

## **PLANNING STATEMENT**

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

Dear Sir/Madam

#### **ADVERTISEMENT DISPLAY: Land at Leeds Road at the corner of Red Doles Lane Huddersfield HD2 1YB**

#### **Planning Portal Reference: PP-09193562**

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 sized digital LED advertising unit mounted on a single column”***

The application comprises the following documents and drawings:

- HLR1 Site plan
- HLR2 Location plan
- HLR3 Specification drawing
- This Planning Statement

#### **Site Background**

The application site is part of a vehicle sales forecourt. It is just over a kilometre to the north east of the town centre.

The site is in a mixed-use area and, in the immediate sense, it is dominated by the garage, the vehicle sales forecourt, the highway and the large retail park facing it over the road. Leeds Road is a main trunk road taking traffic to and from the town centre and is classified as the A62.

The Kirklees local plan policies Map does not define a specific development usage for the land or its' immediate surroundings. It sits outside of the defined town Centre boundary and as such can be described as an edge-of-town-centre area with no specific development allocation or restriction.

## Current view from Leeds Road heading towards the town centre



### Proposed Display:

The proposed scheme consists of a single 48 sheet digital LED screen mounted on a single pole facing traffic travelling along Leeds Road in a South Westerly direction towards the town centre.

The unit is of a similar design to existing advertisements which are increasingly common elsewhere close to the main urban centres throughout the country.

The Landlord of the site will be using the display to advertise their own products and services.

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 from Leeds Road heading towards the town centre



### 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.

The proposed location is outside of any conservation areas and there are no nationally or locally listed heritage assets anywhere near to the application site.

There are a wide range of commercial properties close to the site which incorporate various forms and sizes of signage and advertisements which dominate the character of the area. Within this context, the advertisement display would not be out of context. Subsequently, it would not form an unacceptable feature within the street scene and would not detract from the character and appearance of the area. 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.

This section of Leeds Road is a highly urbanised roadway. 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).

The area that the proposed advertisement will face is overwhelmingly commercial. There is a terrace of residential properties behind the site. The display will face away from the residential property and the illumination will project forward meaning that the amenity of these properties (which face a well-lit main trunk road, a large retail park and drive-through restaurant with its' associated signage and illumination) will not be unduly affected by the proposal.

Digital display panels are increasingly common throughout the country in the main urban districts.

The proposed structure would not break the skyline and would be well contained visually against the mass of the adjacent large, plain-rendered gable wall. It would not form a discordant feature within its immediate surroundings in terms of its scale and design.

The illuminated signage will contribute colour, interest, and vitality to one of the main thoroughfares into Huddersfield town Centre. There are a number of advertisements of the same size around the town of Huddersfield but very little in the immediate vicinity of the site, 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. They are the cutting edge of display and in the right 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 throughout the country. They have been operational for years without causing 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 sign on approach. The screen will not come as a surprise to oncoming drivers since the road is speed-restricted to 30mph, is straight, and the proposal will not hinder the ready interpretation of any road sign.

There is no physical pedestrian crossing facility within 50m of the proposed display.

The site is 40 metres beyond the signalised road junction at the intersection of Leeds Road with Red Doles Lane. The display will be approached as traffic passes the junction. The unit will be set off to the right, so will not cause undue distraction from the conspicuousness of the signal heads but not be so far offset as to cause drivers to have to unduly turn their view away from the roadway. The display will not reduce the clarity or effectiveness of the signals.

We note that the junction at Leeds Road and Red Doles Lane does not have a bad accident record. In the last five years, CrashMap UK records only one slight incident in 2018 involving a lone vehicle.

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/m<sup>2</sup> 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.

### **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 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 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.

### **Local Plan**

The application can only be refused in the interests of amenity or public safety, however, within the context of the local plan; the proposal is consistent with Policies

LP21 (highways and access), LP24 (design), LP25 (advertisements and shop fronts) and PLP1, (the presumption in favour of sustainable development), of the Kirklees Local Plan.

### **Summary and Conclusion**

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

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". The signature is written in a cursive, slightly slanted style.

**Tim Spottiswood**

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26<sup>th</sup> October 2020