

3 March 2022

London Borough of Hillingdon
Development Control
Planning Dept

CCUK Ref: 00009/BP
Planning Portal Ref: PP-11090466

Dear Sir/Madam

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007 (AS AMENDED)**

ADVERTISEMENT AT WEST END ROAD, RUISLIP HA4 6LR

In accordance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 ("the Regulations"), please find enclosed an application for express advertising consent.

The application comprises the following documents and drawings:

- Application Form
- Site Location Plan
- Site Block Plan
- Existing Elevations
- Proposed Elevations
- Proposed Specifications
- Proposed View

The fee of £462 will be submitted via the Planning Portal under the relevant reference.

THE APPLICATION SITE

The London Borough of Hillingdon has invited Clear Channel to apply for express consent at its advertising site at West End Road, in Ruislip.

The site is currently occupied by a 48-sheet poster advertisement, displayed with deemed consent under Class 13 of the aforementioned Regulations.

The proposal is for its replacement with an internally illuminated 48-sheet (6m by 3m) digital poster display, to advertise to those heading south along the A4180.

These types of advertisements are now increasingly common as the advertising industry moves towards more flexible and sustainable media platforms.

Clear Channel propose to operate the displays in accordance with conditions and limitations used industry wide, part of the Outsmart (2021) roadside advertising code.

THE PROPOSED ADVERTISEMENT

The proposed display would have a landscape profile and a display area measuring 18sqm. The display modules would be enclosed in a pressed metal and reinforced plastic frame that is lightweight and can be erected with limited additional engineering.

The changing display would present a range of static images on rotation, at the industry standard of once every 10 seconds. Advertisement images would not, therefore, contain any movement, animation, or flashing lights, with the interchange between each advertisement a gradual and smooth fade.

The advertisement would be illuminated to levels that accord with the recommendations of the Institute of Lighting Professionals (“The Brightness of Illuminated Advertisements” PLG05, 2015); this guidance is accepted as canon by local authorities across the UK.

It states that the uniformity of luminance across a display area must be kept within reasonable limits to ensure a pleasing and effective result. “Pleasing” should be satisfactory in the interests of amenity; “effective” can be taken to be legible and clear.

Its recommended maximum luminance levels for illuminated advertisements at night (or hours of darkness) are in Table(s) 3 and 4 of the document, summarised as follows:

| Zone | Surrounding | Lighting environment | Examples | Maximum recommended luminance (cd/sqm) at night (displays over 10 sqm) |
|------|-------------|----------------------------|---|--|
| E2 | Rural | Low district brightness | Village or relatively dark outer suburban locations | 200 |
| E3 | Suburban | Medium district brightness | Small town centres or suburban locations | 300 |
| E4 | Urban | High district brightness | Town/city centres with high levels of night-time activity | 300 |

Recognising the changing levels of ambient light throughout the day, PLG05 states that digital displays should never exceed 5000 candela/sqm (cd/sqm). Hence, the display is controlled by an ambient light sensor system which regulates their brightness, taking into account the changing dawn and sunset times throughout the year.

The proposed advertisement adjusts its output according to the prevailing levels of ambient light, up to 3000 cd/sqm luminance on the brightest of days. While 3000

cd/sqm is the maximum threshold, average luminance of bright colours within advertisements on the brightest of days is around 2500 cd/sqm; on dull overcast days, average luminance of bright colours within advertisements is around 375 cd/sqm.

During periods of darkness, the display operates at a set darkness setting with a maximum brightness of 300 cd/sqm. They therefore operate in full accordance with PLG05 and would never appear overly bright or cause glare.

In addition, content will be controlled remotely in real time and the site will be monitored 24/7 using diagnostics software to facilitate both responsive maintenance and resolve any issues that arise.

To ensure compliance, Clear Channel advance a series of planning conditions, in addition to those applied as standard by Schedule 2 of the Regulations, as follows:

- i. During periods of darkness, the luminance level shall not exceed 300 candela/sqm as advised by the Institute of Lighting Professionals' publication PLG05 (2015): "The Brightness of Illuminated Advertisements", or any publication replacing or superseding this guidance;
- ii. The advertisements shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images and no messaging should spread across more than one screen image;
- iii. The advertisements shall be switched off between the hours of 23.00 and 05.00;
- iv. The advertisement displays shall not change more frequently than every 10 seconds; and
- v. The illumination of the advertisements shall not at any time be intermittent.

POLICY FRAMEWORK

The powers to control advertisements under the Regulations may be exercised only in the interests of amenity and public safety, taking account of any material factors.

The National Planning Policy Framework ("the Framework") and the Planning Practice Guidance ("the PPG") reiterate this approach, and under section 222 of the Town and Country Planning Act 1990 Act, planning permission is deemed to be granted for any development of land involved in the display of advertisements in accordance with the Regulations.

Section 38(6) of the Planning and Compulsory Purchase Act 2004 and the primacy of the development plan does not apply to advertisements and therefore local policies are material insofar as they are relevant; they are not decisive. Greater weight is attributed to site specific circumstances.

The Framework states that great weight should be given to outstanding of innovative designs which promote high levels of sustainability, consistent with the emphasis that

local planning authorities should respond positively to changes and innovations offered by new technology.

Digital poster displays are a more efficient and sustainable media platform compared to their more traditional paper or vinyl counterparts, whose content remains in situ until it is (manually) changed. They are recyclable, and their remote operation removes the need for frequent site visits and reliance on non-renewable resources.

PLANNING BALANCE

The PPG advises that the local characteristics of an area should be considered when assessing amenity, including the presence of any feature of historic, architectural, cultural or similar interest.

The site is not within a conservation area, nor are there any listed buildings present which warrant any special consideration. The site has been in advertising use for more than a decade. It is an established feature of the streetscape and therefore its replacement with not appear alien or discordant.

The proposed advertisement would be of similar scale and dimensions to that which it would replace and would occupy the same position on the site. Although it would be illuminated, during the day it would be regulated in such a way as to mimic the appearance of the incumbent.

At night, its illumination would be appreciably limited to accord with PLG05 and, together with the other conditions and limitations set out above, the proposal would not detract from the amenity status quo.

On balance, therefore, the proposal would sit comfortably in its visual context and would have no discernible impact on the existing character and appearance of the area.

With regards public safety, the PPG states that all advertisements are intended to attract attention. Transport for London state in its guidance that, static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.

In place since 2008, therefore, the replacement display would not be novel to passing drivers, and although it would be illuminated, it would sequentially show static images rather than moving images or animation, and this is to be conditioned to ensure compliance.

Like the incumbent, the new display would be visible for some distance to southbound motorists on the A4180, allowing them to easily assimilate it and their surroundings. The highway is level, well-lit and operates with a clear priority.

There are no unusual complexities here, and the site's offset and elevated position ensures it would not obscure any sightlines or interfere with the clarity of the highway's infrastructure, as desired by the PPG.

In 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.

SUMMARY

This application is made at the invitation of the London Borough of Hillingdon. The proposal submitted reflects the applicants' preferences.

Should the Council wish to discuss any aspect of the scheme, Clear Channel would welcome the opportunity to address any concerns prior to determination.

I look forward to receiving confirmation that the application has been validated.

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

Yours faithfully

Ben Porte

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