

PLANNING STATEMENT

**Land adjacent to A62,
Huddersfield,
HD1 5DQ.**

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Contents

1	INTRODUCTION	5
	Context.....	5
	The proposed development.....	6
2	PLANNING POLICY AND GUIDANCE	7
	Advertisement regulations.....	7
	The Local Plan.....	7
	National planning policy and guidance	8
3	PLANNING CONSIDERATIONS	10
	Advertisement regulations.....	10
	Highway safety	10
	Character and appearance of the area.....	12
4	CONCLUSION	14

FIGURES

1.1	Application site in context
1.2	Satellite context and layout plan extract
1.3	Existing street furniture and signage in close proximity
1.4	Surrounding commercial uses
1.5	Backdrop of signage against supermarket
1.6	Standard appearance of LED display

1 INTRODUCTION

Context

- 1.1 This Design and Access Statement has been prepared by DPA Planning Ltd on behalf of Bee Outdoor Ltd (the "Applicant") to accompany a planning application for the erection of a 6 meter by 3 metre digital marketing screen raised off the ground by 2 meters, fixed to a single pole (the "Proposed Development") at Land adjacent to the A62 (the "Application Site").



Figure 1.1 Application site in context

- 1.2 The applicant are an established Yorkshire based company, with the vision to make Digital Out of Home Advertising accessible for businesses across the North of the UK. The proposed development is their second application in Huddersfield to expand roadside advertising in high profile locations within town centre. The first was installed in 2018 on opposite on the Kingsgate Shopping Centre on the Shorehead roundabout in Huddersfield town centre.
- 1.3 The screen and associated equipment is sourced from British company 'LED Synergy Electronic Displays' who have over 35 years experience and numerous certification in the manufacture and supply of electronic displays to many

companies and individuals worldwide. They have installed in the region of nearly 20,000 LED screens and displays to a broad spectrum of clients.

The proposed development

- 1.4 This application is submitted for a digital marketing screen 6 meters wide and 5 meters tall (height including pole and screen) and will be used to show the advertisements from a backlit LED screen. The position and size of the advertisements will not change, only the means by which the messages are shown.
- 1.5 Proposed materials are standard in construction and a single mounting pole aims to minimise its visual impact. Single pole supporting is ideal for the open area, which is flexible in installation and neat in appearance. This way of installation is less likely to be restricted by the location of installation or by the size of the display.
- 1.6 Material colour for the pole is manufactured in grey but can be painted any colour to suit the councils request. There will be a protective black casing around the outside of the LED screen to provide accessibility and security.
- 1.7 LED Video Billboards are large scale advertising displays, they are a powerful means of advertising giving the opportunity to advertise to an audience 24 hours a day, 7 days a week giving total and continued exposure for an advertising campaign.
- 1.8 This form of technology provides quality images to be applied to roadside advertising and unlike billboards represents a sustainable method for the display that avoids the need to reprint advertisements.
- 1.9 The advertising images are changed remotely by means of a secure feed and changed every 10 seconds. The transition from one image to another will be instantaneous. No moving images will be shown on the screens, all advertising will be static imagery.
- 1.10 The advertisements will be maintained at their elevation to the carriageway and affixed to a display structure which will not rotate.

2 PLANNING POLICY AND GUIDANCE

Advertisement regulations

- 2.1 This application is submitted under the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007 for consent to display an advertisement at the application site. The planning definition 'advertisement' is defined in section 336 of the Town and Country Planning Act 1990 (as amended) as: *'any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of and employed wholly or partly for the purposes of advertisements, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adopted for use and anything else principally used, or designed or adopted principally, for the display of advertisements'*
- 2.2 The Regulations identify two areas of consideration in applications for consent, being the likely impact of the advertisement display on the interests of public safety and visual amenity.

The Local Plan

- 2.3 Paragraph 2 of the NPPF states that planning law (namely Section 38(6) of the Planning & Compulsory Purchase Act 2004 and Section 70(2) of the Town & Country Planning Act 1990) requires that applications for planning permission must be determined in accordance with the development plan, unless material considerations indicate otherwise. The NPPF must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions.
- 2.4 Kirklees Local Plan was adopted in February 2019. The proposal lies within the urban area of Huddersfield within a commercial area adjacent to the town centre boundary.
- 2.5 The Local Plan is supported by the Kirklees Economic Strategy. A priority for both the Local Plan and the Economic Strategy is to revitalise Huddersfield town centre and support economic growth in the area, it also makes a firm

commitment to investing in transport infrastructure and improve the experience of users.

- 2.6 Policy LP21 Highways and Access sets criteria of all proposals should mitigate measures to avoid a detrimental impact on highways safety and the local highways network.
- 2.7 Policy LP25 Advertisements and Shop Fronts identifies that the design of proposals should be consistent with the character of the existing buildings area and consider any features of historic, architectural cultural or other special interest. The policy also supports good innovative design which would make a positive contribution to the vitality of the centre and not detract from the quality of buildings or adjacent premises.
- 2.8 The application site has been chosen because of its location on a major transport route and gateway into Huddersfield. The site is adjacent to the Town Centre and within an industrial area of commercial buildings and a dual carriageway.

National planning policy and guidance

- 2.9 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and is to be taken into account in all planning decisions. The framework provides a set of development management policies for advertising proposals.
- 2.10 Planning Practice Guidance (PPG) relating to advertising displays was published in March 2014 and sets guidance on advertising proposals and the approvals process in England.
- 2.11 Factors relevant to considering amenity include the general characteristics of the locality, including the presence of any feature of historic architectural, cultural or similar interest (regulation 3 (2) a)) in the immediate neighbourhood are to be assessed in any proposal.
- 2.12 Within the PPG it is highlighted that advertisements 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

- 2.13 The guidance identifies several types of roadside advertisements that may impact on public safety, which include changing displays, moving displays, flashing lights and advertisements that resemble traffic signs.

3 PLANNING CONSIDERATIONS

Advertisement regulations

- 3.1 The provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007 identify two areas of consideration in applications for consent, being the likely impact of the advertisement display on the interests of public safety and visual amenity. This section of planning considerations is based around these two elements.

Highway safety

- 3.2 The application site is located on the road sidings on the nearside carriageway of a slip road at the junction on the A62/A641 interchange. The position of the advertisement is landscape and the screen will be parallel to the carriageway facing a north easterly direction towards drivers entering the town centre across the junction and traffic islands.
- 3.3 The application site is adjacent to an expansive traffic island with low level landscaping providing an opportune setting for advertisement displays. The proposed location is not located near road signals and the position of the screen would maintain visibility of highways and existing signage.

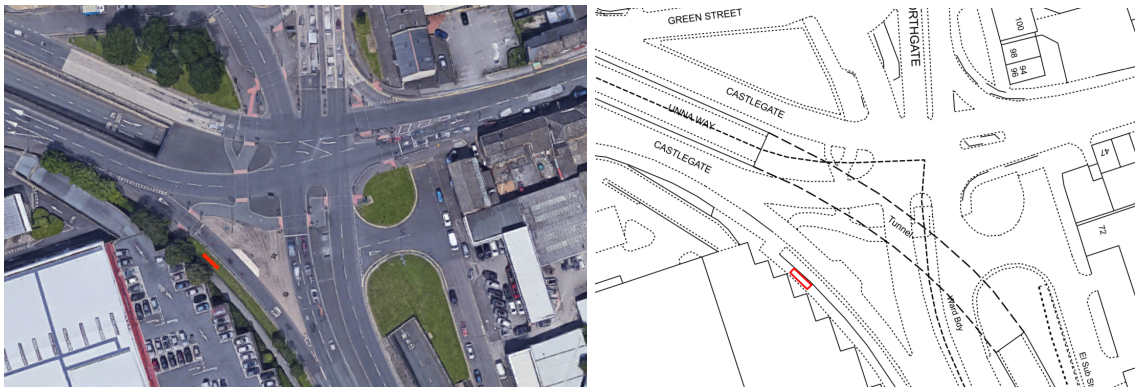


Figure 1.2 Satellite context and layout plan extract

- 3.4 The proposed development will be supported on a steel pole positioned centrally, thus reducing the footprint and retaining an open space below the structure to the footpath behind.

- 3.5 The surrounding area comprises a number of large-scale commercial buildings and car sales outlets and is dominated by the adjacent dual carriageway and commercial advertising paraphernalia.



Figure 1.3 Existing street furniture and signage in close proximity

- 3.6 The advertisement will be visible to drivers approaching from Unna Way, Oxford Street, Northgate, Southgate and Lower Fitzwilliam Street and will be viewed within the visual context the commercial uses and buildings found within this part of the town. The existing advertisements fit comfortably within this local context without dominating the street scene.
- 3.7 The position of the advertisement parallel to the road sidings facing a north easterly direction does not create a conflict with traffic heads nor present an obstruction to road signage. Drivers will continue to see the displayed messages without causing distraction or impact on highway safety. The location and the proposed design of the advertisement display itself would not be against the interests of visual amenity or public safety.
- 3.8 Furthermore, the screen is fitted with a light detector to reduce glare, light pollution and for general energy efficiency. As it gets darker the screen brightness reduces and continues to do so as low as 1%.

Character and appearance of the area

- 3.9 The backdrop of the sign is the frontage of Tesco's two storey car park with a visible trolley shelter, there are no listed buildings in close proximity and the proposal is not located in a conservation area.



Figure 1.4 Surrounding commercial uses

- 3.10 The proposal will not rotate and the backdrop of the supermarket will minimise its overall visual impact. With regards frequency it will be a loop of static 10 second adverts with no motion.



Figure 1.5 Backdrop of signage against supermarket

- 3.11 Proposed materials are standard in construction and a single mounting pole aims to minimise its visual impact. Material colour for the pole is manufactured in grey but can be painted any colour to suit the councils request. There will be a protective black casing around the outside of the LED screen to provide accessibility and security.

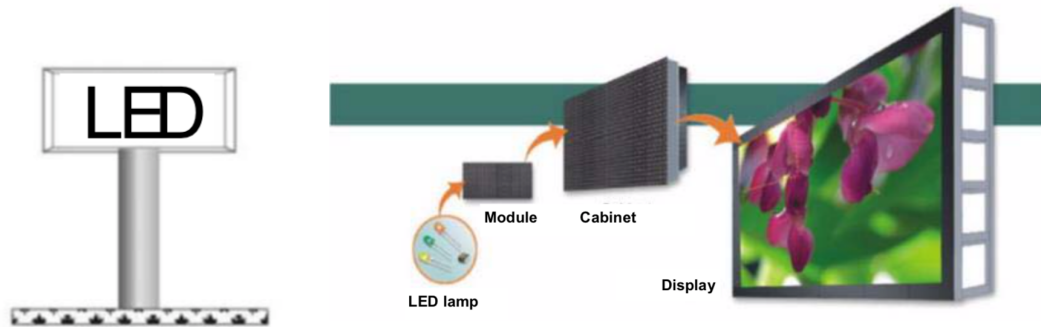


Figure 1.6 Standard appearance of LED display

- 3.12 Single pole supporting is ideal for the open area, which is flexible in installation and neat in appearance. This way of installation is less likely to be restricted by the location of installation or by the size of the display. The foundation, load capacity and wind pressure resistance of the proposed development are designed accordingly to specific ground conditions and load. During the design of the development important attention is taken to safety and it is acknowledged that every product should meet different requirements according to local geographical conditions, structure type, load capacity and construction environment.
- 3.13 All frames are delivered ready to be bolted together so no welding on site required. A cradle is provided which is to be concreted into the ground to build the frame from.

4 CONCLUSION

- 4.1 The provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007 identify two areas of consideration in applications for consent, being the likely impact of the advertisement display on the interests of public safety and visual amenity.
- 4.2 The proposed development does not create a conflict with traffic heads nor present an obstruction to road signage or highways safety. The location and the proposed design of the advertisement display itself would not be against the interests of visual amenity or public safety.
- 4.3 The application site does not fall within a conservation area nor is it an area of special control. There are no listed buildings within the local vicinity and no protected buildings.
- 4.4 To the rear of the sign is the frontage of Tesco's two storey car park with a visible trolley shelter, there are no listed buildings in the area and the proposal would improve the experience of visitors to the town and make a positive contribution to revitalising the town centre.
- 4.5 Overall therefore the proposal is considered to be consistent with the advertisement regulations, national planning policy and guidance, and the Kirklees Local Plan and is therefore considered acceptable against all planning policy considerations.

