PLANNING STATEMENT

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

Dear Case Officer,

ADVERTISEMENT DISPLAY: 92 Sheffield Road Barnsley S70 1HY
Planning Portal Reference: PP-10589493

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

"The erection and display of a single wall-mounted 48-sheet sized digital LED advertising unit."

The application comprises the following documents and drawings:

- BSRR1 Site plan
- BSRR2 Location plan
- BSRR3 Specification drawing
- This Planning Statement

The site is a two-storey end terrace property in commercial use as a 'vape' shop. The gable wall is a mixture of brick and older stone.

The area is in mixed use with a strongly commercial and urban character. The terrace on which the site is located is a series of shops, take-away restaurants and a dentist. Facing the site over the road is a late 60s brutalist brick church.

The site overlooks the main A61 Sheffield Road. 50m to the north of the site is the light-controlled junction with Taylor Row.

The site lies outside of the town centre boundary, which starts to the north at the junction with Taylor Row. The site is not allocated for any prescribed development use within the local plan.

Current View



Proposed display

The proposed scheme consists of a single wall-mounted 48-sheet digital LED screen display, affixed to the north facing gable wall of the property overlooking the highway.

The 48-sheet format is the de facto standard for large format advertisements in the UK and they are commonplace throughout the urban fabric. The unit is of a similar design to existing advertisements which are increasingly common in South Yorkshire and in urban areas throughout the country.

The displays will show each advertisement for a minimum display time of 10 seconds. They will not include interactive advertisements, motion, or special effects of any kind. The interval between successive displays will be by way of an instant transition and there will be a mechanism to freeze or switch off the image in the event of a malfunction.

Proposed View



Grounds for Approval

Amenity

Advertisements can be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The Regulations, National Planning Policy Framework, and Planning Practice Guidance 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.

Digital display panels are increasingly common throughout urban areas 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 site has no impact on conservation areas, heritage assets, or defined green spaces.

Sheffield Road is a highly traversed and well-lit roadway, meaning that the ambient effect of the proposal is sufficiently contained, in accordance with the guidance set out by the Institute of Lighting Practitioners (ILP) which I will detail in the following section on safety.

Visually, the proposed development, whilst clearly a contemporary iteration of an advertisement, would not jar with the surrounding built environment. The advertisement is within the scale and character of its' immediate surroundings. The location is capable of absorbing the advertisement without detriment. Given the particular locational characteristics of the site, it would not appear out of scale, nor dominate the wider townscape.

The 48-sheet format is a commonplace and standard size for roadside advertisements. There is an existing network of 48-sheet displays in the South Yorkshire Urban area but there are not many in the immediate vicinity, so it 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.

Modern digital screens mimic conventional poster hoarding but are smarter. They have been architecturally designed with high-quality materials to be modern, clean, simple, and uncluttered. They are the cutting edge of contemporary display, and they can enhance the appearance of a modern progressive urban infrastructure.

It is considered that there will be no detrimental effect to local properties from the lighting of the proposed display which provides a digital display like that of a television screen and not a direct light source. With the correct controls in place, there will be no harm to the amenity of these properties, and to safeguard this, we will ensure that the illumination from the sign will be no greater than 5 lux at the facades of the nearest residential properties.

The proposal would not be overly obtrusive, incongruous or a discordant feature, and would be consistent with both the regulations and paragraph 132 of the Framework, and therefore, would cause no adverse impact on amenity.

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 urban areas, and they have been shown to be no more distracting than other forms of advertisement.

All signs are designed to attract attention, as do many other features in the street scene, it's the intensity of the impact and the location of the site that dictate if a sign could be said to be unduly distracting and cause a risk to safety.

The proposed display would be offset from the highway and would not obstruct or hinder the interpretation of highway signs or signals. The display has been designed with the relevant highway design standards in mind. There will be a clear, visibility splay of at least 50m. The screens will not come as a surprise to oncoming drivers. This section of highway is wide, clear, straight and uncomplicated. Traffic approaching the will be able to safely glance at the display without causing undue distraction.

It is acknowledged that there is a light-controlled junction to the North of the site where drivers need to pay attention, but it is not a complex junction, and the display will be almost 50m beyond it.

The units will display static images, which change no more often than every 10 seconds. It is unlikely, that drivers will see more than one image when driving past, so in that respect, it's not dissimilar to a static poster. The ten-second interval has been adopted as an informal standard for planning authorities granting consent to such digital advertisements and is consistent with other approvals granted in Barnsley.

Turning to 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/m^2 at night*'. During the daytime, the illumination will be adjusted by light sensors to make the image visible but not overly bright or dazzling in the ambient light.

The display is changed remotely using mobile data control, thus removing the need for our workforce to undertake the potentially hazardous activity of posting from a ladder or elevated platform.

we are happy for the safeguards that we propose, to be included as conditions to a grant of consent (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 effects).

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 needs.

The advertisements are needed by the advertisers, they contribute to the economic health of the country by stimulating commerce and to the local economy where the outdoor advertising industry employs people, pays rates to the local authority, and rent to landlords.

Advertising copy will be transmitted to the units using mobile data eliminating the need for weekly visits to change physical posters.

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

Local Plan

The national planning policy framework states that local policies are material considerations and not decisive factors in determining an application for advertisement consent. That is not to say that we have disregarded local policy, we believe that our proposal is entirely consistent with the adopted local plan.

Precedent

Large Format digital displays are an established part of the street-scene that makes up the urban areas in South Yorkshire. We understand that each site will be assessed on its' own merits, but by looking at examples of where the local authority has already approved other digital signage, it helps to illustrate how favourable judgments have been made in relation to visual amenity and public safety on similar proposals. Here are some examples:

2019/1065: Digital 48 sheet wall mounted 208 Sheffield Road, Barnsley S70 4PA.

2019/0940: Digital 48 sheet wall mounted at 113 Doncaster Road, Barnsley S70 1UF.

2019/0734: 2 x digital 48 sheets on land at 7 Victoria Crescent West, Barnsley S75 2AE.

02/07/2019: 2 x Digital 48 sheets on land at Wombwell Lane, Stairfoot, Barnsley S70 3NT.

Summary and Conclusion

The proposal is consistent with the themes and objectives of the NPPF, the local plan and the principles of sustainable development.

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

Yours faithfully,



Tim Spottiswood
timspottiswood@outlook.com
07900 100 940
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