

Wokingham Borough Council

20th December

Dear Sir/Madam

Re: Planning Application Rideworx, Unit 1, 125, Reading Road, Wokingham, RG41 1HD

Application for the installation of a new LED advertising sign.

Attached is a Planning Application made on behalf of Indian Motorcycles Reading for the installation of an LED sign which will be used for advertising their services to passing traffic.

The proposed billboard would be a modern solution to advertising. This sign will make the area feel more modern and invested in, showing information on local businesses that inform the public as they walk past, helping boost local commerce in the area.

The application site is located at:

Rideworx, Unit 1, 125, Reading Road, Wokingham, RG41 1HD

The application site is located amongst other retail establishments. The area proposed is not located within a heavily populated residential area.

Does the proposed advertisement not obscure or conflict with any other road signs or signals?

The sign will be mounted near the side of the building off the main road so it will not conflict with any existing road signs or signals.

Light

The luminance level of the display will be controlled by a light sensor to adapt to the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at no more than 300cd/m² above ambience level and no more than 300 cd/m² during dark hours, which is in accordance with the guidelines set by the Institution of Lighting Professionals.

The owner wants to keep the information board switched on during operating hours to ensure maximum engagement with the public. The light sensor will dim the sign during night hours to ensure that the light is within the guidelines above and is not overwhelming.

The operating hours are:

Friday	09:00 - 17:00
Saturday	09:00 - 17:00
Sunday	Closed
Monday	09:00 - 17:00
Tuesday	09:00 - 17:00
Wednesday	09:00 - 17:00
Thursday	09:00 - 17:00

The installation, operation and maintenance of the digital advertisement shall comply with the requirements of ILP PLG05 The Brightness of Illuminated Advertisements, and the luminance from the digital advertisement board will not cause glare to any neighbouring residential properties.

Several other special conditions to control the use of the display are suggested alongside the standard conditions for advertising, which the applicant is also content to comply with:

- The intensity of the illumination of the signs shall not exceed 300 cd/m² at night-time.
- The sequential advertisements will not change more than once every 10 seconds.
- Any sequential change between advertisements will take place over a period of no greater than one second.
- The signs shall not display any moving or moving images.

It is considered that these additional conditions are reasonable and related to the application proposals. It is not considered that any other conditions are required.

Safety and Maintenance

In this regard, the design of the proposal has been carefully considered for the location and is of exceptional quality. The materials used for the structure are hard-wearing, easy to clean and maintain and will provide an attractive finish. The proposed display will utilize the latest available technology both in terms of the clarity of the image and the thickness of the screen. The display will be slim line and front access, which ensures ease of maintenance without the need for untidy gantries or accessible void space behind the screen. Ensuring the site looks modern and invested in.

General

No individual picture on the LED screen shall contain moving images, animation, intermittent or full motion images, or any images that resemble road signs or traffic signals.

We believe the site proposed is not within a Conservation Area.

The application proposal aims to increase interest in the retail establishment and to draw in new clientele to increase business.

Guidance on assessing amenity is included in Appendix E of the Government Circular 03/2007. Amenity is a broad-brush term, which for advertising is generally taken to mean the effect on visual or aural amenity in the immediate neighbourhood.

As the proposal will be silent, the amenity considerations are focused on visual impact. In this regard, the key elements to consider are design quality, the impact on the character of the area and any heritage assets, and the impact on views from the surrounding area. The sign is of a modern design so won't look distasteful in the area, it will also make the area look more modern and invested in. The sign will not overwhelm the proposed area.

Planning Policies and Grounds for Approval

Transport for London Guidance for Digital Roadside Advertising published 4 March 2013 (see document 008 of this application) in para 4.1 states that 'static digital advertising is likely to be acceptable in locations where static advertising exists'.

The proposed sign will display key information to potential customers who are passing, e.g. any offers for new customers etc.

Concerning both amenity and highway safety, the images displayed in the proposed advertisement will be static, with no animated, moving or video elements. The new panel will display one or more sequential static images. The advertisements will not change more than once every ten seconds and any changes to the image will take place over a maximum period of one second.

In conclusion, this advertisement is straightforward in its overall form and similar signs are already part of the street scene. The LED digital display will be remotely updated reducing traffic, fuel consumption and carbon emissions against its static poster counterparts.

We suggest this advertisement will not have an adverse effect on the character of the surrounding area and there would be no harm to the visual amenities or public safety.