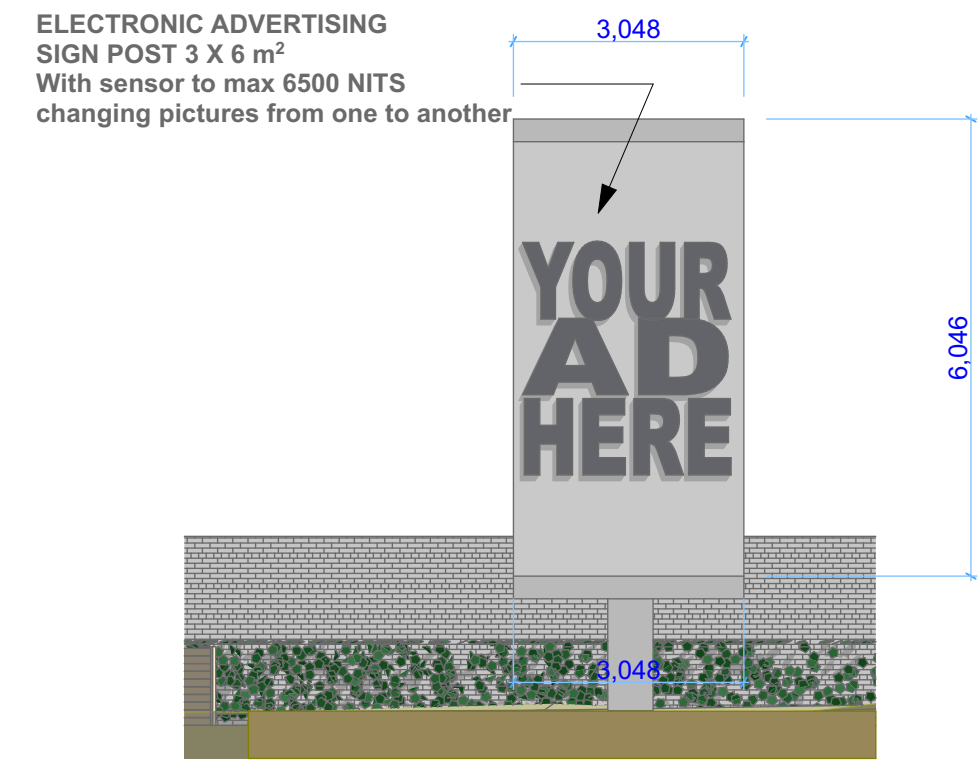
METAL FENCE



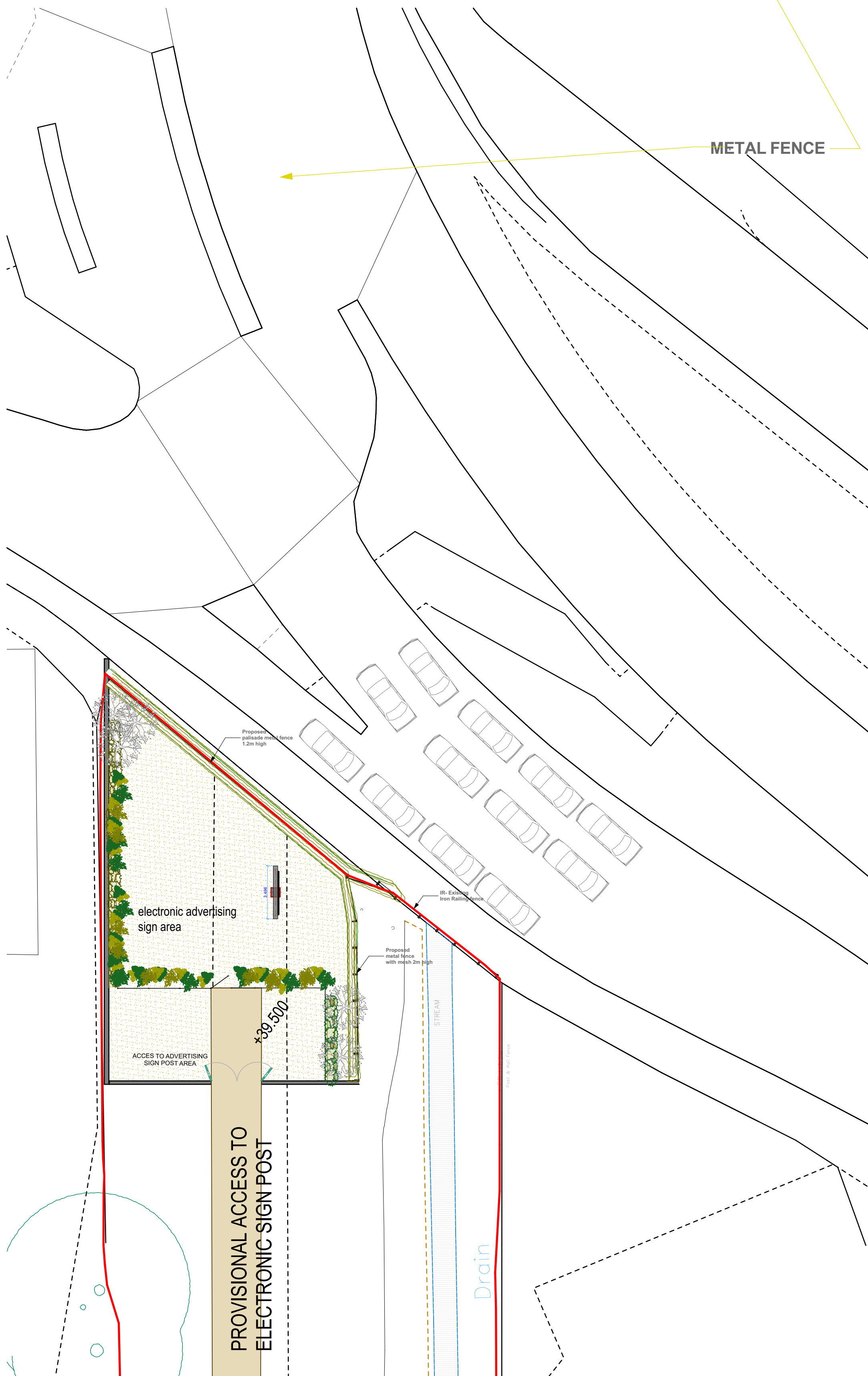
Rear Elevation
LAND AT A33 RELIEF ROAD , READING



Front Elevation
LAND AT A33 RELIEF ROAD , READING



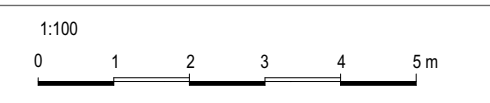
Side Elevation
LAND AT A33 RELIEF ROAD , READING



View of Sign from A33 entering Reading
LAND AT A33 RELIEF ROAD , READING



View of Sign from A33 leaving Reading
LAND AT A33 RELIEF ROAD , READING



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Client:
PBCW Properties LLP

Job Title:
LAND AT A33 RELIEF ROAD , READING

Drawing Title:
Electronic advertising details

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