

ALIGHT MEDIA LTD

STATEMENT OF CASE FOR APPEAL

Appeal under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

LPA: KIRKLEES COUNCIL

LPA REF: 2022/92224

Re: 122 Lockwood Road, Huddersfield HD1 3QX

Proposal: 1 x 48 sheet gable mounted digital advertising display unit

We consider that there are grounds to contest the reason for the refusal of planning consent by the LPA who considered that:-

“The proposed digital advertising screen, by virtue of its illumination and changeable display, location within a predominantly residential area and its large scale in relation to the property on which it would be sited, would form a visually jarring, intrusive and incongruous feature within the street scene, to the detriment of visual amenity and would detract from the character and appearance of the local area. To permit such development would be contrary to Policies LP24 (a) and LP25 1 (a) and (b) of the Kirklees Local Plan and Policies within Chapter 12 of the National Planning Policy Framework”.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 limit the powers of control of advertisements solely to the interests of visual amenity and public safety. As public safety was not part of the reason for refusal, the determining issue within the Appeal relates only to visual amenity, which will be considered below.

The reason for the refusal refers to its **illumination and changeable display, location, and large scale**. These three elements of the reason will be assessed against the determining issue of visual amenity.

1) VISUAL AMENITY

The Regulations state that applications for express consent are to be determined in the interests of visual amenity and public safety, and with regards to visual amenity, factors include the presence of any feature of historic, architectural, cultural or similar interest.

In terms of visual amenity, national policy focuses on the local characteristics of the neighbourhood, and offers a description of the type of area where large advertisements might be acceptable. It is considered that the Appeal proposal broadly reflects the example given in the Planning Practice Guidance (PPG), insofar as it is in a predominantly commercial area of large open scale.

The PPG states that, when considering the effect of a proposed advertisement on visual amenity, a large advertisement would be refused where it would dominate a group of listed buildings, but would be permitted in a commercial area of a major town or city (where there are large buildings and main highways). In these types of locations, the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.

The Appeal site is not located within a conservation area or an area of special advertisement control. There are no listed buildings in the locality that would be harmed by the proposal. The street scene is typical of a commercial area where roads pass through a built up area with development, activity, signage and advertisements on all sides.

National and local policies recognise that advertising is an important part of commercial activity, which relies on external advertisements or signage to communicate information or seek to sell goods or services. Advertising is a prominent feature in modern society, and it will have an important role to play in the revival of local and national economic activities in the '*post pandemic*' period. Outdoor advertising also contributes to the attractiveness of the urban street scene by introducing colour, variety, and interest.

The Appeal site is situated within a sustainable locality of mixed use, and it is therefore an appropriate location to sustain the Appeal proposal for digital advertisements. The Appellant would expect the Council to support application proposals for sustainable development.

'*Sustainable development*' is usually defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Advertising displays comply with this definition, as they are patently needed by advertisers and businesses, contribute to the economic health of the country, and can be easily removed without any trace and so not compromise the future. At the same time, it is acknowledged that the Council has to balance need for sustainable development against the visual aspects of maintaining an attractive environment.

The Appeal site faces onto A616 Lockwood Road, which is one of the main southern corridors to and from Huddersfield town centre. Lockwood's character is defined by a mixture of uses and appearances. These include retail, residential, and commercial buildings being seen in close proximity to one another. The street scene displays an array of illuminated and non-illuminated advertising signage in the form of fascia signs, banners, totem signs and advertisements on street furniture such as bus shelters.

The Appeal property has historically been a local retail premises, and in recent years has been occupied by a pizza takeaway business. The building is set back from the road and is a large two-storey property which is typical of the buildings that reflect the practical character of the area.

The property does not have an extensive planning history, and there is presently no advertising display at the application site. However, for many years until the mid-2000s the gable wall of the property had displayed a 48 sheet advertisement (measuring 6m wide x 3m high) without any complaints or objections from the Council. However, this was removed as a result of a 'wayleave dispute' with the landlord of the adjoining land, which had prevented regular access across the land to maintain the old '*paper and paste*' billboard.

The earliest photographic records of the site available from Google Street View only date back to October 2008, by which time the advertisement had been removed. The site photo from this time clearly shows the outline of where the advertisement was positioned on the gable, owing to the lighter coloured and less weathered area of the stone wall, which had been protected for many years by the advertisement panel.



Fig 1: North Facing Elevation of 122 Lockwood Road, Huddersfield HD1 3QX in October 2008, which shows the lighter area of the gable where a 48 sheet billboard advertisement had been displayed.

In recent years the north facing gable has displayed advertising signage relating to the business on the premises, as can be seen from the following recent site photo with the existing illuminated printed PVC sign, measuring 3.1m wide x 1.5m high



Fig 2: North Facing Elevation of 122 Lockwood Road, Huddersfield HD1 3QX in May 2022 with existing illuminated printed PVC sign, measuring 3.1m wide x 1.5m high.

The access problems across the adjoining land were resolved following the acquisition of the land by the owner of the application property. The Applicant wishes to reintroduce advertising to the application site, and had considered reinstating an identical 48 sheet billboard advertisement. However, the property owner and the Applicant have reassessed the future sustainability of the site as an advertising location, and now wish to upgrade the advertising site to be consistent with current market requirements and planning developments.

The Applicant is keen to provide a business and community benefit with the development of a high quality, modern and innovative advertising feature. This would offer a fresh and more vibrant form of advertising within this prominent location on one of the main approaches into and out of the town centre.

The overall visual impression of the street scene at this point is one of openness with most of the buildings being set back some distance from the highway. The Appeal site therefore reflects the example given in the PPG, insofar as it faces onto a mixed use area of large open scale.

1) Illumination and changeable display

Any concerns that the Council may have regarding the digital form of illumination would be addressed by granting consent subject to the appropriate conditions which were outlined in the planning statement. These conditions are now widely accepted by LPAs across the country as standard for the control of digital displays.

As a result of the shift from traditional advertising formats to digital display screens, digital advertising has become more common on key arterial routes in most towns and cities across the country. Many local authorities have encouraged the development of high quality and innovative advertising structures sited in prominent locations to mark town and city boundaries and enhance iconic commercial and retail locations. They recognise the potential benefits that advertising can bring to local businesses and communities by allowing them to advertise their products and services on these digital sites.

Reference was made in the planning statement to the fact that Kirklees Council are familiar with the concept of digital advertising, and details were provided of two examples of the many consents which have already been permitted by the Council for similar digital applications. These decisions confirm that the Council are familiar with the concept of digital displays for various advertising formats and sizes, and that they have approved many sites with '**digital illumination**' and '**changing displays**'.

Copies of email correspondence with the Case Officer at Kirklees Council (Katie Chew) have been submitted with the Appeal as **APPENDIX A**. It can be noted from the correspondence that the Case Officer reminded the Appellant that "*each application is based on its own merits*", and she dismissed the supporting information relating to the two consented sites as having "*limited weight within the assessment of this application*". It is considered to be as equally important that LPAs should ensure that there is consistency in decision making, and the interpretation of the national guidelines relating to the impact of digital advertisements on visual amenity.

The Case Officer also referred to the fact that the Council has “a *plethora of examples of refusals of similar applications which have also been dismissed at appeal by the Planning Inspectorate*”. Likewise the Appellant can state that there are now over 1,000 48 sheet digital display sites in operation across the UK, ranging from cities as large as London to towns as small as Ilfracombe.

It is considered that there are many similarities between the two examples of consented sites and the hundreds of other sites across the country: namely that they involve the installation of gable mounted displays on the off side of the road, and are all positioned on blank gable elevations of the host buildings, which have no features of architectural significance. There is therefore a “*plethora*” of examples which help to illustrate how the Council and LPAs in other cases have made judgments on the impacts of digital advertising displays in relation to visual amenity. The Appeal proposal is therefore considered to be consistent with current market requirements and planning developments.

The Appellant considers that the LPA has failed to assess the reality of the site and its surroundings, and its refusal decision was inconsistent with other similar digital application decisions. Moreover, the light from an extensive network of overhead street lighting columns, illuminations, illuminated signage, and passing vehicles would emit a considerably higher intensity of light, and so the proposal would have little impact upon the visual amenity of the locality.

The Case Officer also refers to the report received from the Environmental Health Officer, who stated that “*Due to inaccuracies within the planning statement and illuminance levels that do not meet current guidance we cannot support the application at this time*”. The ENVH Officer raised serious concerns with regards to “*the illuminance levels of 600 cd/m², this goes against the recommendations within table 1 of the Institute of Lighting Professionals, Professional Lighting Guide (PLG)-05 for an advertisement of greater than 10m².*” (A copy of the ENVH Officer’s report has been submitted as **APPENDIX B**).

The Case Officer commented that “*the application states a surface area of the illuminated advertisement to be 3.2m x 6.2m (surface area greater than 10m²), with static illuminance levels of 600cd/m². This is contrary to the lighting levels given in table 1 of the Institute of Lighting Professionals, Professional Lighting Guide (PLG)-05 for an advertisement of greater than 10m². This goes against the recommendations within table 1 of the Institute of Lighting Professionals, Professional Lighting Guide (PLG) 05 for an advertisement of greater than 10m².*”

The Appellant has disputed these comments, as there would appear to be confusion over the proposed luminance levels. The Appellant’s Agent provided clarification in the email dated 23/08/22, which is included in **APPENDIX A**. The recommendations within table 1 of the ILP Lighting Guide for an advertisement of greater than 10m² is 300 cd/m² “*during the night*”. However, with regards to luminance levels during ‘daylight hours’, the same ILP Lighting Guide states that “*luminance should never exceed 5,000 cd/m²*”.

Whilst the ILP guidelines will represent the upper limits, the actual levels of luminance will in all likelihood be well below these. In fact it is now widely accepted by the outdoor industry and LPAs across the country that 600 cd/m² is the standard luminance level for daylight hours. This is the reason why the level of 600 cd/m² was stated on the application form as the “*maximum level of luminance*”. The application form does not ask the Applicant to distinguish between daytime and night-time luminance levels.

The requirement for luminance levels is applied by condition to any consent granted for the digital display, and is one of the five standard conditions which were set out in the planning statement, and are now accepted as best practice guidance in the outdoor industry for the control of digital advertising displays.

We would accept that there is some inconsistency regarding the application of condition No.2 which states as follows:-

· *The maximum level of illumination should be no more than 300 c/m2 during hours of darkness (dusk until dawn), in accordance with the terms of the Institution of Lighting Professionals, Professional Lighting Guide 2015 recommendations for maximum luminance (cd/m2).*

This inconsistency is reflected in decision notices issued by many LPAs across the country, and particularly in the many examples of similar digital advertisement applications which have been granted consents by Kirklees Council. The following two examples selected at random had different conditions applied in relation to luminance levels:-

App. Ref. No. 2021/64/94039/E - 96-98, GELDERD ROAD, BIRSTALL, BATLEY, WF17 9LP

“The illuminated advertisement hereby permitted shall have a luminance not exceeding 500 cd/m2 at any part of the illuminated area”.



Fig 3: North Facing Elevation of 96-98 Gelderd Road, Birstall, Batley WF17 9LP with consented gable mounted 48s digital advertising display unit.

App. Ref. No. 2020/64/93157/E - 37, LEEDS ROAD, DEWSBURY, WF12 7BB

“The illuminated media screen advertisement shall have a luminance that does not exceed 5000 cd/m2 at any part of the media screen during daylight (dawn to dusk) and 300 cd/m2 during times of darkness (dusk to dawn)”.



Fig 4: North East Facing Elevation of 37 Leeds Road, Dewsbury WF12 7BB with consented gable mounted 48s digital advertising display unit.

For the purposes of future applications, the Appellant has requested that the ENVH Officer should confirm the Council's recommendations for the maximum levels of luminance, and if these are to be applied as a standard condition to all future digital advertisement consents. The Appellant has no objections to including this condition to this Appeal proposal or any future applications submitted to the Council.

The Case Officer also stated that “No proposed hours of use have been provided” and the advertisement proposal could “rise to loss of amenity to nearby sensitive residential properties situated at St Stephens Road and Lockwood Road, particularly inside living rooms after darkness has fallen and in bedrooms at night time”. In order to address these concerns, the Agent responded to the Council by proposing that **“an additional condition could be considered to control the impact of the display during hours of darkness. The illumination of the display unit could be switched off between the hours of midnight and 7.00 am, in order to further reduce any impact on the amenity of neighbouring occupants”**.

It is considered that the Appeal proposal is consistent with the relevant policy guidelines, and that the operation of the 'digital illumination' and 'changing displays' can be controlled by condition to ensure that there detrimental impact on the visual amenity of the locality.

2) Locations within predominantly residential areas

The second element of the Council's reason for refusal referred to **“the location of the Appeal site within a predominantly residential area”**.

Lockwood's character is defined by a mixture of uses and appearances. These include retail, residential, and commercial buildings being seen in close proximity to one another. The street scene displays an array of illuminated and non-illuminated advertising signage in the form of fascia signs, banners, totem signs and advertisements on street furniture such as bus shelters.

The Appeal site does not lie within the conservation area or any other statutorily designated sensitive area. There are no heritage assets within close proximity to the site where their

setting would be adversely affected by the proposed advertisement display. It is therefore considered that the Appeal proposal will not harm the visual amenity of the surrounding area.

The Appeal site is situated within a sustainable built up locality of mixed use, and it is therefore an appropriate location to sustain the Appeal proposal for a digital advertisement. It is considered that the proposed display broadly reflects the example given in the PPG, insofar as it is in a mixed urban area of large open scale.

The street scene is a typical area where roads pass through a built up area with development, activity, signage and advertisements on all sides, and the proposed advertisement would not impact visually on the character and appearance of the surrounding area. The overall visual impression of the street scene at this point is one of openness with most of the buildings being set back some distance from the highway.

It is acknowledged that there are some residential dwellings in the locality, however, these properties are considered to be sited at a significant distance from the Appeal site, and any views of the proposed display from these premises would be oblique and incidental, as the display would not face directly onto these properties. No harm to the occupiers of these premises by way of loss of light or outlook is likely to occur, and so the proposed display would not have any significant detriment to residential amenity. It has already been stated that the Appellant has proposed that an additional condition could be considered to control the impact of the display during hours of darkness. The illumination of the display unit could be switched off between the hours of midnight and 7.00 am, in order to further reduce any impact on the amenity of neighbouring occupants.

It does not automatically follow that illuminated advertisements would have a detrimental impact on residential amenity in an area such as the Appeal site. The locality is an urban area of mixed use, where commercial uses and other urban characteristics would be expected to prevail, and these would typically co-exist alongside residential uses.

It is suggested that the proper consideration for the purpose of this Appeal is to measure the proposal against Government advice and the decisions made to grant consents for similar 48 sheet digital advertisements in the locality and areas of other local authorities. National and local guidelines would appear to favour the generality of the Appeal site and surroundings as suitable for this form of digital advertising.

The following examples of consented sites highlight how digital displays in areas of “mixed use” character (including residential) can be accepted as being appropriately sited and well-designed in this type of setting. I have included some relevant quotes from the Officer Reports relating to these cases:-

i) 628 Blackburn Road, Rising Bridge Accrington: Installation of 1 x 48 sheet gable mounted digital advertising display unit granted consent by Rossendale Borough Council on 27/06/2019 (App. No: 2019/0208).

Copies of site photo and the Decision Notice have been submitted as support documents **APPENDIX C** and **APPENDIX D**.

The Case Officer made the following comments in his Delegated Report:-

*“628 Blackburn Road is an end-terraced two storey property constructed of regular coursed natural stone (part white painted) under a natural blue slate pitched roof. It is located approximately 25 metres south west of the junction of Blackburn Road and Hoyle Street within an area of **largely residential development** that lies within the Urban Boundary of Rising Bridge. It is currently used as a hot food takeaway (‘Golden Garden’)”.*

A copy of the site photo has also been included in the statement to show the predominantly residential character of the area.



Fig 5: South East Facing Elevation of 628 Blackburn Road, Rising Bridge Accrington with consented gable mounted 48s digital advertising display unit.

ii) 39 Bradford Road Otley LS21 3EH – Installation of 1 x 48 sheet freestanding digital advertising display unit granted consent by Leeds City Council on 24/11/2020 (App. No: 20/06338/ADV).

Copies of site photo and the Decision Notice have been submitted as support documents **APPENDIX E, APPENDIX F (Page 1) and APPENDIX G (Page 2).**

The Case Officer made the following comments in his Delegated Report:-

“The road is a busy thoroughfare into the town, but the local area is characterised by older predominantly terraced dwellings of stone construction”.



Fig 6: Land at 39 Bradford Road Otley LS21 3EH with consented freestanding 48s digital advertising display unit.

A copy of the site photo has also been included above to show the predominantly residential character of the area.

iii) 7 Poplar Terrace, Bingley, BD16 1DR — Installation of 1 x 48 sheet gable mounted digital advertising display unit granted consent on appeal on 11/03/2021 (Appeal Ref. No. 3263582).

Copies of site photo and the Appeal Decision have been submitted as support documents **APPENDIX H**, and **APPENDIX I**.

The Planning Inspector made the following comments in his Appeal Decision Report:-

*“The proposed hoarding would be situated on the south-east facing gable of Poplar Terrace, a two-storey residential building sited on Bradford Road, which is a busy thoroughfare passing through the town. The surrounding area has a **mixed commercial and residential character**; Poplar Terrace and the adjacent sheltered accommodation being in residential use The digital advertisement would not appear intrusive or out of place having regard to the established character of the area”.*

A copy of the site photo has also been included in the statement to show the mixed commercial and residential character of the area.



Fig 7: South Facing Elevation of 7 Poplar Terrace, Bingley, BD16 1DR with consented gable mounted 48s digital advertising display unit.

iv) Kirmanshulme Lane No 10, Manchester M12 4WA – Installation of 1 x 48 sheet gable mounted digital advertising display unit granted consent on appeal on 18/06/2020 (Appeal Ref. No. 3243383).

Copies of site photo and the Appeal Decision have been submitted as support documents **APPENDIX J**, and **APPENDIX K**.

The Planning Inspector made the following comments in his Appeal Decision Report:-

*“The proposed advertisement would be attached to **the end of a residential property** but adjoins an area of mixed use and a busy main road and junction. The area does not appear to have any particular characteristics that render it especially susceptible to any adverse effect from such a proposal.*

Due to its location on the gable wall of No.10 the display would not be seen by the residents of that dwelling or its immediate neighbours although the occupiers of one residential property on the opposite side of Kirmanshulme Lane would have an oblique view from its front garden and front windows.

I find that the proposal would not have an unacceptable effect on the amenity of the site and the local area around it”.

A copy of the site photo has also been included in the statement to show the predominantly residential character of the area.



Fig 8: West Facing Elevation of Kirmanshulme Lane No 10, Manchester M12 4WA with consented gable mounted 48s digital advertising display unit.

v) Rosebery Avenue, Bridgwater, TA6 4PQ – Installation of 1 x 48 sheet freestanding digital advertising display unit granted consent on appeal on 04/03/2022 (Appeal Ref. No. 3280621).

Copies of site photo and the Appeal Decision have been submitted as support documents **APPENDIX L**, and **APPENDIX M**.

The Planning Inspector made the following comments in his Appeal Decision Report:-

*“Within the area there is a mix of both **residential** and commercial properties The illuminated advertisement would be visible from the windows of some dwellings nearby, but with the controls on illuminance levels this should not result in light pollution, especially considering the separation distances and the fact that there is already street lighting. The images would be static and should be without flashing or animated effects, for example”.*

It is considered that these examples of consented “**locations within predominantly residential areas**” highlight how commercial uses and other urban characteristics can typically co-exist alongside residential uses. Advertisements of the size and design

contained in the Appeal proposal can be accepted as being appropriately sited and well-designed in this type of setting, and so have no detrimental impact on the visual amenity of the locality

A copy of the site photo has also been included in the statement to show the mixed commercial and residential character of the area.



Fig 9: Land at Rosebery Avenue, Bridgwater, TA6 4PQ with consented freestanding 48s digital advertising display unit.

3) Large scale

Policy guidelines state that development will only be allowed where proposals are of a scale, density and design that would not cause material harm to the qualities, character and amenity of the areas in which they are situated. It is considered that the siting of the Appeal proposal would make an appropriate setting for modern, well designed display units that would relate to the character of the surrounding area.

The dimensions of 48 sheet advertisements are standard with a display area of 6m wide x 3m high, and the 48 sheet advertising format is commonly found on the main arterial roads in most major towns and cities across the country. Digital advertisements of the “**scale**” proposed in the Appeal are not an ‘*unusual feature*’ in the street scene of urban areas of most towns and cities across the country. The Appeal proposal is therefore considered to be consistent with current market requirements and planning developments. It would not be out of keeping with the visual amenity of the area, and the proposed advertisement would not appear as a stark and incongruous feature on this wide and main road into and out of Huddersfield town centre.

The development of 48 sheet digital advertising sites across the country has been carried out over the last decade in compliance with the national policy framework, which states that new developments should promote the local character of an area, and should be integrated within existing surroundings. It is in this context that the Appeal proposal was submitted, as it is considered that the proposed digital advertisement display would reflect rather than harm the amenity, character and appearance of the surrounding area. It would not be unusual to find illuminated advertisements of the size and design proposed in this type of locality.

It is proposed to install a 48 sheet LED digital display unit measuring 6.2m wide x 3.2m high, presented in landscape format, and sitting approximately 3.6m to the underside above

ground level. It would replace the existing illuminated printed PVC sign, which measures 3.1m wide x 1.5m high.

The proposed display would be in view when travelling in a south-bound direction for a reasonable length of time and distance. It is acknowledged that the advertisement would draw the eye, but its proximity to the highway boundary simply reflects its function to display the advertising to passing traffic, rather than being overly prominent. The display would be assimilated into the context of the surrounding urban area and would not be harmful to the amenity of the locality.

The proposed display would be digitally illuminated, however, the light does not radiate in the same way as externally illuminated displays. In this regard the illumination only highlights the matter contained within the display. We do not consider that the proposal would be significant in the street scene as the display is located in close proximity to other sources of illumination and street lighting, which emit a considerably higher intensity of light.

The size and height of the proposed display unit is relative to the surrounding area. Whilst the base of the unit would be 3.6m above ground level, the nearest features against which they would be measured for height are the street light columns which will tower above the proposed advertisement. As to scale, the comparative features in the street scene at this point are the surrounding buildings. There must always be larger and smaller items in any street scene. There is no good reason why the proposed display should not form part of this mix. It will be a new, bright and attractive feature, which would be wholly beneficial to an area which is given over mixed uses.

The simple rectangular form of the proposed sign would be presented with horizontal emphasis, which would respond well to the form and size of the host premises and other buildings in the surrounding area. The basic outline of the host building would still be clearly seen, and the proposed display unit would not obscure or cut across any significant architectural features, and so will not harm the visual simplicity of the surrounding built environment. The Appeal site is set back from the highway, and does not impact on sight lines or traffic signals.

There are many examples of consented sites that mirror the Appeal site in terms of size, scale and landscape orientation, and the same operational characteristics of illumination and static advert images. Some of these sites are located on blank gable elevations of the host buildings, which have no features of architectural significance, and in the case of the following example, the illuminated advertisement is located on a residential property and occupies a larger proportion of the total gable area, compared to the gable elevation of the Appeal site:-

vi) 9 New Bond Street Halifax HX1 2TH – Installation of 1 x 48 sheet gable mounted illuminated billboard granted consent by Calderdale M.B Council on 30/07/2021 (App. No: 21/10012/ADV).

Copies of site photo and the Decision Notice have been submitted as support documents **APPENDIX O, APPENDIX P (Page 1) and APPENDIX Q (Page 2).**

The Case Officer in this case determined that the illuminated advertisement would be installed at a reasonable height, and that the scale and format of the display would be appropriately sited and well-designed in this type of setting.

A copy of the site photo has also been included in the statement to show how the scale of the advertisement is considered to be relative to the host building and the surrounding area.



Fig 10: South Facing Elevation of 9 New Bond Street Halifax HX1 2TH with consented gable mounted 48s illuminated advertising display unit

Seen in the context of the surrounding area, it is considered that the Appeal proposal would not appear alien in this type of setting. Rather, it would appear wholly in scale and character, and so would be in accordance with policy guidelines, which state that “*poster advertising may be acceptable when it is carefully related to the size and scale of surrounding buildings*”.

2) PUBLIC SAFETY

Public safety was not part of the reason for refusal, and therefore the determining issue within the Appeal relates only to visual amenity, which has been set out in detail in this statement. The Case Officer confirmed that the report from the Highways Officer had stated that the advertisement would be acceptable on highway grounds, subject to the standard conditions.

CONCLUSION

In summary, it is considered that, subject to the recommended conditions, the proposal for advertisement consent is supported by local and national planning policies, and the Appeal should be allowed.

16th September 2022