

## DESIGN AND ACCESS STATEMENT

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APPELLANT: MR GRAEME HUGHES, ALIGHT MEDIA

APPEAL SITE: WYNSORS WORLD OF SHOES, 90 DONCASTER RD, BARNSELY S70 1TW

ADVERT PROPOSAL: FREESTANDING DIGITAL ADVERTISING UNIT (STANDARD 48 SHEET SIZE) WITH INTERNAL L.E.D. ILLUMINATION MEASURING 6 M WIDE X 3M HIGH FOR THE DISPLAY OF STATIC POSTER ADVERTISEMENTS

### ***The site and surroundings***

The site location is Wynsors World of Shoes a retail showroom and shop situated on the east side of Doncaster Road (A635) just south of Barnsley town centre.

The retail building on the site is single storey and includes extensive surface car parking areas to the front and side.

The proposed advertisement would be positioned just in front of the northern perimeter fence which demarcates the site curtilage from the Brandon plant hire depot immediately beyond.



The site is commercial as is the adjacent use .

The wider area is mixed and contains a variety of land uses on the fringe of the town centre, including car sales just to the north.

The site is not within a conservation area.

### ***The advertisement proposed***

The proposal is to erect a freestanding 48-sheet size digital billboard with the advertisement facing southwards.

The billboard will display a series of static poster images which will change no more frequently than once every 10 seconds. The poster images displayed would change instantaneously into the next.

The poster unit is of standard 48 sheet size at 6 metres wide x 3 metres high

The displays would be internally-illuminated by LED lighting.

This would be the most modern form of slim digital billboard with all advertising designs and images created on a computer and sent electronically to the display unit so that no manual 'billposting' would be needed.

The advertising space would be let or rented out to local businesses and advertisers but also utilised for public information campaigns or emergency messages.

Its position close to the town centre and main shopping areas makes it suitable for promoting the town centre attractions and the shopping destination along with local businesses and leisure and arts activities.

The advertisements displayed would be static images only with no moving elements within the display space.

The luminance and brightness of the signs will conform to the Institute of Lighting Engineers Technical report specifications at 300 cd/m<sup>2</sup> between dusk and dawn.

Digital billboards are now increasingly commonplace across urban areas of the country, especially in this long established 48 sheet size roadside format, replacing the more dated paper and paste billboards and back illuminated vinyl sheet posters which are all reliant on manual billposting, and which increasingly present a dated look in modern vibrant urban areas.

The proposal is part of the appellants commitment to high quality digital advertising to meet the advertising needs of modern businesses.

A list of normal operating conditions are attached below which control the way the sign is used.

### ***National Policy guidance***

National guidance on advertising control is contained within the following documents,

- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- Planning Practice Guidance
- The National Planning Policy Framework

**Planning Practice Guidance (PPG)** advises that,

*‘Adverts are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission.’*

Consequently there is no requirement to adhere rigidly to the provisions of the development plan.

**The 2007 Advertisement Regulations (The Regulations)** repeats this provision adding that the development plan may be taken into account as a material consideration, although it cannot override the two principal issues.

**Planning Practice Guidance** on amenity, states that,

*“In practice, ‘amenity’ is usually understood to mean the effect on visual amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement. So, in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.”*

It goes onto say, that,

*“This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings, but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.”*

**National Planning Policy Framework (NPPF)** also advises that,

*“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”*

### **Assessment**

The 2007 Advertising Regulations advises that factors relevant to amenity include the general characteristics of the locality including the presence of any feature of historic, architectural, cultural or similar interest.

In this regard, the general characteristics of the area are commercial at street level. This is a main road into and out of the town centre with strong commercial elements lining the road. There is a commercial context to the display and the general nature of the immediate area in which the poster panel will be positioned, and against which it will be viewed, is commercial and busy.

Regarding any features of historic, architectural, cultural or similar interest in the vicinity the

The visual impact of the appeal display is limited and would only be in a southerly direction along Doncaster Road with the extensive shop parking areas in the foreground.

The proposed billboard would not face towards any residential dwellings and no residential amenities will be affected by the proposal.

The proposed signage is orientated to face oncoming traffic, the intended audience.

In such a setting the proposal to display a poster panel would complement the commercial profile of the site.

The billboard unit would be of a slim modern design.

It is considered that the site and location can adequately absorb the size and scale of a solus poster panel in the location proposed without harm to amenity and thus there is no conflict with the National Planning Policy Framework where it states *the quality and character of places can suffer when advertisements are poorly sited and designed*.

It would be seen predominantly as an incidental roadside feature complementing the commercial profile of this main road shopping location.

It is considered that residents or passers-by referred to in national policy advice would not view the proposed advertisement as an intrusive feature in this street scene harmful to visual amenity but rather as an incidental urban feature often found in towns.

Outdoor advertising is vital to employment and commerce and is a commercial activity just like shops so can be appropriate to the street scene wherever there is commercial activity; it provides a service to the public and local business.

There would be no cumulative impacts.

### ***Conditions***

In accordance with the application Planning Statement, and to ensure public safety and amenity remain unaffected, the appellant offers the following conditions,

- 1) The Standard Conditions;
- 2) The luminance level of the display shall be controlled by ambient environmental controls, which will automatically adjust the brightness level of the screen to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at a set level;
- 3) The maximum luminance of the advertisement shall not exceed that recommended in the Institute of Lighting Professionals Technical Report No 5 (or successor publication) and the maximum luminance shall not exceed 300cd/m<sup>2</sup> during darkness (dusk to dawn);

- 4) The minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features or equipment which would permit interactive messages/advertisements to be displayed;
- 5) The interval between successive displays shall be 0.1 second or less and the complete display screen shall change without visual effects (including fading, swiping or other animated transition methods) between each advertisement;
- 6) The advertisement shall display static images only and not contain any animation or special effects, flashing, scrolling, three-dimensional images, intermittent or video elements. No images that resemble official road traffic signs, traffic lights or traffic matrix signs shall be displayed;
- 7) The advertisement shall include controls to ensure smooth uninterrupted transmission of images;