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**2024/0445**

Mr Kevin Oldland

Illuminated bus shelter advertisement unit

Advertising Right, 182 Furlong Road, Goldthorpe, Rotherham, S63 9PR

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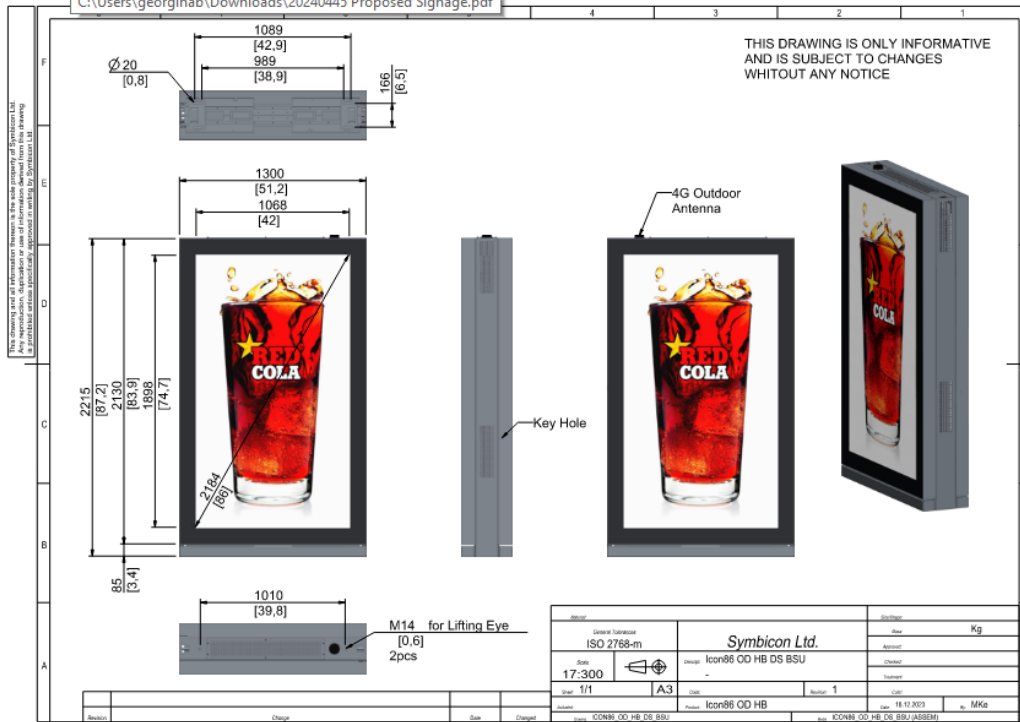
## Description

The application relates to a bus stop located outside the residential property 182 Furlong Road. Furlong Road (B6098) is a main road through Goldthorpe located within a residential area.



## Proposed Development

The application is being submitted as part of the new advertising contract on all the bus shelters operated by the South Yorkshire Mayoral Combined Authority in the Barnsley, Doncaster, Rotherham and Sheffield areas. The proposal is to replace the backlit paper panel on the existing shelter with a new digital advertising panel. The digital advertising panel will be static with sequential movement to accommodate the display of up to 6 different advertisements. In addition to advertisements the screens will also be able to display urgent public messages. The proposed digital displays would be liquid crystal display (LCD) digital panels. Illumination of the proposed digital displays is controlled by light sensor which monitors ambient light to restrict the light levels to an acceptable level.



symbicon | Product Specification sheet

# Icon86

Outdoor High Brightness

icon|one

Double-Sided Bus Shelter Unit

### Technical Information

- 86" Digital LCD Display with Direct LED-backlight, IPS, 4000 NITS
- Frontal Ultra HD resolution 16:9
- Anti-Reflective Coated SRK Printed Safety Glass, Laminated 9 mm
- IconOne Controller v2 w/ RS-232

Screen Size: 86" (diagonal)  
 Active Area: 1695.94 (H) x 1065.96 (V) mm  
 Screen Technology: IPS LCD  
 Resolution: Ultra HD 3840 x 2160  
 Aspect Ratio: 16:9  
 Brightness: 4000 NITS (typ.)  
 Contrast Ratio: 400000:1 (typ.)  
 Response Time: 8 ms (Gray-to-Gray)  
 Color Depth: 1.07 G (10 bit)  
 Color Gamut: 72 % (typ.)  
 Viewing Angle: 178° (H) / 178° (V)

Video inputs: HDMI, others as per request

PC Options: Aspen, Intel, Sintronix, BrightSign, Intel i5/i7, 4-32 GB RAM, 64-2000 GB M.2/SSD, others as per request  
 PC Operating System Options: HDMI In, Windows, Linux, Android, others as per request

Options: 4G Router, WLAN, Media Converter, Ethernet Switch, ALS, Touch Screen, Speakers, Camera, RFID, CGS board, IR, LED backlit logo, IconOne Controller v2 Monitoring (w/ SNMP), temperature monitoring, BL & screen sensors, door switch

Voltage: 230-240 VAC, 50 Hz  
 Power Consumption, Typical: 1550 W (estimated)  
 Power Consumption, Maximum: 3700 W (estimated)

Material: Aluminium Casing with Aluminium/Steel Frame  
 Colour: Powder Coated, Colour e.g. per RAL code  
 Design: Custom Design as per request

Dimensions mm (inches) (height x width x depth):  
 2215 (87.2) x 1300 (51.2) x 400 (15.7)  
 (Custom dimensions as per request)

Weight kg (lbs): 640 (570.0) (estimated)

Operating Temperature Range °C (Fahrenheit): -40 (-40) to +40 (104)  
 Storage Temperature Range °C (Fahrenheit): -20 (-4) to +40 (104)  
 Humidity: Non-condensing 10 to 90 %

IP rating: IP 65  
 Warranty: 24 months (standard)  
 Approvals: CE, CB, EMC, RoHS, UK10



This information is subject to change without prior notice.

www.iconone.fi | www.symbicon.fi

## **Relevant History**

B/95/0751/DE/AD Display of advert carousel to bus shelters  
B/94/0724/DE/Ad Display of illuminated advert panel to bus shelter

## **Policy Context**

The site is allocated as Urban Fabric within the Local Plan

### Local Plan

The following Local Plan policies are relevant:

SD1: Presumption in Favour of Sustainable Development

GD1: General Development

T4: New Development and Transport Safety

D1: High Quality Design and Place Making

POLL1: Pollution Control and Protection

SPD:

Supplementary Planning Document: Advertisements

The Supplementary Planning Document (SPD) – Advertisements states that the council is unlikely to grant consent for: Advertising Hoardings, including poster panels, signs on shops above fascia level, signs on business premises above fascia level, signs which appear out of scale or character with the building or locality.

The SPD also states that excessive illumination causes light pollution and is therefore a waste of energy, the light source should be designed so that it is not directly visible to drivers on adjacent roads or likely to cause nuisance to nearby residential properties.

NPPF:

NPPF Paragraph 141 states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

These policies are considered to reflect policies set out in the revised NPPF, which requires development to be of high-quality design and provide a good standard of amenity for all existing and future occupants of land and buildings.

## **Consultations**

Highways – No objections subject to condition

Pollution – No objections

Local Councillors – No comments received.

## **Neighbours**

No objections received.

## **Assessment**

### Material Consideration

Principle of development

Residential Amenity

Visual Amenity

Highway Safety

## Principle of Development

The Council will seek to ensure that development is appropriate to its context, and improves what needs improving, whilst protecting what is good about what we have.

The Council's SPD on advertisements states that 'signs should be limited to that which is necessary. Advertisements should have regard for the design, scale and proportions of the building or site on which they are displayed. The over provision or poor design of signs can give rise to a cluttered and aggressively commercial appearance which will usually have a damaging impact upon the visual character of an area.'

Consent will be granted where the development is found to be appropriate in scale and respectful of the character of the area and should not adversely impact the amenity of local residents or undermine highway safety.

As the advertisements are proposed on a bus shelter with an established advertising use, the consent for erection of the digital signage is deemed acceptable in principle.

## **Assessment**

### Residential Amenity

This application is for an illuminated screen with a digital display similar to that of a television screen and not a direct light. It is considered that the proposal would not cause any nuisance given that it is located on the strategic highway network which is also served by street lighting. The screen faces into and out of the bus shelter and not onto properties. As such, it is anticipated that there will be no detrimental effect from the new signage for local residents in line with the requirements of the SPD Advertisements and Local Plan policies GD1 and D1.

### Visual Amenity

The proposed signage is to replace the existing within the same position. The updated digital signage although illuminated is not dissimilar to that of the existing. The introduction of the modernised digital advertising panel is not deemed significantly detrimental to the visual amenities of the area as its display is limited due to the position within the bus shelter and therefore will have no further impact than that of the existing. As such, it is considered that the proposal is not injurious to the visual amenity of the local surroundings in compliance with Local Plan Policy D1 and SPD: Advertisements.

### Highway Safety

The signage is to replace the existing in the same location. Within the vicinity of the shelter, the alignment of Furlong Road is predominantly straight, and the general road layout is not complex although drivers need to remain alert to the possibility of vehicles emerging from any one of the many access points and frontage parking areas of the dwellings that line both sides of the road.

In terms of any adverse impact upon the movement of vehicular traffic, the only real cause for concern is the potential effect that an illuminated display might have upon drivers exiting the junction of Kennedy Drive to enter Furlong Road. Although the shelter is positioned just outside of the 2.4m x 43m sight lines, during hours of darkness it is imperative that the

illuminated display does not prevent drivers from being able to adequately see the headlights of approaching vehicles. In this regard, the luminance of the display will need to be restricted to a low level so as not to compete with the brightness of vehicle headlights. This can be conditioned to ensure the impact on the highway is limited. As the proposals are not expected to reduce highway safety the application is deemed acceptable in accordance with Local Plan Policy T4 and the NPPF.

Conditions will be applied to the decision notice to ensure highway safety is not compromised.

**Recommendation**

**Grant** subject to conditions