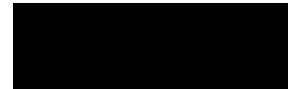


Barnsley Metropolitan Borough Council
Planning and Building Control
PO Box 634
Barnsley
S70 9GG



23rd November 2022

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

THE TIME AND PLACE, OLD MILL LANE, BARNSELEY, S71 1LL: DISPLAY OF 48-SHEET “D-POSTER” ADVERTISING HOARDING

We have been instructed by Wildstone Estates Limited to prepare an application for advertisement consent at Time and Place, Old Mill Lane, Barnsley, S71 1LL.

This 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 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

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 a 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. 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 landlords, 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. As the largest owner of advertising assets in the Country and landlord to all of 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 Networks 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 digital 48 sheet advertising hoarding at the Time and Place, Old Mill Lane, Barnsley, S71 1LL, which will display multiple static advertisements on rotation.

The site previously hosted two 48 sheet paper and paste advertisement displays, which were removed on health and safety grounds prior to digitisation in July 2021, after being installed for over 13 years on site since 2009. The previously installed advertising at the site was well established and the proposal will reinstate an advertisement on the site after only a 16-month period of it being removed. In June 2022 express advertisement consent was granted for the installation of the digital advertisement poster 'Panel A' (ref: 2022/0345) which sits immediately to the south of the current application advertisement. Once installed, the proposed advertisement will sit in a V-display alongside the previously approved advertisement.

The proposed panel has the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.061m(d) and positioned 2.20m above ground. The proposed new display technology is lightweight, durable, efficient and can be easily erected with minimal engineering. In most instances the re-posting of a D-Poster can be achieved at a similar speed to traditional posting, with minimal structural work. The quality of the image produced will mimic that of a traditional poster, as illustrated at 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.

The proposal is submitted as part of a nation-wide project to upgrade traditional advertising hoardings to a modern digital format. It should be noted that this will see an overall reduction in adverts as multiple advertising campaigns can be supported by single panels. This will see the end of sites comprising a number of competing adverts all displaying different campaigns.

The statistics back this up (see Figure 1). At present, there are 1,319 digital 48-sheet advertisements in 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 over 700 consents have been granted for digital advertisements across the UK.

Classic & Digital Roadside 48 sheets: 2015-2022

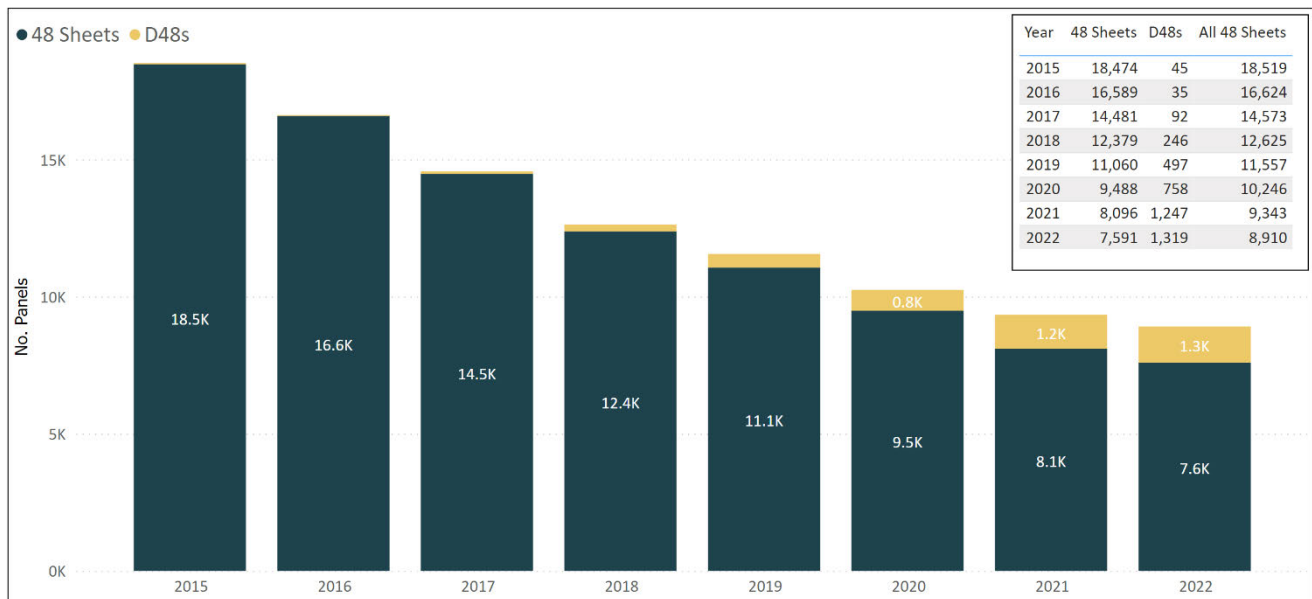


Figure 1 – Reduction in 48 sheet advertising 2015-2022

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.

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:

- Bio-diversity net gain where the site allows;
- Uplift in business rates to spend on public services;
- Flexibility to enable better access to advertising displays for local businesses;
- Platforms to broadcast emergency messaging;
- Ability to use void periods for public messaging campaigns (i.e. Covid-19 Government messaging); 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.

Conditions

As described earlier, it is imperative that digital displays are appropriately controlled to ensure that they are acceptable in amenity and public safety terms. Outsmart, the advertising industry body (formerly the Outdoor Media Centre) has sought to self-regulate by introducing a code of practice that restricts the operation of digital displays adjacent to the highway to static images only, on a rotation of on advert every ten seconds, with a

rapid change between images. The ILP Guidelines* have also been widely adopted as a means of controlling the night time luminance of advertisements. This industry standard forms the basis for conditions applied to the majority of digital advertisement consents.

Wildstone and Outsmart continue to work closely with the Institute of Lighting Professionals to establish best practice guidance on the use of digital displays at night time and during the day. A new ILP guide is currently being prepared.

In accordance with the current best practice approach, 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.

During the daytime the screen is able to adjust according to changes in the ambient light, ensuring that the brightness decreases in low light conditions.

The following conditions are proposed for this Site:

1. The intensity of the illumination of the sign permitted by this consent shall be no greater than 300cd/m² in the hours of darkness. During the daylight hours the luminance shall be controlled by sensors and/or timers to reflect ambient light conditions. At all times the display shall operate within that recommended by the Institution of Lighting Professionals in its Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in a replacement guide).

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

2. The minimum display time for each advertisement shall be no less than 10 seconds;

Reason: In accordance with industry code of practice and in the interests of amenity and public safety in order to retain effective planning control.

3. Changes between advertisements to take place instantly with fade effect and no other sequencing, fading, swiping or merging effects;

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

4. No individual advertisement displayed shall at any time contain moving images, animation, intermittent or full motion video images, audio, directional symbols or any images that resemble road signs or traffic signals.

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

5. The advertisement display shall at all times contain a feature that will turn the display off (showing a black/blank screen) in the event of malfunction or error.

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

Evidence based justification would be required for deviating from the standard approach in order to meet the six tests as set out in National Planning Policy Guidance (NPPG).

The Site

The proposal site is located on the western side of Old Mill Lane. The application site is currently vacant however until 31st July 2021 it comprised two freestanding paper and paste 48 sheet externally illuminated billboards. These advertisements were removed on health and safety grounds prior to digitisation.

The site's surroundings are solely commercial and industrial comprising of retail warehousing, retail parks and out of town centre uses. The site is designated as being within the settlement confines of 'Urban Barnsley' which is the focus for growth within the borough. It is exactly these types of locations that are suitable for digital advertising.

There are a number of nearby advertisements including adverts related to retail units as well as two 48 sheet billboards located to the north of the site within the car park of the neighbouring MOT garage. The digitalisation of the billboard situated to the north of the car park was allowed at appeal following the refusal of a planning application by Barnsley Metropolitan Borough Council (ref: APP/R4408/Z/21/3286423).

The site is not located within a Conservation Area, nor is it close to any heritage assets.

The proposal site is an established location for advertising, having supported the two 48 sheet billboards for at least 13 years since March 2009. Although the advertisements were removed just over one year ago, the size and nature of the two advertisements had not altered in over ten years therefore the signage would have benefited from deemed consent under Class 13(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. As previously discussed, the billboard to the south of the application billboard was granted express advertisement consent for a digital upgrade in June 2022 therefore the principle of advertising in this location is clearly supported.

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 2021 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 136 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 the area consists of the Barnsley Local Plan (adopted January 2019). The provision of advertisements is covered by Policy GD1 (General Development) and Policy D1 (High Quality Design and Place Making). Policy GD1 states that all proposals for development will be approved so long as, there is no significant adverse effect on the living conditions and residential amenity of existing and future residents; the proposed use is compatible with neighbouring land uses and will not significantly prejudice the current or future use of neighbouring land; and any impact on the environment is minimised and mitigated. Whilst Policy D1 sets the specific design principles required by proposals, which should be of a high design quality and respect the local character.

In addition, the Council's Advertisement SPD (adopted May 2019) states the main issues considered in determining an application will be, the impact of the advertisement on the appearance of the site or building upon which it is displayed and the visual character of the area; and the impact of the proposal on the safety of pedestrians and vehicles. On the basis, as part of the proposals comprise the upgrade of an existing advertisement site within an area already established as being appropriate for such a use (as evidenced through the recent approval for digital advertising to the south) the suitability of this site for an advertisement is already established and measures will be implemented to ensure any potential impact from the illumination of the proposals on both amenity and public safety is alleviated.

Planning Considerations

Technically, the proposal will present a new location for advertising but forms part of a wider strategy of consolidation as illustrated in figure 1. The proposed location has been selected due to its viability and acceptability in planning terms, particularly given the site history. In accordance with the NPPF applications for advertisement consent are subject to control in the interests of public safety and amenity only. Accordingly the proposal is assessed as follows:

Amenity

The Site has been selected as an acceptable location for advertising in principle due to the commercial and industrial context. The proposal seeks to “repost” the previously installed advert.

The context of the surroundings, including illuminated shop signage, location along a main road and street lighting establishes the site as appropriate for an illuminated advert of this type. It is on a commercial site which can be considered as wholly appropriate in principle for advertising of this type.

The side by side comparison photograph on the D-Poster information sheet (**Appendix 1**) helps to illustrate the minimal difference between traditional 48 sheet hoardings and the new wave of digital panels.

The proposal would not be detrimental in either an immediate or wider sense. It is not within a conservation area, attached or adjacent to a listed building or within proximity of any local heritage assets. Indeed, it is commonplace to see adverts of this nature in this type of location, as evidenced through the recent approval for the advertisement to the south and the appeal decision which allowed the digital advertisement to the north.

Statistics demonstrate how commonplace and well established D48 displays have become across the country.

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. The proposal site is in an uncomplicated location which drivers should be able to navigate with ease. The road is straight and well-lit. The cognitive demand on road users at this point is low as there are no unusual highway complexities which would require extra care to be taken. As such, drivers would be entirely capable of glancing at advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements.

The introduction of a sequential change will not have a material impact on the level of driver distraction as the changeover will be instantaneous, in line with established best practice. The use of sequentially changing advertising displays has been commonplace for some 30 years, since the first introduction of scrolling displays in the early 1990's. The ability for the modern digital display to instantaneously change image reduces the eye dwell time and therefore minimises the potential for distraction.

Conclusion

The proposal will be located on a commercial and industrial site in a position where advertising of this type is commonplace. The proposed conditions to control the luminance of the screens and the operation of the digital screens will ensure that there is no adverse impact on amenity or road safety.

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);
- Architectural drawings including;
 - PA_01 Site Location Plan
 - PA_02 Existing Site Plan
 - PA_03 Illustrative Site Plan
 - PA_04 Proposed Site Plan
 - PA_05 Existing and Proposed Elevations
 - PA_06 Existing and Proposed Elevations

Additionally, we will arrange payment to Barnsley Metropolitan Borough Council to cover the cost of the Advertisement Consent application.

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,

Jenna Murray

Associate

For and on behalf of Carter Jonas LLP



APPENDIX 1 - D-POSTER EXAMPLE