

PLANNING STATEMENT

Installation of a single digital billboard

**Axis House
242 Bath Road
Hayes
UB3 5AY**

October 2022

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1 INTRODUCTION

Context

- 1.1 This Planning Statement has been prepared by DPA Planning Ltd on behalf of ARM Capital (the "Applicant") to accompany a planning application for the erection of a single digital advertising hoarding, measuring 6 meters by 3 metres raised off the ground by 2.5 meters, fixed to poles (the "Proposed Development") at Axis House, 242 Bath Road, Hayes (the "Application Site").



Figure 1.1 Application site in context

- 1.2 The screen and associated equipment are sourced from British company 'LED Synergy Electronic Displays' who have over 35 years' experience and numerous certifications 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.
- 1.3 Dewar Planning have been involved in a number of similar planning applications with recent approvals as follows which may act as a good comparison to the application site:
- Bradford MDC - Replacement of existing advertisement billboard with same size digital display using a backlit LED screen. 1 Midland Terrace Canal Road Bradford West Yorkshire BD2 1AP ref 21/03076/ADV

- Wakefield Council - Installation of internally illuminated LED displayboard - 268 Wakefield Road Ossett Wakefield WF5 9AB
- Brent Council - Installation of a internally illuminated double faced free-standing digital advertising hoarding to north east frontage of Oxgate Centre London, NW2 7JA



Figure 1.2 – installation of same size sign at Oxgate, London but in portrait

The Proposed Development

- 1.4 This application is submitted for one digital marketing screen 6 meters wide and 5.5 meters tall (height including poles and screens) 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 single pole mounting aims to minimise its visual impact. Twin pole supporting is ideal for the 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 poles is manufactured in grey but can be painted any colour to suit the council's request. There will be a protective black casing around the outside of the LED screen to provide accessibility and security.
- 1.7 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.
- 1.8 The advertising images can be changed remotely by means of a secure feed. 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. The displays can also be used for urgent information if required by the Council, such as for example Covid information.
- 1.9 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 Regulation 3 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.
- 2.3 Factors relevant to amenity include;
- the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
- 2.4 Factors relevant to public safety include;
- the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
 - Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

The Local Plan

- 2.5 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.
- 2.6 The development plan for the London Borough of Hillingdon was adopted in full on 16th January 2022.
- 2.7 Relevant policies and guidance to the proposed development are:
- DMHB 13A -Advertisements and Shop Signage

National Planning Policy and Guidance

- 2.8 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.
- 2.9 Paragraph 136 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. It goes on to state that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
- 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.

PLANNING CONSIDERATIONS

Advertisement Regulations

- 2.14 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

- 2.15 The south east facing sign will be visible from the junction of Bath Road (A4) and Bolton's Lane. The proposed location has been carefully selected to ensure no impacts on the adjacent crossings and junctions. The traffic east bound on Bath Road would be the closest to the application site, running alongside the advertisement. Traffic running west bound would be suitably set back from the advertisement so as to not have a detrimental highway safety impact.
- 2.16 The billboard will have no moving images and restricted daylight and night-time brightness in accordance with ILP guidance.
- 2.17 The proposed development will be supported on single steel poles, thus reducing the footprint and retaining an open space below the structure.
- 2.18 The position of the set back from the road sidings does not create a conflict with traffic heads nor present an obstruction to road signage. Drivers on Bath Road and Bolton's Lane 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.
- 2.19 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

- 2.20 The setting of the surrounding area with multiple street lighting and commercial buildings is well suited for a digital billboard. A variety of advertisements are present along this frontage of Bath Road.
- 2.21 The proposal will not rotate and the backdrop of other commercial uses minimises its overall visual impact.
- 2.22 Proposed materials are standard in construction and pole mounting aims to minimise its visual impact. Material colour for the poles is manufactured in grey but can be painted any colour to suit the council's request. There will be a protective black casing around the outside of the LED screen to provide accessibility and security.

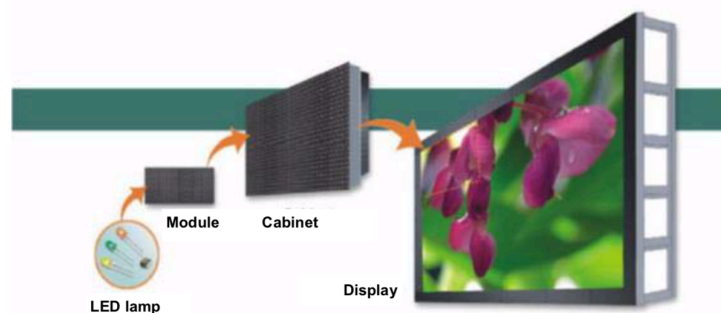


Figure 1.3 Standard appearance of LED display

- 2.23 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.
- 2.24 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.

3 CONCLUSION

- 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.
- 3.2 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 displays itself would not be against the interests of visual amenity or public safety.
- 3.3 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 nor any other protected assets that would be otherwise disturbed by the proposed development. The proposal would improve the experience of visitors to the area.
- 3.4 Overall, therefore the proposal is considered to be consistent with the development plan for Hillingdon at policy DMHB 13A, the advertisement regulations and national planning policy and guidance, and is therefore considered acceptable against all planning policy considerations.

