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Kirklees Metropolitan Council
Planning Services
PO Box 1720
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30th May 2023

OUR REF: PCT/T4799-9145/PLAN

Dear Sir/Madam,

Town & Country Planning (Control of Advertisements) (England) Regulations 2007

Land at Webster Hill, Dewsbury, WF12 9QA.

Planning Portal Reference: PP- 12189854

Please find enclosed an application for express consent under Regulation 9 of the aforementioned Regulations. This application seeks the following:

New pair of LED illuminated 48-sheet advertisement displays

The application comprises the following documents and drawings:

- Express Consent Application Form
- T4799 A4 050 Location Plan – Proposed
- T4799 A4 051 Site Plan – Proposed
- T4799 A4 060 Elevations - Existing and Proposed
- T4799 A4 061 Elevations - Existing and Proposed
- T4799 A4 062 Specification - Proposed LED illuminated 48 Display
- Planning Fee paid via Planning Portal

BACKGROUND

There are presently no advertising displays at this proposed location.

PROPOSAL

The proposal is for a new pair of advertising displays, with static illuminated advertising, which in our client's opinion will cause no material harm to either amenity or public safety.

The application site is located within the curtilage of the Dewsbury Kwik-Fit depot on Webster Hill. The backdrop to the signs is the Kwik-Fit motorists depot behind.

Each advertising display measures 6m in width and 3m in height, the new advertisements would comprise a pressed metal and reinforced plastic frame which would enclose a LED illuminated display.

They would present a range of static images. A new image will materialise every 10 seconds with the interchange between each image virtually instantaneous. Advertisements would not contain any movement, animation or special effects.

The displays would be limited to 300 candela/sqm at night. Advertisements would therefore accord with the Institute of Lighting Professionals best practice guidance; The Brightness of Illuminated Advertisements PLG05 2015.

The proposed displays are operated and regulated remotely, removing the need for frequent site visits. What this means in reality is that there are no regular visits by poster vans, usually parking adjacent to the site, removing waste and fuel usage and obviously removing any health and safety implications of putting the signs up with each new campaign.

The LED illuminated screens can be updated with a new campaign from anywhere!

The sign also has the ability to display "Emergency Public Information" e.g., Covid 19 related health information.

To ensure the displays operate without harming either amenity or public safety, it is recommended that the proposal adhere to the schedule of planning conditions attached to this letter. They reflect best practice guidance and recent decisions issued by planning authorities across the UK.

Please see images below showing mock-ups of the proposed signs in position. (*Images courtesy of Google Earth*)

ASSESSMENT

The National Planning Policy Framework states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. Section 38(6) of the Planning and Compulsory Purchase Act 2004 does not apply to advertisements. Therefore, local policies should not form a material consideration unless relating to amenity or public safety.

The LED illuminated displays would face towards on-coming traffic travelling each way along the A644, Webster Hill. The highway is commercial in character and well-lit, providing excellent forward visibility on approach to the site, allowing drivers to glance at any advert far in advance without being distracted from the road ahead.

Under these circumstances such a familiar urban feature would not constitute a potentially hazardous distraction to anyone exercising a reasonable standard of care. Consequently, it is considered that the proposed advertisements would not unduly distract highways users and give rise to safety issues.

Regarding amenity, it is not thought that the proposal would be detrimental; in either an immediate or wider sense. It is not within a conservation area nor is it attached or adjacent to a listed building.

The character and setting of the immediate area is commercial and the proposed displays would be seen entirely within this context. National policy and advice advocates locating advertisements in such areas where their impact is appreciably less and commensurate to their function. In this regard, the proposal should, in principle, be acceptable.

It is considered the proposal would sit comfortably in its visual context without harming amenity, the qualities of the site or the character and appearance of the wider area.

SUMMARY

We believe advertising at this site will not undermine the character and setting of the area, or pose any public safety concerns.

We would welcome the opportunity to address any concerns the Council or statutory consultees may have prior to determination.

If you require additional information or clarification, please do not hesitate to contact us.

Yours faithfully,

Redacted

Paul Thacker - Director
Turnkey Design Partnership Ltd.

Redacted

SCHEDULE OF CONDITIONS ADVANCED BY THE APPLICANT

A. No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);

B. No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;

C. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;

D. Any advertisement, hoarding or structure is to be kept in a condition which does not endanger the public; and

E. If an advertisement(s) is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

F. Express consent is permitted for a period of ten years from the date hereof.

G. The intensity of the illumination of the advertising unit(s) permitted by this consent shall at all times accord with the thresholds set out in the Institute of Lighting Professionals publication “The Brightness of Illuminated Advertisements” (PLG05:2015).

H. The minimum display time for each advertisement shall be 10 seconds and there shall be no special effects (including noise, smell, smoke, animation, flashing, scrolling, intermittent or video elements) of any kind before, during or after the display of any advertisement.

I. The sequencing of messages relating to the same product is prohibited.

J. The interval between successive displays shall be 0.1 seconds or less and the complete display screen shall change without visual effects (including fading, swiping or other animated transition methods) between each advertisement.

K. The advertising display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.