

Application for consent to display an advertisement(s).

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

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

1. Site Address

Number

Suffix

Property name

Address line 1

Address line 2

Address line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

Northing (y)

Description

2. Applicant Details

Title

First name

Surname

Company name

Address line 1

Address line 2

Address line 3

Town/city

2. Applicant Details

Country	<input type="text"/>
Postcode	<input type="text" value="BS8 3BA"/>
Are you an agent acting on behalf of the applicant?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email address	<input type="text"/>

3. Agent Details

Title	<input type="text"/>
First name	<input type="text"/>
Surname	<input type="text" value="Alder King Planning Consultants"/>
Company name	<input type="text"/>
Address line 1	<input type="text" value="Pembroke House"/>
Address line 2	<input type="text" value="15 Pembroke Road"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="Bristol"/>
Country	<input type="text"/>
Postcode	<input type="text" value="BS8 3BA"/>
Primary number	<input type="text"/>
Secondary number	<input type="text"/>
Fax number	<input type="text"/>
Email	<input type="text"/>

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Please select the type(s) of advertising you are proposing:

- Fascia sign(s)
 Projecting or hanging sign(s)
 Hoarding(s)
 Other type(s)

Please add details of each proposed hoarding

Hoarding(s): 1

What is the height from the ground to the base of the advertisement?

2.3 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.097 metre(s)
Dimension:	Height: 3 x Width: 6 x Depth: 0.061 metre(s)
What materials will the sign be made of?	Lightweight LED panels
What is the maximum height of any of the individual letters and symbols?	3 cm
The colour of text and background	multicoloured
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	1000 cd/m2
Will the illumination be static or intermittent?	Static

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place? Yes No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal? Yes No Not Applicable

If Yes to either or both the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

Please see attached drawings and covering letter

Will the proposed advertisement(s) project over a footpath or other public highway? Yes No

6. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From

To

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? Yes No

8. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land? Yes No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- The agent
- The applicant
- Other person

9. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application? Yes No

10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed? Yes No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained? Yes No

11. Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

It is an important principle of decision-making that the process is open and transparent. Yes No

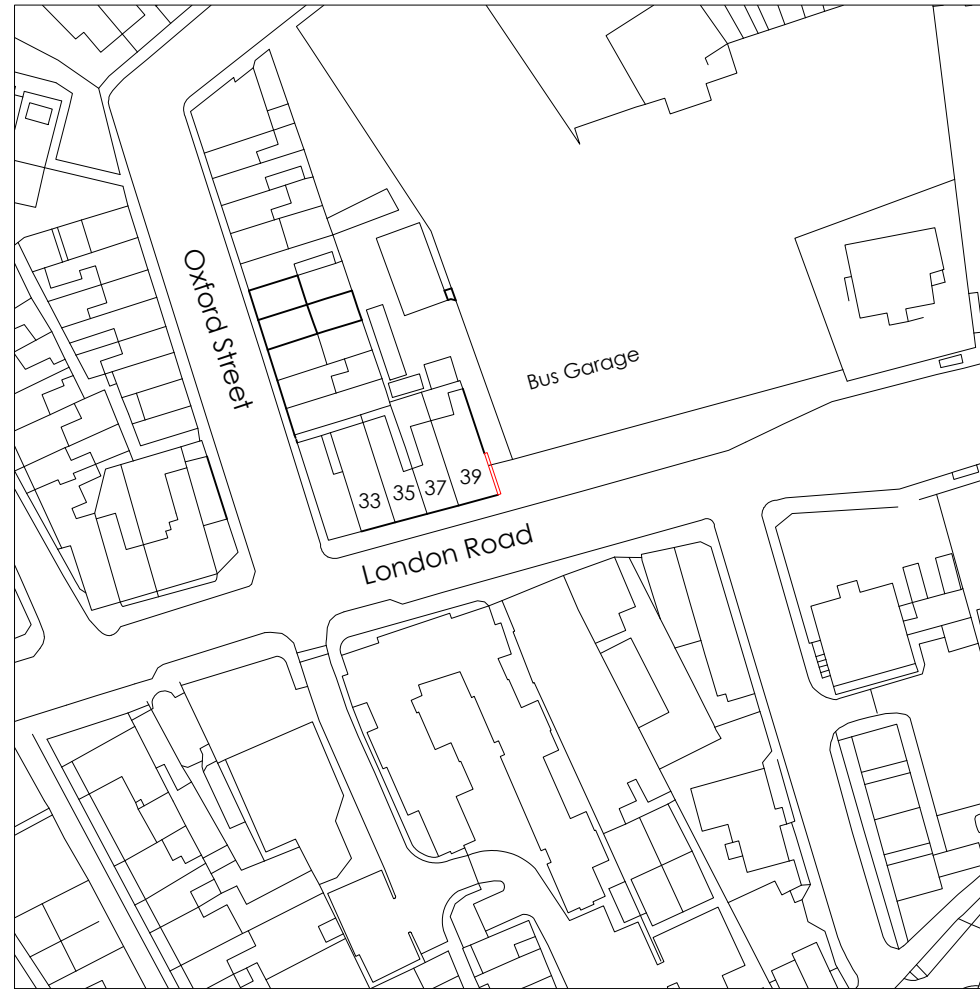
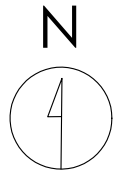
For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

12. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

Date (cannot be pre-application)



Crown copyright and database rights (2021) OS (100063368)

Title
Site Location Plan

Address
39a London Road, Gloucester, GL1
3HF

Client

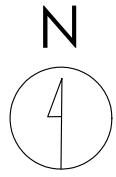
Job No.	Issued
7120	16/12/21

Scale
1:1250 @ A3

Key
1. Site Boundary

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.





Crown copyright and database rights (2021) OS (100063368)



Title
Existing Site Plan

Address
39a London Road, Gloucester, GL1
3HF

Client

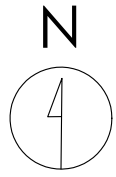
Job No.
7120

Issued
16/12/21

Scale
1:500 @ A3

- Key**
- 1. Site Boundary
 - 2. Existing Advertising to be Removed

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



Crown copyright and database rights (2021) OS (100063368)



Title
Proposed Site Plan

Address
39a London Road, Gloucester, GL1
3HF



Client

Job No.
7120

Issued
16/12/21

Scale
1:500 @ A3

Key

	1. Site Boundary
	2. Proposed Media Screen

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

Our Ref: JS /93456

21 December 2021



Development Control
Gloucester City Council
PO Box 3252
Gloucester
GL1 9FW

Dear Sir/Madam

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007. ERECTION OF 1NO. REPLACEMENT DIGITAL ADVERTISEMENT DISPLAY AT 39a LONDON ROAD, GLOUCESTER, GL1 3HF
PLANNING PORTAL REF: PP-10496807**

Please find enclosed an application for advertisement consent to upgrade an established paper and paste advertising site to a modern digital format capable of being operated from a central location without the need to visit each site individually.

The proposal forms part of an industry wide drive to modernise and upgrade advertising infrastructure to meet modern requirements. It is proposed to install new display technology that is lightweight, durable, efficient, and can be easily erected that is of a similar size and scale to the previous units on site.

The Proposal

The proposal seeks to install a digital 'D-Poster' advertisement hoarding at 39a London Road, Gloucester. The replacement D-Poster will update the existing advertisement hoarding on site with a digital equivalent which will display static advertisements on rotation.

The scheme will meet modern requirements of advertisers and will bring a wide range of benefits as follows:

- Upgrade of sites lacking in investment;
- Reduction in vehicle trips for reposting adverts (i.e. from an average of 34 trips to 2);
- Consolidation and overall reduction in the number of advertising displays in the network;
- Eradicating the need to print posters and avoiding the associated waste involved in the production process;
- Ability to broadcast emergency messaging (e.g. public health messaging);
- Ability to use void periods for non-commercial campaigns;
- Opportunity for more creative real time and locally relevant advertising;
- Opportunity to integrate additional hardware to meet Smart City objectives.

Content will be controlled remotely in real time from a Networks Operation Centre (NOC) and the site will be monitored remotely 24/7 to facilitate responsive maintenance. Diagnostics software will report and resolve the majority of issues remotely.

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The display would be limited to 300cd/m² at night time (on a full white display) in accordance with the Institute of Lighting Professionals best practice guidance; *The Brightness of Illuminated Advertisements PLG05 2015* and will adjust according to ambient brightness. The level of illuminance will be set on site manually to be at an appropriate level for the area and to mimic the poster being replaced.

The following conditions have become established as best practice for roadside digital displays and will be applied to control the operation of the digital poster in the interests of amenity and public safety:

- Static images to be displayed only (no moving or flashing images);
- Changes between adverts to take place instantly with no sequencing, fading, swiping or merging of images;
- Advertisements to change no more frequently than once every ten seconds;
- At no time shall the Luminance level of the signs exceed the thresholds contained within the Institute of Lighting Professionals (ILP) guidance document PLG05 – The Brightness of Illuminated Advertisements 2015 (or any subsequent amendment/replacement to this guidance).

Where circumstances demand, additional controls or variations of these conditions may be acceptable to the applicant. However, it would be expected that the Local Planning Authority present evidence based justification for deviating from the standard approach as any planning conditions imposed must meet the six tests as set out in National Planning Policy Guidance (NPPG).

The Site

The proposal site is located at the gable end of no.39a London Road which forms part of a terrace of retail and commercial units. The site presently supports a non-illuminated advertisement hoarding which faces in an easterly direction.

The site surroundings are predominantly commercial in character, with an array of retail, service and other commercial uses within proximity of the site. To the west of the site is a row of commercial units occupied by a florist and several takeaway establishments with residential uses above, while to the south, on the opposite side of London Road, are several more commercial units including a hairdressers and a Tesco Express convenience store. To the east, and directly adjacent to the site, is a large bus depot currently in use by Stagecoach with floodlights that illuminate a small forecourt/parking area to the front along London Road. Other uses within the area include a number of offices, an independent school and several residential dwellings interspersed between the commercial uses.

The proposal site is an established location for advertising having supported an advertising hoarding for at least 13 years. As the size and nature of this advertisement has not changed for over 10 years, it benefits from deemed consent under Class 13(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

As would be expected within any commercial area, there is a variety of signage and other advertisements visible within the local area, including fascia signs on adjacent shopfronts, illuminated signage at the nearby Tesco Express store, and advertisements at the nearby bus stops on either side of London Road approximately 60m to the east of the site.

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It is acknowledged that the site is located at the edge of the designated London Road Conservation Area, however it faces the adjacent bus depot which is excluded from the heritage designation.

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the “Regulations”). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2021 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 136 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a “lighter touch” than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

Planning Considerations

It is acknowledged by the applicant that the change in illumination at the site and the potential to increase the rate of change of the adverts would require express advertisement consent. The impact of these alterations has been considered in amenity, heritage and public safety terms as follows:

Amenity and Heritage

As the proposal seeks to replicate the appearance of the existing advertisement hoarding and mimic its situation, 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 proposed level of illumination will reflect local and ambient conditions, with little material change to the site as it exists.

The controls proposed over the level of luminance at night are in line with the ILP Guidelines and industry best practice and will ensure that the proposed display does not cause any material harm to amenity. The context of the surroundings, including street lighting, the adjacent bus depot with illuminated forecourt and existing illuminated advertising nearby establishes the site as appropriate for an illuminated advert of this type. Additional controls over the display will be considered if necessary to remedy a specific amenity concern.

The proposal would not be detrimental in either an immediate or wider sense. Though it is located at the edge of a conservation area, the sign will face the adjacent bus depot, a large functional building without architectural or historic merit and it will be seen in this context. The sign will not be located adjacent to any listed building and it will not harm the overall setting of the adjacent conservation area,

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a key characteristic of which is described as being 'mainly commercial or institutional, with much economic activity'.

As noted above, the character and setting of the site, street scene and surrounding area is influenced by the commercial activity in the area and the proposed D-Poster will therefore relate well to the local context and adjacent busy road. Travelling west along the London Road towards the site, road users would pass numerous commercial premises and advertisements including those at the nearby Tesco Express and at the bus stops on either side of the road some 60m to the east.. The existing signage and commercial activity within the area would mean that the proposed advertisement will not be read as an incongruous element, and as such, it will not impact upon the amenity of the area.

Given the characteristics of the site and surrounding area, the proposal will not be detrimental to amenity in either an immediate or wider sense. The D-Poster will have no special effects, animation or movement which would increase its visual prominence within the local area and instead, it will sit comfortably in its visual context without harming amenity, the qualities of the site, or the character and appearance of the wider area.

Public Safety

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task. As the principle of an advertisement has already been established at this location, the Council must only consider whether the proposed controls are sufficient to ensure that there is no additional distraction which would cause an unacceptable impact on highway safety. Should the Council's Highways department identify any reasons why the location might be challenging to drivers, the applicant would be open to discussing alternative controls. However it should be noted that the proposed conditions are now well established as best practice and as such any change (e.g. to the rate of change) would need to be evidence based and be specific to the location.

The proposed display would occupy the same position as the existing sign in situ, thereby ensuring site lines and visibility splays are maintained. The sign would be seen by traffic travelling west along the London Road which is well lit, straight, level, and has excellent forward visibility. Highway users would therefore be fully capable of glancing content far in advance of the site without being distracted from the road or traffic conditions ahead. The cognitive demand on road users at this point is low as there are no unusual highway complexities which would require extra care to be taken. As such, drivers would be entirely capable of viewing the advertisement whilst maintaining stopping distances and an awareness of surrounding traffic movements.

Under these circumstances, the proposal would not constitute a hazardous distraction to anyone exercising a reasonable standard of care. Consequently, it would not give rise to public safety issues, which would prevent the granting of an express advertisement consent.

Conclusion

The proposal will replace an existing advertisement hoarding at the site with one of the same size and orientation in the same location. The proposed conditions to control the luminance of the screen and its operation will ensure there is no additional harm to amenity or road safety.

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For the reasons and the positive benefits set out above, it is considered that the application should be granted consent.

Application Submission

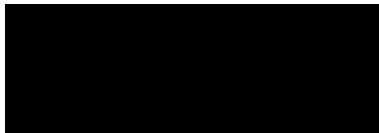
In order to complete the application, please find attached the following documentation:

- Completed application forms prepared by Alder King Planning Consultants;
- Letter Statement prepared by Alder King Planning Consultants (this letter); and
- The following drawings and plans:
 - PA_01 Site Location Plan
 - PA_02 Existing Site Plan
 - PA_03 Proposed Site Plan
 - PA_04 Existing and Proposed Elevations

We will arrange payment to Gloucester City Council for the sum of £462 to cover the cost of the Advertisement Consent application separately.

We trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact us.

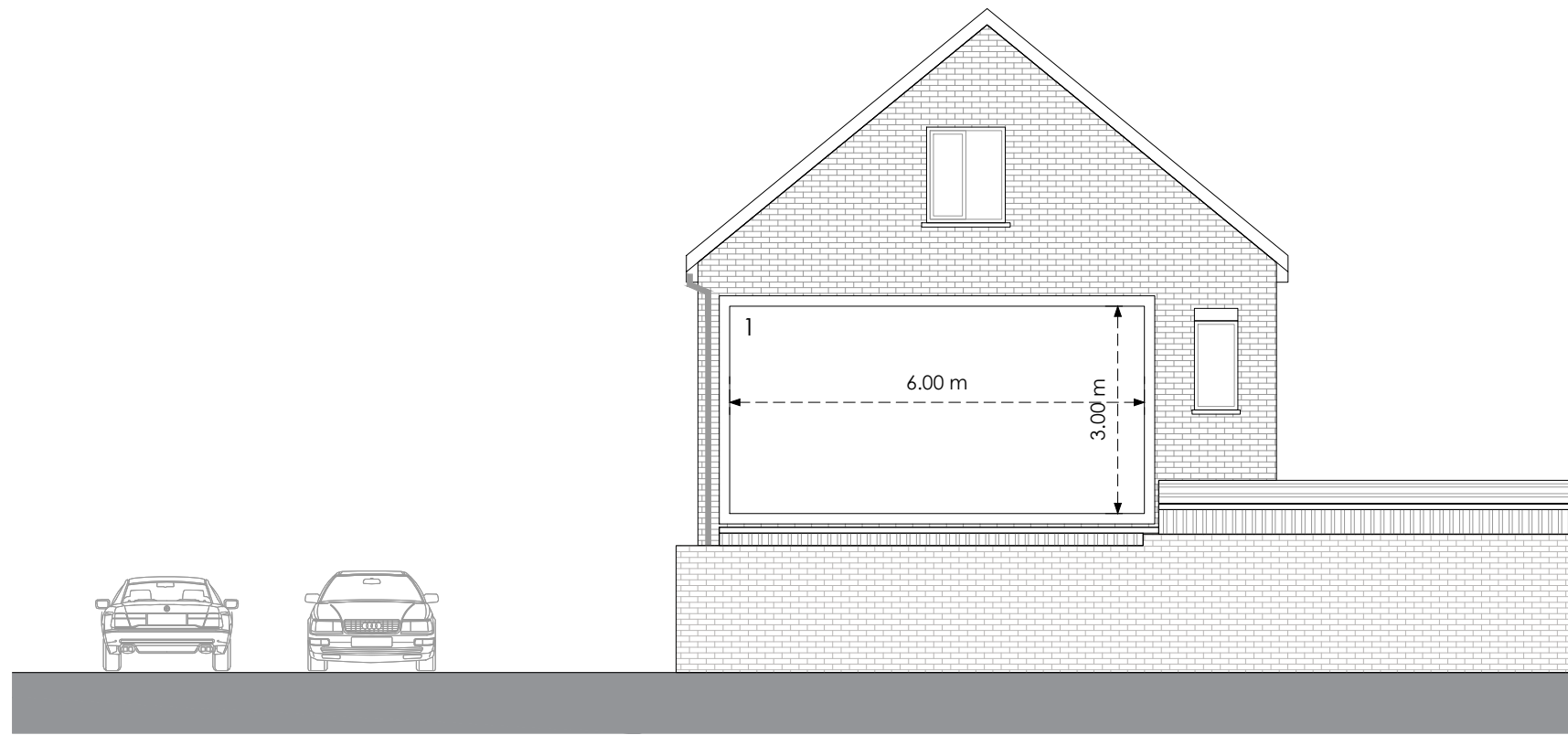
Yours faithfully



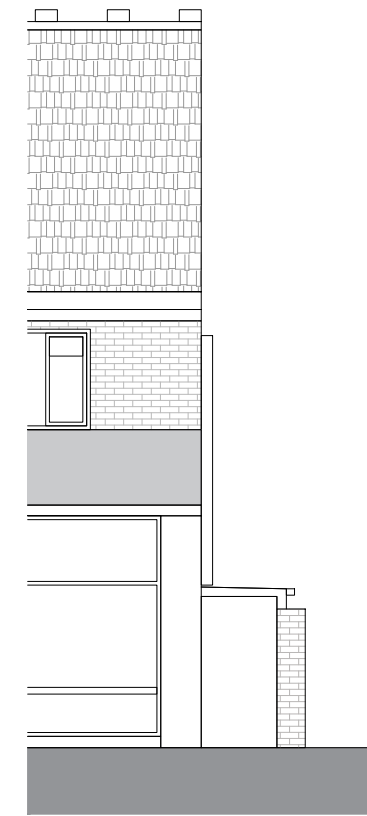
JOHN SHAKESPEAR MRTPI
Senior Planner

e-mail: [REDACTED]
direct dial: [REDACTED]

enc(s)

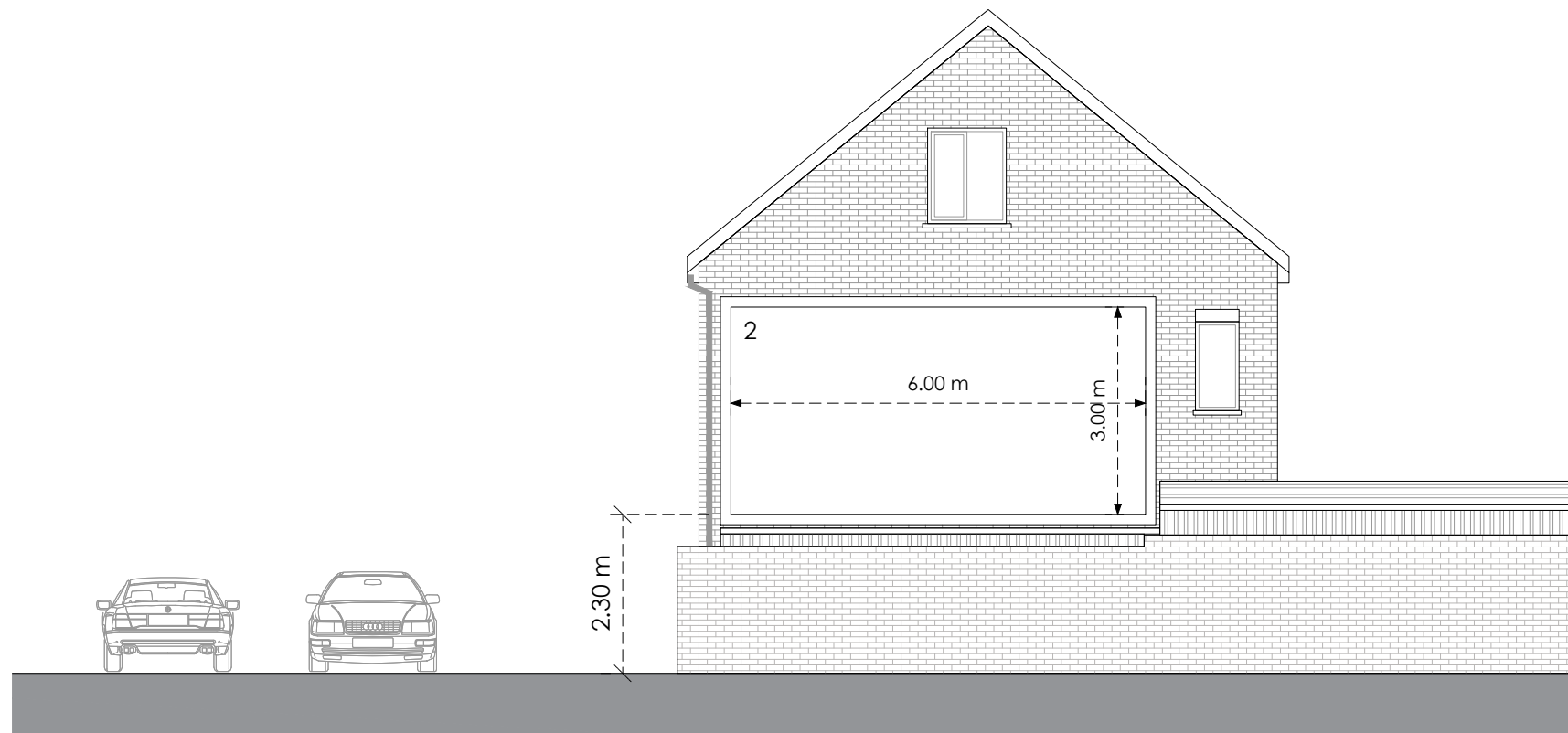


Front

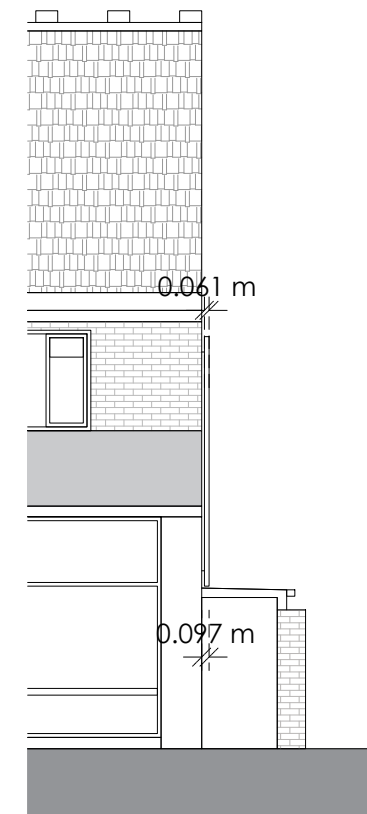


Side

Existing



Front



Side

Proposed

Title
Existing and Proposed Elevations

Address
39a London Road, Gloucester, GL1
3HF

Client

Job No. 7120 **Issued** 16/12/21

Scale
1:100 @ A3

Key
1. Existing Advertising Board
2. Proposed Media Screen

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

0 4m 8m