

PLANNING STATEMENT

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

Dear Sir/Madam

ADVERTISEMENT DISPLAY: Land at Wakefield Road near Smithies Lane Barnsley S71 1NG

Submitted via Planning Portal - reference PP-08937777

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

“The erection and display of a freestanding 48-sheet digital LED advertising unit”

The application comprises the following documents and drawings:

- WRB1 Site plan
- WRB2 Location plan
- WRB3 Specification drawing
- This Planning Statement

Site Background

The application site is at the back of the customer car park of the Cooke's Pet Supplies store in the Smithies area which is about two miles north east of the centre of Barnsley.

The site is urban in context, within a former coal-mining area which is now predominantly a commercial zone. Retail, and leisure premises such as a vast car dealership site and a KFC restaurant dominate the street scene. Wakefield Road is a main arterial route between the town centre and the districts to the North. It is designated as the A61 and is part of the local strategic highway network.

The Barnsley 'Local Plan Adopted Policies Map' defines the site as 'urban fabric', land with no specific allocation. The broader neighbourhood is in mixed use and the area facing the site is overwhelmingly commercial. The area is defined within the Local Authorities spatial strategy as being within 'urban Barnsley'.

Current View Northbound on Wakefield Rd



Proposed Display:

The proposed scheme consists of a single 48 sheet digital LED screen facing traffic travelling along Wakefield Road in a northerly direction.

The unit is of a similar design to existing advertisements which have previously been approved elsewhere in Barnsley and in the wider South Yorkshire conurbation area.

The existing totem sign for the store will be removed and the screen will be mounted on a pair of steel supports allowing for a minimal footprint and simple integration within the existing soft landscaping

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 Northbound on Wakefield Rd



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.

This section of Wakefield Road is an urbanised roadway surrounded mainly by large-scale commercial and industrial buildings. 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.

The proposed location is outside of any conservation areas and is not sited within the context of any listed, buildings or heritage assets.

Digital display panels are increasingly common throughout the country in the main urban districts and this development is part of this company's investment in and commitment to a high-quality digital communication infrastructure to meet the advertising needs of modern businesses.

The immediate vicinity of the site is predominantly commercial, and the unit would not be over dominant or form an intrusive feature to the detriment of the surrounding area.

The advertisement is in proportion with the scale of the surrounding built environment and in the immediate context of the car park area in which it is located.

Whilst large-format Advertisements are common all over South Yorkshire, there are not many in this specific locality and the existing totem sign for the store will be removed, 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 unit itself will be of a slim, modern, clean, simple, and uncluttered design. These screens are a million miles away from the peeling paper posters and scruffy hoardings of the old outdoor advertising. They are the cutting edge of display and in the right commercial 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 in Barnsley and the wider metropolitan county and conurbation of South Yorkshire. They have been operational for years without record of 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 where the speed is limited.

The display is about 50m from the traffic light-controlled junction at Smithies Lane and as such, drivers approaching the display will be beyond the lights at the point where the advertisement is close enough to read. We have sited the display in such a way to ensure that the view of the signal heads will not be obscured or hindered by the display on the approach. Neither the screen nor the signal heads will come as a surprise to oncoming drivers since the road is speed-restricted and is entirely straight. Traffic signage and signals on the approach are simple and easy to assimilate and drivers have time to do so.

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.

Regarding illumination, 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/m² 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 employs people, 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.

As such, the proposal complies with Policy SD1 – Presumption in favour of sustainable development

Local Plan

The application can only be refused in the interests of amenity or public safety however we understand that officers will seek to support their decisions with reference to 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, the local development plan, and the local designation of the land as urban fabric with no specific development allocation.

The signage by virtue of the siting, scale, and limited illumination levels, would not be harmful to the street-scene or highway safety.

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,

A handwritten signature in black ink that reads "Tim Spottiswood".

Tim Spottiswood

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31st July 2020