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CostSave, 81 Swakeleys Road, Uxbridge, UB10 8DQ

## **PLANNING STATEMENT**

Proposed Wall Mounted Advertisement Display

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### **1. INTRODUCTION**

This Planning Statement has been prepared in support of an application for Advertisement Consent for the installation of a proposed wall mounted advertisement display at CostSave, 81 Swakeleys Road, Uxbridge, UB10 8DQ.

The proposal seeks consent for the installation of a modern advertisement display fixed to the external elevation of the existing building. The proposed display has been carefully designed to provide high-quality advertising infrastructure that integrates appropriately within the surrounding environment whilst maintaining acceptable standards of visual amenity and public safety.

This statement has been prepared having regard to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the National Planning Policy Framework (NPPF), and relevant local planning policies. The overall structure and approach of this statement has been informed by established advertisement consent submissions.

### **2. THE APPLICANT**

The applicant specialises in the provision and management of advertising infrastructure and associated media installations. The business manages advertising assets and infrastructure which are leased to operators and advertisers for a range of local and national campaigns.

The applicant retains long-term responsibility for the maintenance and operation of the display, ensuring that the advertisement remains appropriately maintained and operates in accordance with any planning conditions attached to the consent. Where digital displays are proposed, the display is capable of remote monitoring and management to facilitate responsive maintenance and operational control.

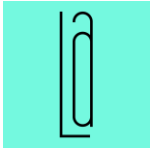
### **3. THE PROPOSAL**

The proposal seeks consent for the installation of a digital wall mounted advertisement display fixed to the external elevation of the existing building at the application site.

The proposed display will comprise a modern advertisement panel designed to provide high-quality advertising infrastructure appropriate to the character and function of the surrounding area.

Where digital advertisements are proposed, the display will show static images only, with no animation, flashing imagery, scrolling text or moving content. Advertisement transitions will occur instantaneously at controlled intervals in accordance with standard industry practice.

The proposal has been designed to ensure that the display remains visually appropriate and operates safely within its surroundings.



#### **4. THE SITE AND SURROUNDINGS**

The application site is located at CostSave, 81 Swakeleys Road, Uxbridge, UB10 8DQ. The surrounding area is characterised by mixed use development, including a variety of commercial premises, retail units, highway infrastructure, signage and associated urban development. Residential properties may also be located within the wider surrounding area where applicable.

The proposed advertisement display will be mounted to the external elevation of the existing building and has been positioned to integrate appropriately within the host building and wider street scene. The site benefits from existing levels of ambient lighting and urban activity which contribute to the suitability of the proposed display within the wider environment.

#### **5. PLANNING POLICY**

The legislative framework for the control of advertisements is contained within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Under Regulation 3, the control of advertisements is limited to considerations of amenity and public safety.

Paragraph 141 of the National Planning Policy Framework confirms that advertisements should be controlled only in the interests of amenity and public safety, taking account of cumulative impacts where relevant. The National Planning Practice Guidance further confirms that the advertisement control regime operates as a lighter-touch system when compared to applications for planning permission.

#### **6. PLANNING CONSIDERATIONS**

##### **Amenity**

The proposed wall mounted advertisement display has been designed and positioned to integrate appropriately within the host building, surrounding street scene and wider urban environment. The display will appear as a visually subordinate addition to the building façade and has been carefully positioned to respect the proportions and appearance of the existing elevation.

The display will operate with appropriate brightness controls to ensure illumination levels remain suitable to surrounding ambient conditions and do not appear excessively bright or visually intrusive. The display is capable of automatically adjusting brightness levels throughout the day and night using ambient light sensors and internal control systems.

The proposal does not include moving images, animation, flashing content or special visual effects that would materially increase the visual prominence of the display or adversely impact surrounding amenity. The display is considered appropriate within the context of the surrounding commercial and urban environment and would not result in unacceptable impacts upon the character or appearance of the area.

The proposal has been designed to ensure that illumination levels, positioning and operational controls do not give rise to unacceptable impacts on residential amenity. Overall, the proposal is considered acceptable in amenity terms.

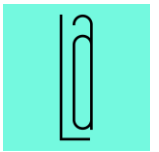
##### **Public Safety**

The proposed display has been designed with careful consideration given to highway safety and public safety matters. Key considerations include the location of the display relative to the highway network, driver visibility and sightlines, illumination levels, and the method and frequency of advertisement changes where digital displays are proposed.

Advertisements will remain static and will not contain flashing, scrolling or animated content. Advertisement transitions will occur instantaneously between images at controlled intervals in accordance with standard industry practice.

The proposal will not obstruct visibility splays, highway signage or traffic movements. Modern advertisement displays, including digital displays, are now common features within urban and roadside environments throughout the UK and there remains no substantive evidence that appropriately controlled digital advertising gives rise to unacceptable highway safety impacts.

The proposal is therefore considered acceptable in relation to public safety.



## **7. BENEFITS OF THE PROPOSAL**

The proposed wall mounted advertisement display will provide modern advertising infrastructure that is visually appropriate and professionally maintained. The proposal will contribute positively to the appearance and operation of the site whilst supporting local and national advertising campaigns.

The display will reduce the operational requirements associated with traditional poster replacement, including vehicle trips and material waste associated with printed advertisements. The proposal may also provide opportunities for public information messaging and community notices where required.

Overall, the proposal delivers operational, environmental and economic benefits when compared to more traditional forms of advertising infrastructure.

## **8. CONCLUSION**

The proposed wall mounted advertisement display represents an appropriate form of advertising infrastructure within a suitable urban, commercial or roadside location.

The proposal has been designed with careful regard to visual amenity and public safety, which are the principal considerations under the advertisement control regime. Appropriate operational controls relating to illumination, advertisement content and display operation will ensure that no unacceptable impacts arise.

The proposal will provide modern, high-quality and well-maintained advertising infrastructure appropriate to the character and function of the surrounding area.

For the reasons outlined within this statement, the proposal is considered to comply with the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the National Planning Policy Framework and relevant local planning policies. Accordingly, advertisement consent should be granted.