

Our Ref: EJ/93456/22135

9 August 2024



Barnsley Metropolitan Borough Council
Planning and Building Control
PO Box 634
Barnsley
S70 9GG

BY PLANNING PORTAL (PP-13318452)

**WILDSTONE ESTATES LIMITED
ERECTION OF D-POSTER ADVERTISEMENT
UNIT 1 AND 2, OLD MILL LANE, BARNSELEY, S71 1LL
PLANNING PORTAL REFERENCE: PP-13318452**

Dear Sir/Madam

Please find enclosed an application for advertisement consent for a freestanding digital 48-sheet advertisement at the above site. The site has been selected due to its suitability for advertising and will help to establish a network of displays in the area. It will be capable of being operated from a central location and significantly reduce vehicle trips for reposting when compared with a traditional poster and paste billboard.

This proposal is part of an industry wide drive to rationalise, modernise and upgrade advertising infrastructure to meet modern requirements. In addition to converting some of the better located sites to digital, in many instances this will mean removing inappropriately located or poorly performing paper and paste displays and developing new sites in better locations. The overall strategy is to reduce the numbers of displays to deliver premium sites in the best locations, capable of supporting multiple advertising campaigns and providing a piece of digital infrastructure adaptable to a wide range of uses.

The Applicant

The Applicant, Wildstone Estates Limited, is part of the Wildstone Group, an outdoor media infrastructure provider that owns and manages the land and equipment required for advertising. Their advertising assets are then rented to operators, who sell the advertising space to local and national companies for various advertising campaigns.

Outdoor Advertising is now widely recognised by lenders as a property class, allowing it to attract new investment and innovation. As an outdoor media infrastructure provider, Wildstone has invested in the development of hardware in the form of the "D-Poster" panel, which is a high-quality ultra-thin display that offers a high level of control over brightness and reduced energy consumption. The control mechanisms in place enable the D-Poster to mimic a traditional 48 sheet poster during the day and ensure that it is muted and at a suitable contrast to the ambient light at night time.

As landowner, Wildstone will always have a long-term investment in their sites regardless of who the tenant is and will manage their assets to ensure that the sites are well maintained, and the displays are operating in line with planning conditions. Any problems arising from the sites can therefore be dealt with by a single controlling party.

/Cont'd...

As the largest owner of advertising assets in the Country, and landlord to all the major operators, Wildstone are now also in a strong position to be able to push best practice. Through partnership with the media operators and screen maintenance and monitoring contractors, new systems of control have already been established to help manage the operation of the displays.

Content is controlled remotely in real time from a Network Operation Centre (NOC) and the sites are monitored remotely 24/7 to facilitate responsive maintenance. Engineers are located nationwide to be able to respond within 24 hours to any issues that cannot be dealt with remotely. Diagnostics software can report any small technical faults (e.g., a broken panel) so that a kill switch can turn the content to black until the engineer can reach the site.

The Proposal

The proposal seeks to erect a freestanding D-Poster on land adjacent to Unit 1 and 2, Old Mill Lane which will display multiple static advertisements on rotation.

The proposed panel has the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.1m (d) and will be positioned 2m above ground. The proposed new display technology is lightweight, durable, efficient and can be easily erected with minimal engineering. In most instances, the erection of a D-Poster can be achieved at a similar speed to a traditional display, with minimal structural work. The quality of the image produced will mimic that of a traditional poster and paste display (**Appendix 1**).

The proposed display will meet modern requirements and will be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds (i.e. six adverts per minute). The ability to carry multiple adverts will cater for the demand in this area and reduce the pressure for new locations. The proposal is submitted as part of a nation-wide project to upgrade traditional advertising hoardings to a modern digital format, which will see an overall reduction in adverts, as multiple advertising campaigns can be supported by single panels. This will result in the consolidation of “multi-panel” sites into single panels. As can be seen in Figure 1 there has been an overall reduction in the volume of advertising panels over an extended period of time, even though the number of digital sites is increasing.

At present, there are over 1,300 digital 48-sheet advertisements across the UK, which is up from just 45 in 2015. However, over the same period the number of poster and paste 48 sheets has more than halved, from 18,519 to 8,910. This is a total reduction of 8,335 panels Nationwide, demonstrating a clear pattern of rationalisation and decluttering associated with digital upgrades. Since this project began Wildstone has gained consent for over 700 digital advertisements across the UK.

As well as removing clutter, this consolidation has additional benefits, such as the reduction in vehicle trips to repost adverts every two weeks, as this can now be done remotely.

/Cont'd...

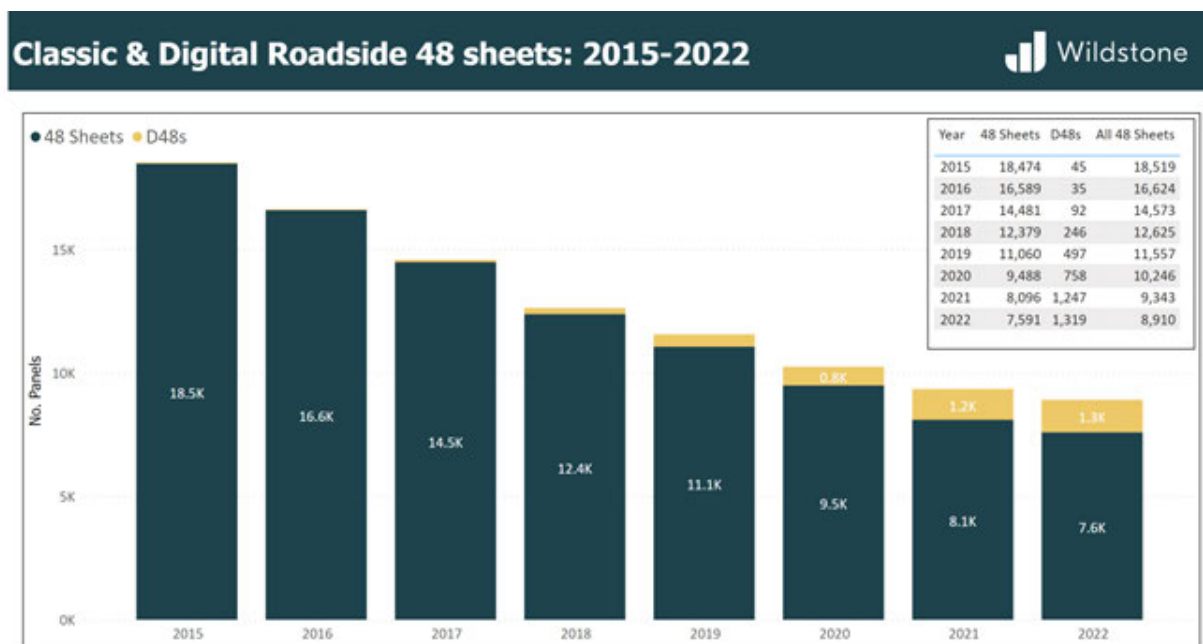


Figure 1 - Reduction in 48 sheet advertising 2015-2022

Appendix 2 provides a concise summary table of the above proposal.

Conditions

All advertisements are subject to the five standard conditions set out in the Regulations. The vast majority of digital advertisement consents now also operate within an established set of parameters that include controls over the level of luminance and the proposed speed and rate of change between adverts. These “industry standard” conditions have evolved over time, in order to address common concerns relating to amenity and public safety.

Wildstone and the industry body “Outsmart” have been working to establish best practice for the control of displays both at night and during the day. The D-Poster displays operate with a system of threshold controls, timers and light sensors to ensure that the luminance never exceeds the ILP guideline figure at night time, with lower thresholds set on more sensitive sites. Example sites operating during different times of the day are included at **Appendix 3** for information.

Newly published guidelines by the Institute of Lighting Professionals (ILP) have introduced a new set of model conditions which can be applied to advertisement consents going forwards. The model conditions are set out within Appendix 1 of Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23) and are included within **Appendix 4** of this statement for clarity.

The Site

The proposal site is located adjacent to Unit 1 and 2 Old Mill Lane, Barnsley. The immediate surroundings comprise of the adjacent road network to the east (Old Mill Lane (A61)), commercial units to the north comprising the Salvation Army (Unit 1) and Greggs (Unit 2). There is an Aldi/Wickes and car parking further to the east, as well as the junction of Old Mill Lane and Old Tannery Road. To the south of the are some dense mature trees. The proposal site faces north east, towards Old Mill Lane.

/Cont'd...

The advertisement would be most visible to those travelling south along Old Mill Lane and west along Old Tannery Road.

The location of the proposed advert is not uncommon for this type of location. There are a number of recent advertisement consents for digital displays that have been approved within the surrounding area. These advertisement locations are shown in Figure 2.



Figure 2 – View from Old Mill Lane looking west (application site with red star, other advertisement boards highlighted) (Google Streetview May 2018)

The planning history for the advertisements shown in Figure 2 are detailed below:

- Land and buildings to the west of Peel Place and Old Mill Lane (application ref: 2021/0879) (advert shown in orange). This digital advertisement was allowed at appeal on 9 March 2022. The main issue at appeal was the effect of the proposed advertisement on public safety. The Inspector found that *“no compelling evidence has been submitted to demonstrate that the digital display in this location, having regard to the context of the site, would unacceptably distract drivers nor that there would be an increased risk to highway users”*.
- Land to the east of Unit 1, Old Mill Lane (application ref: 2022/0345) (adverts shown in blue). An application was submitted for two digital advertisements. The paper and paste advertisements shown in Figure 2 were removed in 2021 (based on information in the Officer's Report). Digital advertisement on the left-hand side was approved and the other advertisement was refused on 17 June 2022. The right-hand side panel was refused due to amenity issues, the reason for refusal stated *“the introduction of a second digital advertisements would be unnecessary duplication that would materially harm the amenity of the area by reason of excessive advertisement clutter, the siting and undue prominence in what is an open and prominent site. The proposed development is considered to be contrary to the SPD: Advertisements in that it would be an over provision of signage/advertisements resulting in a cluttered and aggressively commercial appearance, having a damaging impact upon the visual character of the area”*.
- Land to the east of Unit 1, Old Mill Lane (application ref: 2022/1243) (advert in blue). This advertisement consent sought approval of a right-hand digital advert following the refusal in 2022. The digital advertisement was allowed at appeal on 21 July 2023. The main issue at appeal was the effect of the proposed advertisement on the amenity of the area. The Inspector found that *“it would not result in an over provision of signage that would result in a cluttered and aggressively commercial appearance and would not have a damaging impact on the visual*

/Cont'd...

Barnsley Metropolitan Borough Council, Planning and Building Control

character of the area. I do not therefore find conflict with where I have been referred to the Council's Supplementary Planning Document: Advertisements (2019) (SPD)".

The site is not located within a Conservation Area, nor is it within close proximity of a Listed Building.

In accordance with the categorisations set out in the newly published ILP Guide PLG 05/23, the proposal would be classified as within Environmental Zone 4 (Urban). All sensitive frontages are also appropriately distanced from the site.

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations"). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2023 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 141 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a "lighter touch" than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

The Development Plan for Barnsley consists of the Barnsley Local Plan (adopted in January 2019). The Council also have an adopted Advertisements Supplementary Planning Document (SPD) (adopted in May 2019).

The SPD advice note offers guidance to anyone seeking to display an outdoor advertisement within the Local Planning Authority Area. The guidance serves to supplement Local Plan Policy D1: High Quality Design and Place Making and states that *"the main issues in determining an application will, therefore, usually be:*

- *The impact of the advertisement on the appearance of the site or building upon which it is displayed and upon the visual character of the area.*
- *The impact of the proposal upon the safety of pedestrians and vehicles".*

Planning Considerations

The proposal seeks to erect a new internally illuminated freestanding D-Poster on Old Mill Lane. The proposed location is considered to be appropriate in principle for advertising and the impact of the proposal has been considered in amenity and public safety terms as follows.

Amenity

The proposed D-Poster will be set up to mimic a paper and paste poster, while bringing the benefits of a digital display. The side-by-side comparison photograph on the D-Poster information sheet (**Appendix 1**) helps to illustrate the minimal difference between the paper and paste posters and a

/Cont'd...

Barnsley Metropolitan Borough Council, Planning and Building Control

digital display once appropriate controls are put in place, which ensure that a digital advertisement is not over illuminated.

A recent appeal decision on a site in Manchester confirmed the agreement of the Inspector dealing with the case that *"the quality of the static illuminated image which would be produced by the appeal proposal would adequately mimic a traditional externally illuminated poster board so as not to present as an alien feature"* (Appeal Ref: 3303626: Land to the north of Thompson Street, M4 4BW).

Considering the nature of the site and its surrounding area as well as the presence of other illuminated signage in the immediate context, it would have limited impact on amenity due to its implementation. Other illuminated signage includes the adjacent Greggs and further advertisement displays to the north of Old Mill Road (as detailed previously in this covering letter).

During the daytime, the poster will present as a traditional paper and paste advertisement hoarding. The illumination is controlled by sensors that gauge the ambient conditions which ensures that the poster does not appear overly bright. Ambient lighting conditions change over the course of the day and the sensors within the display are able to measure and adjust the illumination of the display accordingly. The examples found in **Appendix 3** further demonstrate the functionality of display controls. In accordance with the categorisations set out in the newly published ILP Guide PLG 05/23, the maximum night-time luminance of the display should be set at 300cd/m². The level of illumination will reflect local ambient conditions, with little material change to the site as it currently exists.

Owing to the position and orientation of the advertisement sign at the site, this is not directly visible from any residential properties. The proposed sign is not within a conservation area or in close proximity to any listed buildings.

The intervening landscape is one of a busy road junction with traffic lights and street lights creating an illuminated and changing visual environment. The proposed advertisement will have no special effects, animation or movement that would increase its visual prominence and the nature of the illumination proposed means that light-spill from the signs will be minimised. Owing to the above, the new D-Poster will not negatively impact the amenity of the immediate area.

With regard to the provisions of the Council's adopted 'Advertisements' Supplementary Planning Document, it is clear that the proposed digitisation of the advertisement board at the site will not negatively impact on the appearance of the site nor on the visual character of the area.

Public Safety

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task.

Should the Council's Highway department identify any reasons why the location might be challenging to drivers, the applicant would be open to discussing alternative controls. However, it should be noted that the proposed conditions are now well established as best practice and as such any change (e.g. to the rate of change) would need to be evidence-based and be specific to the location.

Digital advertising is now a common feature in town centres and adjacent to major roads across the Country. There are now over 1,300 digital 48 sheets in the UK, operating without issue in a wide variety of roadside environments. Digital advertising is now a common feature in town centres and adjacent

/Cont'd...

to major roads across the Country and there remains no causal evidence that they cause traffic collisions. Nevertheless, it is an accepted fact that advertisements are intended to attract attention. As such they are best located in situations where demands on a driver are low, and they do not conflict or confuse with other traffic signs or signals.

Over the past decade an industry standard set of conditions has been established to control their use and minimise the potential for driver distraction. The proposal will operate within these conditions, as set out in **Appendix 4** thereby limiting the potential for distraction. The advertisement will be seen predominately by those either travelling south on Old Mill Lane, or west on Old Tannery Road, which are both 30mph and are well-lit with excellent forward visibility. The proposed display would be in a setback position from Old Mill Lane, ensuring sight lines and any visibility is maintained.

Drivers approaching the location of the advertisement will most likely be slowing down due to the traffic lights on the junction of Old Mill Lane and Old Tannery Road. As such, drivers would be entirely capable of glancing at advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements. The proposal site is in an uncomplicated location which drivers should be able to navigate the area with ease.

Advertisements will present as still images with no moving animations or videos. Whilst the proposed D-Poster would be capable of displaying up to 6 advertising campaigns on rotation, only one is displayed at any point in time, for at least 10 seconds. The 10 second duration for advertisements to be displayed is a well-established standard across the advertising industry. The advertisements will transition instantly without any special effects to further minimise any negative impacts on highway safety. Drives are highly unlikely to observe more than one image or transition between advertisements on the proposed D-Poster, as such the images are not something to watch. It is not considered that the presence of the proposed D-Poster on the site would represent a material departure from the types of features that drivers are used to seeing on local or surrounding roadways.

Owing to the above, the D-Poster would not constitute a hazardous distraction to anyone exercising a reasonable standard of care while driving in the surrounding road network. Consequently, the proposal would not give rise to public safety issues, which would prevent the granting of an express advertisement consent.

Benefits of Digital Advertising

The attractiveness of digital advertising to an infrastructure provider is that it allows the advertising network to be better managed, monitored and maintained. For operators the inherent flexibility allows smarter real time campaigns and better control over sales. These factors manifest in wider public benefits as summarised below:

- High quality and robust designs;
- Tidy and well maintained sites and bio-diversity net gain where the site allows;
- Uplift in business rates to spend on public services;
- Reduction in vehicle trips and associated noise, air quality and climate considerations;
- Removal of multiple advertising sites and panels and reduction in clutter;
- Reduction in waste involved in the poster production process;
- Greater flexibility to enable better access to advertising displays for local businesses, providing a local economic benefit;
- Platforms to broadcast emergency messaging;

/Cont'd...

9 August 2024

-8-

Barnsley Metropolitan Borough Council, Planning and Building Control



- Ability to use void periods for public messaging and public art campaigns; and
- Opportunity to integrate additional hardware to meet Smart City objectives.

These are benefits to development that will not be achieved by maintaining the status quo.

Conclusion

The proposal seeks to erect a new freestanding 48-sheet digital display at Unit 1 and 2, Old Mill Lane, Barnsley. The proposed advertisement will be internally illuminated and appropriately controlled so that it appears as a traditional paper and paste poster. The sensors in the poster will be able to adjust the brightness to match the ambient conditions throughout the daytime and the limited illumination level will ensure that the display is not overly illuminated during hours of the day. The advertisement is sufficiently distanced from any sensitive frontages.

For these reasons and the positive benefits set out, it is considered that the application should be granted consent.

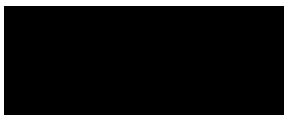
Application Submission

In order to complete the application, please find attached the following documentation:

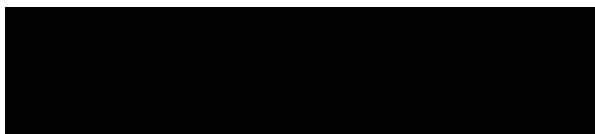
- Completed application forms
- Letter Statement (this letter and appendices)
- Architectural drawings including:
 - 22135 PA 01 Site Location Plan
 - 22135 PA 02 Existing Site Plan
 - 22135 PA 03 Proposed Site Plan
 - 22135 PA 04 Existing and Proposed Elevations

I trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully



EMILY JOHNSON
Senior Planner



/Cont'd...



9 August 2024

Barnsley Metropolitan Borough Council, Planning and Building Control

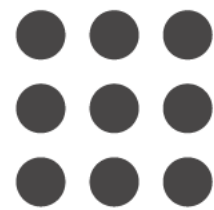


Appendix 1: D-Poster Example Site

/Cont'd...



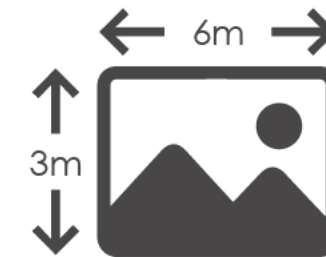
D-POSTER



High resolution LED display



Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness



Sized to match existing poster panels



Reduced depth of 60mm compared to
traditional digital panel (300-600mm)

9 August 2024

Barnsley Metropolitan Borough Council, Planning and Building Control



Appendix 2: Summary Table of Site-Specific Information

/Cont'd...



Appendix 2

Application for Advertisement Consent: Proposal Factsheet

URN: 22135

Site Name: Unit 1 and 2, Old Mill Lane, Barnsley, S71 1LL

Planning Portal Reference: PP-13318452

Advertising Type	Digital
Size of Advertisement (HxWxD)	3m(h) x 6m(w) x 0.1m(d) and positioned 2m above ground
Number of Panel	1
Max Daytime Illumination <i>(to be adjusted based on application)</i>	Up to 5,000 cd/sqm (Brightness will vary during daylight hours based on ambient brightness (ie brighter on a cloudless summers day than overcast winters day)
Max Night-time Illumination <i>(to be adjusted based on application)</i>	300cd/sqm
Notes	Brightness adjusted by a light sensor backed by a light table

9 August 2024

Barnsley Metropolitan Borough Council, Planning and Building Control



Appendix 3: Lighting Conditions

/Cont'd...





Daytime Clear Skies



FREE RANGE

Liz Rygh
Liz Rygh: Magnificent by the Book
(H. Martin, 2020)
London College of Communication
Boltong.com
@LizRygh

Discovered by the photographer in 2019
in partnership with Clear Channel
Photography

Clear Channel

Daytime Overcast



Twilight



Pitchford Steelstock
Tel: 01384 489030

Tomorrow
begins **Today.**

40

Dusk



Night

9 August 2024

Barnsley Metropolitan Borough Council, Planning and Building Control



Appendix 4: Model Conditions

Model Conditions

The following model conditions are as set out in Appendix 1 of the Institute of Lighting Professionals (ILP) Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23).

The model conditions include the standard conditions set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [The Regulations].

The first condition relates to the standard time period of a consent, which unless otherwise specified should be five years, as set out on Part 3 of The Regulations. Please note, following the expiry of the time period an application would benefit from Deemed consent under Class 14 Schedule 3 of the Regulations. As set out in National Planning Practice Guidance (NPPG), conditions cannot be used to prevent the operation of Class 14 unless supported by specific and relevant planning considerations.

The second condition seeks to ensure that the application is implemented in accordance with the approved plans and application documents.

Conditions 3 to 7 represent the five “standard conditions” attached to all applications for advertisement consent, set out in Schedule 2 of the Regulations.

Conditions 7 to 13 are commonly applied to digital consents and have been standardised by ILP with reference to the updated guidance document.

These conditions can be adapted to suite the application proposal, with additional conditions added where they pass the standard tests set out in the National Planning Policy Framework (NPPF).

Time Period

1. The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Application Documents

2. The development shall be undertaken in strict accordance with the approved documents for this Advertisement Consent which comprise:

- 22135 PA 01 Site Location Plan
- 22135 PA 02 Existing Site Plan
- 22135 PA 03 Proposed Site Plan
- 22135 PA 04 Existing and Proposed Elevations

Reason: To define the permission and for the avoidance of doubt and in the interest of proper planning procedures.

Standard Conditions

3. Any advertisement displayed, and any site used for the display of advertisements, shall

be maintained in a condition that does not impair the visual amenity of the site.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. No advertisement shall be sited or displayed so as to:

- a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).
- b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal, or aid to navigation by water or air.
- c) Hinder the operation of any device used for the purpose of security, or surveillance, or for measuring the speed of any vehicle.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Digital consents

8. There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

Reason: In the interests of amenity and in order to retain effective planning control.

9. In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone 4 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective

planning control.

10. In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

11. Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

12. The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

13. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Reason: In the interests of amenity and in order to retain effective planning control.