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Barnsley Metropolitan Borough Council
Planning and Transportation Service
Planning and Building Control
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Dear Sir/Madam

CONVERSION OF POSTER ADVERTISEMENT DISPLAY TO D-POSTER

Carter Jonas have been instructed to submit an application for advertisement consent to upgrade a poster and paste billboard forming part of Clear Channel's network to a modern digital poster format capable of being posted from a central location without the need to visit each site individually.

This is part of a wider project to modernise Clear Channel's network utilising new display technology that is lightweight and can be erected with limited additional engineering, as the digital poster weighs little more than the paper and paste poster it will replace. The quality of the image produced will mimic that of a traditional poster, with the overall aim of the project being to replace like for like with no adverse impact on visual amenity.

The Proposal

The proposal seeks to "repost" the existing display at 208 Sheffield Road with a "D-poster" which will display multiple static advertisements on rotation.

The proposals allow the existing advertising network to be better managed, monitored and maintained, to meet modern requirements of advertisers. This will bring a wide range of benefits as follows:

- Upgrade of sites lacking in investment;
- Reduction in vehicle trips for reposting adverts;
- Consolidation and overall reduction in the number of billboards in the network;
- Eradicating the need to print posters and avoiding the associated waste involved in the production process;
- Ability to broadcast emergency messaging;
- Ability to use void periods for non-commercial campaigns;
- Opportunity for more creative real time and locally relevant advertising;
- Opportunity to integrate additional hardware to meet Smart City objectives.

Content will be controlled remotely in real time from a Networks Operation Centre (NOC) and the site will be monitored remotely 24/7 to facilitate responsive maintenance. Diagnostics software will report any faults back to the NOC and a kill switch will turn the content to black until it can be resolved.

In most instances the re-posting of a D-Poster can be achieved at a similar speed to traditional posting, with minimal structural work and the existing 150mm frames repaired or replaced and painted black.

In order to ensure that the nature of the advertisement does not substantially or materially change, it is proposed to control its operation via condition. Suggested conditions include:

- Static images to be displayed only (no moving or flashing images);
- Changes between adverts to take place instantly with no sequencing, fading, swiping or merging of images;
- Maximum level of night time illuminance to be set to 300cd/m² in accordance with ILP Guidelines;
- Advertisements to change no more frequently than once every ten seconds.

The above conditions are industry standard and are now commonly seen applied to applications of this type. Where circumstances demand, additional controls or variations of these conditions may be acceptable to the applicant.

It should be noted that the appropriate level of illuminance for digital signage varies depending on the level of ambient light in the surroundings. The Institute of Lighting Professionals (ILP) guidelines set a night time limit at which the display will not cause glare to drivers and will be appropriate within in an urban or suburban character area (300cd/m²). The level of illuminance will be set on site manually to be at an appropriate level for the area and to mimic the poster being replaced. Whilst the ILP guidelines will represent the upper limit, the actual level of illuminance in all likelihood will be well below this. The displays are capable of being dimmed to within 1% of their maximum output and as such any concerns regarding levels of illuminance at a particular site can be dealt with swiftly and remotely. Lower levels of illuminance prolong the lifetime of the display and reduce electricity costs and as such there is an imperative to ensure that upgraded sites are not over illuminated.

The Site

The proposal site is located on the corner of Sheffield Road and Commercial Street and supports one poster and paste billboard, which is not currently illuminated. The existing advertisement is attached to the side elevation of 208 Sheffield Road, which is an end of terrace 2-storey property occupied by a Barber Shop on the ground floor and residential uses above. The advertisement fronts onto Commercial Street and is opposite a residential dwelling which is approximately 12m away. The surrounding area comprises predominantly residential uses, in addition to the adjacent P&P Auto Engineers Ltd car garage to the east. The wider surrounding area also includes a mix of retail units, storage facilities, offices and a dental surgery.

In accordance with the Council's adopted policies map, the site is located within the urban area and covered by no specific allocations or designations. The site is not in a Conservation Area and there are no Heritage Assets in the vicinity.

The proposal site is an established location for advertising, having supported this advertisement for more than 10 years. As the size and nature of the advertisement has not altered in over ten years the signage benefits from deemed consent under Class 13(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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 2019 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 132 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, that this proposal seeks to replace an existing advertisement which has deemed consent, 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 proposal on both amenity and public safety is alleviated.

Planning Considerations

The proposal will not cumulatively increase the number of adverts in the area and overall the project will see a reduction in the number of advertising sites. The like for like replacement of the display and the control over operation seeks to ensure that the change in the visual impact of the site on the surroundings is de minimus and not material. Nevertheless, it is acknowledged by the applicant that the change in the type of illumination and the potential to increase the rate of change of the adverts would require express advertisement consent. The impact of these alterations have been considered in amenity and public safety terms as follows:

Amenity

As the proposal seeks to “repost” the existing advert and therefore mimic the existing situation, there will be minimal impact on visual amenity during the daytime. The size and positioning of the advertisement will remain the same and the level of illumination will be set to ensure that the proposed advertisement is not materially different from the existing position. The side by side comparison photograph on the specification sheet provided with the planning drawings helps to illustrate the minimal difference between the existing type of display and the proposed replacement once controls are put in place.

At night time the introduction of illumination at the site represents a material change to the existing advert which is not currently illuminated. The controls proposed over the level of luminance will ensure that this material change does not cause material harm to amenity. The context of the surroundings, including illuminated shop signage and street lighting establishes the site as appropriate for an illuminated advert of this type. Additional controls over the display will be considered if necessary to remedy a specific amenity concern.

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. As the principle of an advertisement

has already been established at this location, the Council must only consider whether the proposed controls are sufficient to ensure that there is no additional distraction which would cause an unacceptable impact on highway safety. Should the Council's Highways department identify any reasons why the location might be challenging to drivers, the applicant would be open to discussing alternative controls.

Conclusion

This application is part of a project to bring Clear Channel's stock of poster and paste billboards into the 21st century.

The proposal will not change the size, position or orientation of the advert. As such the established acceptability of the advertisement should not change materially. The proposed conditions to control the luminance of the screens and the operation of the digital screens will ensure that there is no additional harm to amenity or road safety.

For these reasons and the positive benefits set out above, 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 prepared by Carter Jonas;
- Letter Statement prepared by Carter Jonas (this letter);
- Architectural drawings, including the following:
 - 0401_0004_PA_01 Site Location Plan;
 - 0401_0004_PA_02 Existing Site Plan;
 - 0401_0004_PA_03 Proposed Site Plan;
 - 0401_0004_PA_04 Elevation A-A;
 - 0401_0004_PA_05 Elevation B-B;
 - 0401_0004_PA_06 Specification; and
- D Poster Specification Sheet

Additionally, we will arrange payment to Barnsley Metropolitan Borough Council for the sum of £462 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



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