

## PLANNING STATEMENT

### APPLICATION FOR EXPRESS CONSENT: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

Dear Case Officer,

#### **ADVERTISEMENT DISPLAY: Land at West Way New Street Barnsley S70 1SW Planning Portal reference PP-09955939**

Please find attached, an application for express consent as detailed above. The application seeks consent for:

***“The erection and display of a double-sided freestanding 48-sheet sized digital LED advertising unit mounted on a single column”***

The application comprises the following documents and drawings:

- BWWNS1 Site plan
- BWWNS2 Location plan
- BWWNS3 Specification drawing
- This Planning Statement

#### **Site Background**

The application site is in the corner of a car park in the centre of Barnsley, adjacent to the Alhambra shopping centre

The site is in a commercial area on the fringe of the primary shopping districts, and, in the immediate sense, it is dominated by the shopping centre and the surrounding highways infrastructure. West Way is part of the main orbital route around the town centre.

The Barnsley local plan polices Map defines the area as part of the Southgates town centre district with no specific development allocation.

The car park was until recently in a poor state of repair with an old hardcore and gravel surface and a deteriorating boundary treatment. The new owners are refurbishing the area to a high standard and this application seeks to complete the transformation with the inclusion of contemporary advertisement display units.

**Current view from West Way facing eastbound traffic**



**Current view from West Way facing westbound traffic**



### **Proposed Display:**

The proposed scheme consists of a double-sided 48 sheet digital LED screen display, mounted on a single pole facing traffic travelling along West Way in each direction.

The unit is of a similar design to existing advertisements which are increasingly common elsewhere close to the main urban centres throughout the country.

The screens will display static advertisements which will change no more often than every 10 seconds. There will be no interactive advertisements, motion, or special effects of any kind. The interval between successive displays will be by instantaneous and there will be a mechanism to freeze or switch off the image in the event of a malfunction.

### **Proposed View from West Way facing eastbound traffic**



## Proposed View from West Way facing Westbound traffic



## Grounds for Approval

### Amenity

The national planning policy framework (NPPF) and ancillary national planning practice guidelines (NPPG) state that a local planning authority should consider the local characteristics of the area. They also make clear that advertisements are less likely to pose an issue if they are within a commercial locality, and outside conservation areas.

The proposed location is outside of any conservation areas. This section of West Way is an urbanised roadway. It is a highly traversed and well-lit route meaning the ambient lighting effect of the proposal is sufficiently contained, in accordance with the guidance set out by the Institute of Lighting Practitioners (ILP).

It is in locations such as this, that national guidance and policy advocates siting advertisements of this type. Here, their impact is appreciably less and would not appear alien or discordant.

Digital display panels of this size are increasingly commonplace in commercial urban settings throughout the country and this development is part of this

company's investment into and commitment to a high-quality digital communication infrastructure to meet the advertising needs of modern businesses.

The proposed structure would not form a discordant feature within its immediate surroundings in terms of its scale and design. The illuminated signage will contribute colour, interest, and vitality to one of the main thoroughfares leading around Barnsley town Centre. There are a number of advertisements of the same size around the town of Barnsley but very little in the immediate vicinity, so the proposal cannot be said to lead to an excessive, cluttered or uncoordinated display that would detract from the appearance of the buildings, the site or the locality.

The car park is in the process of being refurbished to a high standard with the installation of a new asphalt surface, the repair and replacement of the old boundary walls and fencing and through the introduction of much-needed electric vehicle charging infrastructure. The advertisement displays will integrate neatly into the corner of the car park where the electric charging stations are to be installed and the overall area will be more pleasant than the previous iteration of the site.

The unit itself will be of a slim, modern, clean, simple, and uncluttered design. These screens are quite different to the peeling paper posters and untidy hoardings of the old outdoor advertising industry. They are the cutting edge of display and in the right context, such as this one, they can enhance the appearance of a modern progressive urban infrastructure.

### **Public Safety**

National planning guidance suggests that static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted. Digital displays are now commonplace in the main urban areas of the country and they have been shown to be no more distracting than other forms of advertisement.

Many units of the same size and larger, including other digital and sequential displays, are similarly located throughout the country. They have been operational for years without causing any known road safety issues.

The screen has been designed with the relevant highway design standards in mind. There will be a clear, unobstructed minimum visibility splay of at least 50m to the signs on approach. The screen will not come as a surprise to oncoming drivers since the road is speed-restricted, is gently curving and there is minimal signage on the approach.

Drivers approaching the light-controlled junction at New Street will have sufficient opportunity to safely glance at the display without distracting them from the direction of approaching vehicles. The signs are sufficiently separated away from the traffic signal heads whilst not so far away from the drivers eyelines as to cause a distraction.

The advertisement will display static, images which change no more often than every 10 seconds. The 10 second condition has been adopted as an informal standard for planning authorities granting consent to such digital displays.

The display will fall into the best practice guidance for brightness. The Institute of lighting practitioners (ILP) guidance specifically considers the use of digital technology. It sets recommended maximum luminance levels per surface area which LPAs typically apply in such cases. This guidance recommends that advertisements in urbanised, well lit, areas '*should not exceed 300cd/m<sup>2</sup> at night*'. During the daytime, the illumination will be adjusted by light sensors to make the image visible but never overly bright or dazzling in the ambient light.

The advertisements will be uploaded remotely to the unit using mobile data, removing the need for our workforce to undertake the potentially hazardous activity of posting from a ladder or elevated platform.

The safeguards we apply to all our digital displays; to limit the brightness of the display, prevent the display changing more than once every ten seconds, to ensure that that the change is instantaneous, and to prohibit the use of interactive messages or special effect, are performed as a matter of course, so we are happy for them to be imposed and ensured by way of conditions of a grant of consent.

### **Sustainable development**

In accordance with the principles of sustainable development, the proposal meets the needs of the present without compromising the ability of future generations to meet their own.

The advertisement is clearly needed by the advertisers, it will support the growth, vitality and viability of Barnsley by stimulating commerce and support the local economy where the outdoor advertising industry, pays rates to the local authority and rent to landlords.

The remote control using mobile data, prevents the need for weekly visits to change physical poster skins. These skins, whilst theoretically recyclable are not

viably so. We can avoid sending tonnes of waste to landfill with this environmentally friendly technology.

Ultimately the unit can easily be removed without leaving a trace and every part of it can be recycled.

## **Local Plan**

The application can only be refused in the interests of amenity or public safety; yet we understand that officers seek to support their decisions within the context of the local plan.

Barnsley's local plan was adopted in January 2019 and whilst it does not contain specific guidance over and above the national framework in relation to advertisements, we have sought to ensure that our proposals are entirely compatible with the local spatial strategy and policies: GD1 – General development, SD1 – Presumption in favour of sustainable development, D1 – Design, and T4 – New development and transport safety. We believe that this proposal harmonises positively with the local plan.

A local supplementary planning document relating specifically to advertisements, adopted in May 2019, states the main issues considered in determining an application will be, the impact of the advertisement on the appearance of the site on which it is displayed and the visual character of the area, and the impact of the proposal on the safety of pedestrians and vehicles. This application is designed to achieve that due to the siting within a commercial context and through the control measures in place to minimise any potential impact from the illumination, on both amenity and public safety.

## **Summary and Conclusion**

The proposals are consistent with the themes and objectives of the NPPF, the principles of sustainable development and are compatible with the spatial strategies and the principles of sustainable development which underpin the local plan.

Should you require any additional information or if you think that there is anything else that we can add to the application in order to improve it then please do not hesitate to contact me prior to determination as we are very open to discussion and compromise.

Yours faithfully,

Tim Spottiswood

**Tim Spottiswood**

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