

# CHRIS WELBOURNE

## Outdoor Advertising Services

Inspection, Survey and Consultancy Services to the Outdoor Advertising Industry

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15th April 2024

Our Ref: 10127

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

**INSTALLATION OF 1 x 48 SHEET FREESTANDING LED ILLUMINATED ADVERTISING DISPLAY UNIT AT HUDDERSFIELD AUTO SALVAGE, PADDOCK FOOT HUDDERSFIELD HD1 4RY**

Dear Sir / Madam

This statement is submitted in support of an advertisement application by my client, Vivid Outdoor Media Solutions (A) Ltd, which seeks express planning consent to erect a single freestanding 48 sheet LED illuminated display unit at the above site. The statement should be read in conjunction with the following documents which are submitted in support of the application:-

- Express Consent Application Form
- Planning letter statement (this document)
- HAS1 Site Plan at 1: 500
- HAS2 Location Plan at 1:1250
- HAS3 Specifications Drawings 48s Digital Display Unit
- HAS4 Existing Elevation View
- HAS5 Proposed Elevation View with 48s Digital Display Unit (Photomontage)
- HAS6 Crash Map Statistics 2018 to 2022
- Planning Fee paid via Planning Portal

**SITE AND SURROUNDING AREA**

The application site has a long history of advertising uses, including the current display of signage to advertise the business of the host premises (Huddersfield Auto Salvage), which has operated on the site for several decades. The site is used for the dismantling of cars and the salvaging of car spare parts, and is located in a predominantly industrial area with small pockets of residential use mixed into the locality. The site is unallocated on the Kirklees Local Plan (adopted February 2019).

There is currently no large scale poster advertisement in situ at application site, however, there has previously been a traditional 48 sheet 'paper and paste' billboard displayed at the site for several decades until its removal 2017. The remnants of the 48 sheet advertisement hoarding can still be seen at the application site.

The earliest photographic evidence of this previous 48 sheet billboard dates back to October 2008, and this is clearly shown on the following Google Street View photo:-

**Fig 1: Google Street View photo from October 2008 showing previous 48 sheet freestanding advertisement display at the application site, together with 4 x 48 sheet billboards in the vicinity of the site**



The previous 48 sheet advertisement at the application site benefited from 'deemed consent' status by virtue of Class 13 (Part 1, Schedule 3) of the Regulations, which allows advertisements to be displayed on a 'site' that has been used continually for the preceding 10 years.

The old timber framed 48 sheet billboard was removed owing to its dilapidated condition, and the previous advertised contractor who operated the site considered that it was no longer appropriate or economically viable to invest in the reinstatement of the 'paper and paste' billboard.

It can be noted from the site photo that there are also four other 48 sheet advertisement hoardings located in the vicinity of the application site. Two of these hoardings are freestanding structures located on land adjoining the Grade II Listed Structure of the Paddock Railway Viaduct. The other 2 x 48 sheet hoardings are actually wall mounted on the tall stone piers which form part of the structures of the Viaduct together with the 6 round stone arches located to the north end of the Viaduct. There are also a further 5 round stone arches located to the south end towards Manchester Road.

At the point of the application site the Paddock Railway Viaduct consists of a steel box girder bridge structure which spans Longroyd Lane on the approach to the site, and this is the dominant feature in the street scene.

It is acknowledged that the Planning Practice Guidance (PPG) explains, if the locality where an advertisement is to be displayed has important scenic, historic, architectural or cultural features, consideration should be given to whether it is in scale and in keeping with those features. The size of the Viaduct and its imposing nature is such, that the scale of the proposed advertisement (and the four existing 48 sheet hoardings) would not / do not appear as an overly large or over dominant feature in the street scene when seen in context with the Viaduct. The proposed advertisement display unit would not obscure or cut across any significant architectural features, and will not harm the visual simplicity of the locality.

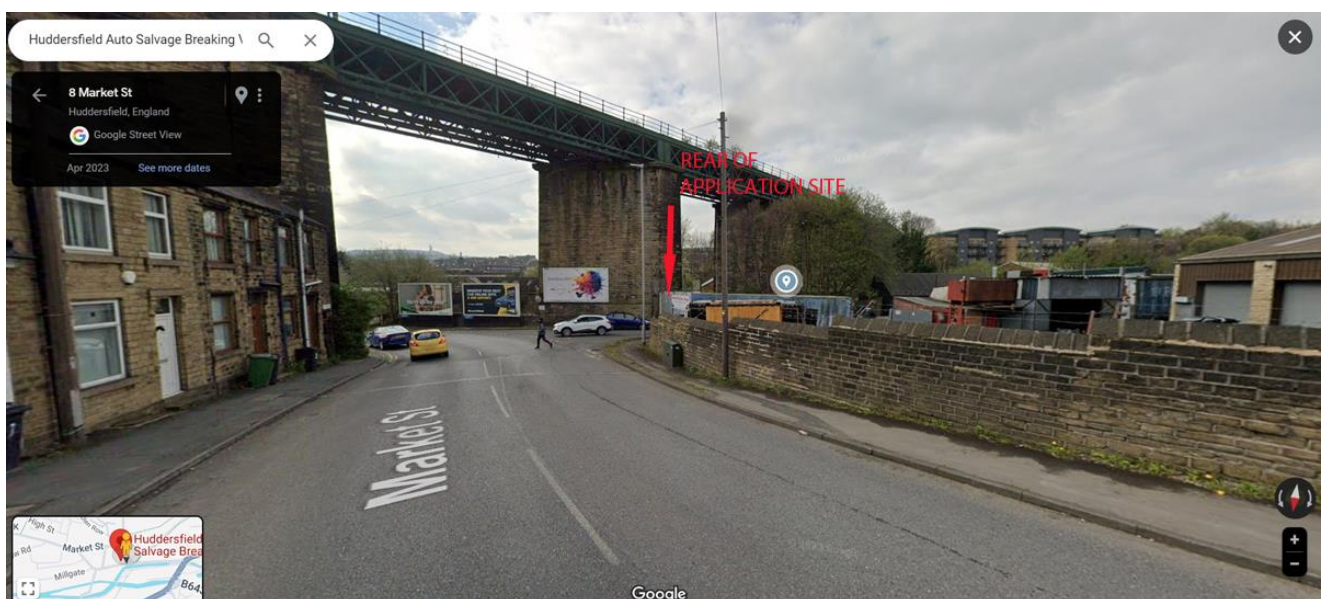
As already stated, the previous 48 sheet advertisement at the application site benefited from 'deemed consent' status, as do the other existing four 48 sheet hoardings, which have been in situ for several decades without any complaints or objections from the public, or any action being taken by the Council for their removal. This is a clear indication that they have been assimilated into the built environment,

Given the existing relationship between the hoardings and the Viaduct, and the improved appearance of the new advertisement scheme contained in the application, it is considered that the proposed development would not harm the setting of the nearby listed structure. This is shown in the following Google Street View photos where the Paddock Railway Viaduct clearly dominates the street scene.

**Fig 2: Google Street View photo from April 2023 showing the westbound view of the application site, together with 4 x 48 sheet billboards in the vicinity of the site, which are 'dwarfed' by the dominant feature in the street scene i.e. the Paddock Railway Viaduct**



**Fig 3: Google Street View photo from April 2023 showing eastbound view of the application site, together with 4 x 48 sheet billboards in the vicinity of the site, which are 'dwarfed' by the dominant feature in the street scene i.e. the Paddock Railway Viaduct**



It is considered that the proposed advertisement is proportionate in relation to the scale of the Viaduct, which dominates the street scene and would not therefore have a detrimental impact on the visual amenity of the area. The application site is not located within a conservation area or an area of special advertisement control.

It is considered that the proposed advertisement is proportionate in relation to the scale of the Viaduct, which has a very commanding presence the street scene, and application proposal would not therefore have a detrimental impact on the visual amenity of the area. The Applicant appreciates that the listed status of the Viaduct is important, but does not believe that the reinstatement of the 48 sheet advertisement as applied for, would cause harm to the setting of the Viaduct given that there are 48 sheet advertisements built on the viaduct and adjacent to it as explained. If it was considered that the advertisement previously erected on the frontage of the scrapyard and those still erected on the viaduct and next to it, were causing harm, then the Council could have taken action to discontinue the historical advertisements.

The application site is not located within a conservation area or an area of special advertisement control.

The application site is situated within a sustainable built up existing commercial locality, and it is therefore an appropriate location to sustain the application proposal for a 48 sheet LED illuminated advertisement. It is considered that the proposed display broadly reflects the example given in the PPG, insofar as it is in a predominantly commercial area of large open scale. 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, and the proposed advertisement would not impact visually on the character and appearance of the surrounding area.

## **APPLICATION BACKGROUND AND PROPOSAL**

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.

The application proposal is for a high quality digital advertising display that would not detract from the character of the surrounding area, but would in fact complement the Council's plans for development by providing a feature that will be impactful, distinctive and modern.

The immediate environment of the application site is largely influenced by the predominantly commercial character and the large open scale of the area, which can accommodate advertisements without any adverse effect upon visual amenity.

The development of digital advertising across the country is a positive response by the outdoor media industry to the Ministerial forward in the National Planning Policy Framework (NPPF), which states that, "*development means growth and we must respond to the changes that new technologies offer us.*" The NPPF states further that "*advanced, high quality communications infrastructure is essential for sustainable economic growth*".

The clear thrust of the above-mentioned national policy, which is a material consideration in planning decisions, is that those involved in development and development control need to respond to the changes and innovations offered by new technology.

In addition, there is a presumption in favour of '*sustainable development*' at the heart of the planning system, which should be central to the approach taken to both plan making and decision taking. The national presumption in favour of '*sustainable development*' means that unless there are specific adverse impacts that would significantly and demonstrably outweigh the benefits of the development

proposal, it is considered that the Council should take a positive approach that reflects the presumption in favour of '*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 panels 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.

It is considered that the application site is a sustainable location where there is a presumption in favour of sustainable development, and is therefore compliant with the national policy guidance and the Local Plan, by contributing towards the development of a mixed and sustainable community.

It is proposed to install a 48 sheet LED illuminated display unit measuring 6.2m in width x 3.2m in height and presented in landscape format. The advertisement would comprise a pressed metal frame in which the sealed LED "tiles" are mounted. The tiles contain diodes which emit light to create an image. The images would change once every 10 seconds in a sequential manner, and very importantly, would be of a static nature. The interchange between each image would be virtually instantaneous. The advertisements would not contain any movement, animation or special effects.

The display would be controlled remotely via a dedicated internet connection and computer software that controls every aspect of the display in real-time, including brightness, timing of each image, transition time between each image and transition method etc. The light which the display radiates would not be significant in the street scene, as the proposed display would be located in close proximity to other sources of illumination, as well as the street lighting, which emits a considerably higher intensity of light.

Illuminated advertisements in a location such as the application site would not be unusual and is exactly the kind of place where one would expect to find one, and is therefore in line with the national guidelines relating the location of advertisements. A photomontage of the proposed display has been submitted with the application as support document ***HAS5 -- Proposed Elevation View with 48s Digital Display Unit.***

48 sheet illuminated advertisements of the size and design proposed in the application are now a common sight on arterial roads in most urban areas, as it is now widely accepted that '*appropriately sited and well-designed advertising*' may be acceptable in mixed use areas of large open scale. The use of LED digital displays in place of more traditional printed '*paper and paste*' billboards is increasingly commonplace in the advertising industry. Unlike their predecessors, digital displays allow for advert images to be changed remotely which greatly improves efficiency and drastically reduces the amount of site visits and physical waste.

In 2015 there were only 45 LED illuminated 48 sheet panels in the UK. There are now over 1500 sites, some of which are new locations, but there are many others which were established '*paper and paste*' billboard sites which have been modernised. These display sites are in operation across the country, ranging from cities as large as London to towns as small as Ilfracombe. The application proposal is therefore considered to be consistent with current market requirements and planning developments.

The Council is familiar with the concept of 48 sheet LED illuminated advertising, and there are examples across the Kirklees Council area, where the introduction of LED advertisements have been approved. The following three sites are examples of locations where LED advertisements have been considered to be appropriate in the locality of the sites.

**App. Ref. No. 2020/64/90666: ADVERTISEMENT CONSENT FOR THE ERECTION OF TWO ILLUMINATED 48 SHEET DIGITAL ADVERTISEMENT DISPLAYS AT BUBBLE AND SQUEAK CAR WASH, 205, LEEDS ROAD, HUDDERSFIELD, HD1 6NJ – GRANTED CONSENT ON 22/05/2020.**

**Fig 4: Consented 48 sheet Digital LED Display (PANEL 01) of 2 x 48 sheet Digital LED Displays at 205 Leeds Road Huddersfield HD1 6NJ**



**Fig 5: Consented 48 sheet Digital LED Display (PANEL 02) of 2 x 48 sheet Digital LED Displays at 205 Leeds Road Huddersfield HD1 6NJ**



**App. Ref. No. 2020/64/93290: ADVERTISEMENT CONSENT FOR THE ERECTION OF ONE 48 SHEET DIGITAL LED DISPLAY AT LAND ADJ 381 MANCHESTER ROAD, HUDDERSFIELD, HD4 5BR – GRANTED CONSENT ON APPEAL ON 24/05/2021 (APP/Z4718/Z/21/3268601).**

**Fig 6: Consented 48 sheet Digital LED Display at 381 Manchester Road Huddersfield HD4 5BR**



**App. Ref. No. 2021/64/90076: ADVERTISEMENT CONSENT FOR ONE 48 SHEET DIGITAL LED DISPLAY AT WATERLOO MILLS, OLD LEEDS ROAD, HUDDERSFIELD, HD1 1SE – GRANTED CONSENT ON 19/05/2021.**

**Fig 7: Consented 48 sheet Digital LED Display at Old Leeds Road Huddersfield HD1 1SE**



The purpose of referring to the above examples is not to highlight a matter of precedent in a planning sense as we acknowledge that each case should be considered on its own merits. However, it is considered that they help to illustrate how judgments have been made in other cases on the impacts of illuminated advertising displays in relation to visual amenity and public safety.

The three examples of consented sites in Huddersfield involved the upgrade and modernisation of well-established 48 sheet '*paper and paste*' billboards to a more sustainable and greener form of advertising display technology. The move away from traditional '*paper and paste*' printed images to more efficient and sustainable roadside advertising formats provides genuine environment benefits, and the highest standard of build quality and design, which respect the local amenity and are not detrimental to highway safety. This complies with the Council's commitment to delivering excellence in development quality, and delivering a thriving sustainable economy. The Council expects all new developments to embrace the principles of sustainable design, and to respond to the character and setting of the proposed development.

Following the part removal of the previous 48 sheet hoarding from the application site in 2017 due to its dilapidated condition, there was some uncertainty over the future use of the site for advertising purposes. The remnants of the previous hoarding structures have remained on site and create an unsightly appearance to the corner plot of the application property. Following discussions with the site owner and the Applicant, the future sustainability of the site as an advertising location has been reassessed. The proposal aims to reintroduce 48 sheet advertising use to the location, but to upgrade the advertising display methodology to be consistent with current market requirements and planning developments.

The application proposal is consistent with the advertising industry wide drive to modernise and upgrade the advertising infrastructure to meet modern day requirements, and the Council has supported this approach by granting consents for '*like for like*' upgrades of well-established '*paper and paste*' billboards.

It is proposed to replace the previous advertisement display at the application site on a '*like for like*' basis, but to modernise the 'site' and replace the traditional '*paper and paste*' 48 sheet billboard with a modern LED illuminated 48 sheet display panel; simply replacing the old with the new. The new display would be capable of displaying advertisements that are uploaded remotely, so removing the need for an operative to physically visit the site to post printed poster advert images from ladders on a bi-weekly basis.

The application proposal does not alter the amenity status of the locality or detrimentally affect the safety of the public, and the LPA policy and design guidance has not changed since the previous advertisement hoarding was in situ.

The previous advertisement hoarding was in place without change or alteration, and there has never been any objection or enforcement notice served upon the location or the 48 sheet panel format. The location has been used solely for advertising purposes and has been accepted as part of the street scene, where there has been little to no significant change to the commercial settings for decades. The acceptability of large static roadside advertisements at the site in terms of visual amenity and public safety has therefore been established,

As the application proposal seeks to replicate the previous 48 sheet advertisement, and therefore mimic the previous situation in the street scene, there will be minimal impact on the visual amenity of the surroundings. The size and positioning of the advertisement will remain the same, and the level of illumination will reflect local and ambient conditions, with little material change to the site as it existed with the previous advertisement in situ.

Given the similarities between the previous and proposed displays, there would be little material change to the appearance of the advertisement in the street scene. The new 48 sheet advertisement would sit comfortably in its visual context, just as the historical 48 sheet advertisement did, without causing harm to amenity or the character and appearance of the wider area. The application site is situated within an existing sustainable built up location, and it is therefore an appropriate location to sustain the proposed

advertisement, as it is consistent with the evolution of the roadside media to a more sustainable and greener form of technology.

The Applicant believes that the proper consideration for the purpose of the application scheme is to measure the proposal against Government advice and consent decisions for similar applications, and also to assess the reality of the site and its surroundings.

Relevant national and local planning policies favour advertising panels in commercial areas where their impact is appreciably less. The application proposal represents a forward thinking aspiration and a commitment to achieving a long term and sustainable future for outdoor advertising at this location.

Primarily the proposed digital display unit at the application site would be used to advertise commercial products and services of local and national businesses. However, the technology would provide the flexibility to display local messages relating to Council, highway or emergency safety information if required. Local businesses would be able to access the display unit to raise their profile and generate an increase in their business activities, and so support the local economy and employment in the area.

## **VISUAL AMENITY**

The meaning of amenity can be wide ranging, but in the context of assessing advertising, it is usually defined as being the impact on visual amenity in the immediate neighbourhood. As such, the local characteristics of the site are material in assessing the proposal's impact. The character and appearance of the application site is predominantly commercial, and is dominated by the highway location which has an open and spacious feel.

The NPPF states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective, and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the Local Planning Authority's detailed assessment.

In addition to the presumption in favour of sustainable development, the NPPF seeks to secure high quality design and a high standard of amenity for all existing and future occupants of land and buildings, as well as taking account of the character of different areas and the way they function.

In assessing visual amenity, regard needs to be made to the cumulative effect that the advertisement may have on its surroundings. Relevant considerations for this purpose include the local characteristics of the neighbourhood, including scenic, historic, architectural or cultural features which contribute to the distinctive character of the locality.

It has already been stated that the application site is not located within a conservation area or an area of special advertisement control, and the one heritage asset in close proximity to the application site would not be adversely affected by the proposed advertisement display. It is therefore considered that the application proposal will not harm the visual amenity of the surrounding area.

High quality advertising locations have been selected in order to support the increased level of investment required for the new digital technology. Local businesses and well-known brands always want to be associated with quality design in the right locations to reach their customers, and this has been demonstrated by the development of hundreds of 48 sheet digital screens across the country.

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.

During the time that the application site and surrounding area has accommodated the 48 sheet advertisements there has been little change in the circumstances of the locality. It is therefore considered that there can be little argument against the principle of the proposed advertisement display unit.

The proposed 48 sheet LED illuminated display will not project closer to the structures of the Paddock Railway Viaduct, and will have no more impact on the Viaduct than the previous 48 sheet billboard which was displayed on site for several decades without any complaints or objections, nor the 48 sheet billboards which are actually built on the structures of the Viaduct. The proposed advertisement will not interfere or distract from the uses or views of this heritage asset. The application proposal will therefore at least preserve the views of the heritage asset in the sense of doing no harm – i.e. a “neutral” effect.

It is noted that there are small pockets of residential use mixed into the locality of the application site, however, the immediate surroundings is characterised by predominantly industrial uses. None of the residential properties in the area would face directly on to the proposed illuminated advertisement, and so any views of the proposed display would be oblique and incidental. There will be no harm by way of loss of light or outlook to the amenities currently enjoyed by occupants of these residential properties.

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

Any concerns from the Council that the LED illuminated displays could result in harm to the residential amenity of nearby properties, especially at night time, can be mitigated with the inclusion of conditions to restrict the levels of luminance and the hours of illumination. To ensure that the proposed display operates without harming either visual amenity or public safety, the Applicant recommends that the proposal adheres to the schedule of planning conditions which are set out at the end of the planning statement.

The Applicant is aware that in other cases of similar LED illuminated advertisement proposals where there is an element of residential use in the vicinity of a proposed site, the LPA has considered that an additional condition should be included with the consent to cover the restriction on the hours of illumination between 23.00 and 07.00, in order to mitigate any concerns relating to neighbouring residential properties. The Applicant would not object to the inclusion of this condition in addition to the recommended conditions, which are now widely accepted by LPAs across the country as standard for the control of digital displays and reflect best practice guidance in the outdoor industry.

## **PUBLIC SAFETY**

With regard to public safety, this principally relates to the effect of advertisements upon the safe use and operation of any form of traffic or transport. The main issue for consideration is whether the digital display or its location is likely to be distracting and capable of being a hazard to public safety.

When assessing the public safety implications policy guidelines state that “*LPAs will assume that the primary purpose of an advertisement is to attract people’s attention and will therefore not automatically presume that an advertisement will distract the attention of passers-by, whether they are drivers, cyclists or pedestrians.*”

The proposed display unit will be located so that it will not interrupt the visibility of any highways. Therefore it is logical to assume that the location and the display itself will not cause any distraction or confusion to any road users who are taking reasonable care for their own and others safety.

At the point of the application site the highway is 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.

Research on roadside advertising demonstrates that drivers always give priority to the driving environment, taking in non-essential information, according to road conditions and whether there is sufficient 'spare capacity' to perform such tasks. Where external stimuli are present in demanding circumstances drivers tend to adopt a 'glance' strategy taking repeated short duration views of less than one second to either side of the vehicle's path, but maintaining awareness of vehicle conditions. There is no conclusive evidence to show that a correlation exists between advertising and road safety.

*"Research has shown that the period of change between adverts is an area where there could be some additional distraction to drivers. The intervals between successive displays should be essentially zero, as a slow merge or bright-dark-bright sequence is more visually compelling than a bright-bright sequence and hence has more potential for distraction". ('Guidance for Digital Roadside Advertising and Proposed Best Practice' - Transport for London (TfL) document 2013).*

Illuminated advertisements are now a common sight on main arterial roads and as such, are not an unusual distraction for drivers. Drivers are used to distractions in urban areas, whether it be buildings, shop fronts, traffic signs or other adverts. The proposed display would be no different in terms of attracting a driver's momentary attention and would not impact on the driving task.

Electronic digital displays represent the latest form of outdoor advertising technology, and digital signage is also in widespread use across the UK to convey road safety messages to drivers. There is no reason to suggest that a responsible driver would be distracted by this type of digital signage, or the type of digital advertisement proposed in this application.

The main consideration when assessing the potential impact to highway safety is whether the proposed display will obscure or interfere with any traffic signals or other road signs. It can be seen from the site photos submitted with the application that the proposed display will not be sited in close proximity to any traffic signals or road signs.

Planning guidance advises that all advertisements are intended to attract attention, but those situated where drivers need to take more care are more likely to affect public safety – e.g. at traffic light controlled junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossings or other places where local conditions present traffic hazards. None of these distraction factors are present at the application site.

Digital advertisements are highly controllable and it is therefore possible to provide recommendations to manage the level of distraction by control of type, brightness, form of change and interval between advertisements. The proposed display unit would incorporate changing images with a smooth, uninterrupted transition from one static image to another (there would be no moving images, animation, intermittent or full motion video images). It will be capable of changing new adverts every ten seconds depending on how the advertising space is sold. This is in line with standard industry units for sale of advertising space, and in compliance with the outdoor media code.

It is suggested that the matter relating to luminance levels can be controlled with the necessary planning conditions being applied to the site. The brightness will be controlled by light sensors to vary the brightness of the screen according to the brightness of the day. The light sensors will also ensure that the level of luminance of the advertisements is sensitive to the change in daylight from sunrise to sunset and from summer to winter.

There is no evidence to suggest that the accident record is a poor one at the location of the application site. In fact road traffic accident statistics from **Crash Map** over the five year period from 2018 to 2022 show that there has been one incident recorded during this period in the vicinity of the application site. The data provided by **Crash Map** has been accessed from the records of the Department for Transport, and a copy has been submitted with the application as support document **HAS6 -- Crash Map Statistics 2018 to 2022**.

Taking into account planning guidance, and comparisons with similar consented 48 sheet LED illuminated displays in the Kirklees area and other LPA areas, it is considered that the application proposal is not likely to distract drivers' attention, nor lead to an increase in the risk of accidents. An analysis of road traffic accident statistics before and after the introduction of LED illuminated displays across the country has shown that this has not led to an increase in accident levels in the vicinities of these sites.

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 are now widely accepted by LPAs across the country as standard for the control of digital displays and reflect best practice guidance in the outdoor industry. In addition to the standard conditions required by Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, it is proposed that express advertisement consent should be granted subject to the following conditions:

### **Suggested Conditions**

- The maximum level of illumination should not exceed 300cd/m<sup>2</sup> during twilight and night hours (dusk until dawn), in accordance with the recommendations for maximum luminance levels (cd/m<sup>2</sup>) set out in the "*Institute of Lighting Professionals best practice guidance; The Brightness of Illuminated Advertisements (05/23)*".
- The luminance level of the display should be controlled by ambient environmental control, which would automatically adjust the brightness level of the screen to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at a set level
- The approved display should contain at all times a feature that will turn off the screen (i.e. show a black screen) in the event that the display experiences a malfunction or error.
- No individual advertisement on the LED screen will contain moving images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals.
- There shall be a smooth uninterrupted transition from one image to another. Transitions shall be instantaneous, and no individual advertisement shall be displayed for a duration of less than 10 seconds.
- The hours of illumination shall be restricted between 23.00 and 07.00, in order to mitigate any concerns relating to neighbouring residential properties.

### **Conclusions**

For the reasons set out in this planning statement letter, it is considered that the site is an appropriate location for advertising in terms of both visual amenity and public safety. The Applicant is hopeful that the Council will support this application and that express planning consent will be granted.

An electronic bank transfer for the sum of £578 (plus £70 admin fee) will be made payable to Kirklees Council via the Planning Portal to cover the cost of the advertisement consent application.

I trust you will find the above application is in order, and we look forward to receiving your acknowledgement in due course, however, should you require any additional information, please do not hesitate to contact the undersigned.

Yours faithfully

Chris Welbourne  
Outdoor Advertising Services