

20 July 2021

Planning and Building Control
Barnsley MBC
PO Box 634
Barnsley
S70 9GG

CCUK Ref: 12747/BP
Planning Portal Ref: PP-10050924

Dear Sir/Madam

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

MACHINE MART, PONTEFRACT ROAD, BARNSLEY

In accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (“the Regulations”), please find enclosed an application for express advertising consent.

The application comprises the following documents and drawings:

- Application Form
- Site Location Plan
- Site Block Plan
- Existing Elevations
- Proposed Elevations
- Proposed Specifications
- Proposed View

The fee of £462 will be submitted via the Planning Portal under the relevant reference.

THE APPLICATION SITE

The application site is located at Machine Mart, on Pontefract Road. Specifically, it is proposed to erect a freestanding internally illuminated 48-sheet (6m by 3m) digital poster display on the eastern boundary of the outlet’s car park.

Digital displays are now increasingly common as the advertising industry moves towards more flexible and sustainable media platforms.

Subject to reasonable planning conditions set out in this application, the proposed advertisement will not detract from local amenity or pose a material risk to public safety.

THE PROPOSED ADVERTISEMENT

The proposed display would have a landscape profile and have a display area measuring 18 sqm. The display modules would be enclosed in a pressed metal and reinforced plastic frame that is lightweight and can be erected with limited additional engineering.

The changing display would present a range of static images on rotation, at the industry standard of once every 10 seconds. Advertisement images would not, therefore, contain any movement, animation, or flashing lights, with the interchange between each advertisement a gradual and smooth fade.

The display would be illuminated to levels that accord with the recommendations of the Institute of Lighting Professionals ('The Brightness of Illuminated Advertisements' PLG05, 2015); this guidance is accepted as canon by local authorities across the UK.

It states that the uniformity of luminance across a display area must be kept within reasonable limits to ensure a pleasing and effective result. "Pleasing" should be satisfactory in the interests of amenity; "effective" can be taken to be legible and clear.

Its recommended maximum luminance levels for illuminated advertisements at night (or hours of darkness) are in Table(s) 3 and 4 of the document, summarised as follows:

Zone	Surrounding	Lighting environment	Examples	Maximum recommended luminance (cd/sqm) at night (displays over 10 sqm)
E2	Rural	Low district brightness	Village or relatively dark outer suburban locations	200
E3	Suburban	Medium district brightness	Small town centres or suburban locations	300
E4	Urban	High district brightness	Town/city centres with high levels of night-time activity	300

Recognising the changing levels of ambient light throughout the day, PLG05 states that digital displays should never exceed 5000 candela/sqm (cd/sqm). Hence, the display is controlled by an ambient light sensor system which regulates the brightness of the display. The system also takes into account the changing dawn and sunset times throughout the year.

During the day, the level of brightness adjusts to changing ambient light levels up to 3000 cd/sqm on the brightest of days. While 3000 cd/sqm is the maximum threshold, average luminance of bright colours within advertisements on the brightest of days is around 2500 cd/sqm; on dull overcast days, average luminance of bright colours within advertisements is around 375 cd/sqm.

During periods of darkness, the display operates at a set darkness setting with a maximum brightness of 300 cd/sqm. The display therefore operates in full accordance with PLG05 and would never appear overly bright or cause glare.

In addition, content will be controlled remotely in real time and the site will be monitored 24/7 using diagnostics software to facilitate both responsive maintenance and resolve any issues that arise.

To ensure compliance, Clear Channel advance a series of planning conditions, in addition to those applied as standard by Schedule 2 of the Regulations, as follows:

- i. During periods of darkness, the luminance level shall not exceed 300 candela/sqm as advised by the Institute of Lighting Professionals' publication PLG05 (2015): "The Brightness of Illuminated Advertisements", or any publication replacing or superseding this guidance;
- ii. The screen display shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images and no messaging should spread across more than one screen image;
- iii. The display shall be switched off between the hours of 23.00 and 06.00;
- iv. The advertisement display shall not change more frequently than every 10 seconds and the rate of change should be instantaneous; and
- v. The illumination of the advertisement shall not at any time be intermittent.

POLICY FRAMEWORK

The powers to control advertisements under the Regulations may be exercised only in the interests of amenity and public safety, taking account of any material factors. The National Planning Policy Framework ('the Framework') and the Planning Practice Guidance ('the PPG') reiterate this approach.

Section 38(6) of the Planning and Compulsory Purchase Act 2004 and the primacy of the development plan does not apply to advertisements and therefore local policies are material insofar as they are relevant; they are not decisive. Greater weight is therefore attributed to site specific circumstances.

Paragraph 131 of the Framework states that great weight should be given to outstanding of innovative designs which promote high levels of sustainability, consistent with the emphasis that local planning authorities should respond positively to changes and innovations offered by new technology.

Digital poster displays are a more efficient and sustainable media platform compared to their more traditional paper or vinyl counterparts; whose content remains in situ until they are manually changed. They are recyclable, and their remote operation removes the need for frequent site visits and reliance on non-renewable resources.

The sustainability benefits of the proposal should therefore be given weight in the local planning authority's assessment.

PLANNING BALANCE

The PPG advises that the local characteristics of an area should be considered when assessing amenity, taking into account the presence of any heritage assets. The site is not within a conservation area, nor are there any listed buildings or other heritage assets in the vicinity which warrant special consideration.

The advertisement would be illuminated to levels that accord with PLG05. Light sources from street-lamps, buildings and vehicles ensure there is already an existing level of luminance along this classified road.

Hence, the advertisement would unlikely add so significantly to the existing level of illumination within the area that it would be detrimental, and this is to be conditioned to ensure compliance. It would also be shut off between the hours of 23.00 and 06.00.

On balance, therefore, the proposal would sit comfortably in its visual context, part of the extant commercial use, and would have no discernible impact on the existing character and appearance of the area, subject to limitations.

With regards public safety, the display would be visible mainly to those travelling west along the A628. The road is level, well-lit and there are no unusual complexities present.

Additionally, the site's offset and elevated position ensures it would not obscure any sightlines or interfere with the clarity of the highway's infrastructure; would be internally illuminated, and; sequentially show static images rather than moving images or animation. All of this would comply with the advice of the PPG and be secured by planning condition.

In these circumstances, it would not constitute a potentially hazardous distraction to anyone exercising a reasonable standard of care.

SUMMARY

The proposal submitted reflects the applicants' preferences.

Should the Council wish to discuss any aspect of the scheme, Clear Channel would welcome the opportunity to address any concerns prior to determination.

If you require additional information or clarification, please do not hesitate to contact me.

Yours faithfully

Ben Porte

Planning Manager

T: 07764 326 789

E: ben.porte@clearchannel.co.uk