22/12/2020

St Nicholas House

Broad Street

Aberdeen

AB10 1BW

**Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 – Application for Express Consent**

**Posterplus Ref – Advertising Site, Land at Powis Place Aberdeen: upgrade to existing advertising station.**

**Supporting Statement for Planning Reference:  100342031**

**Background-**

The application land site is located on Powis Place, Aberdeen: The proposal is upgrading the display of 1no.single sided 48-sheet Digital LED media display following removal of the existing 48-sheet advertising hoarding. (Please find attached picture)

**Proposal:**

The current advertising station has been in-situ for 30 years and forms part of the local street scene. The new advertising display will comprise a modern pressed metal frame enclosing a deep-set digital screen and will measure 6m in width and 3m in height (please refer to submitted drawings).

The display will present a range of static images only. Advertisements would not therefore contain any movement, animation, video or flashing lights. A new image will materialise every 10 seconds or so, with the interchange between each image virtually instantaneous.

The proposal is for illumination in accord with guidance issued by the Institute of Lighting Professionals *(‘The Brightness of Illuminated Advertisements’, 2015)*, which recommends luminance levels of no greater than 300 candela/sqm during hours of darkness. As such, the proposed display would operate at a luminance of 300 cd/sqm this will be controlled by condition in the interests of clarity, amenity and public safety.

Roadside advertising is quite prominent in the area of Aberdeen. Aberdeen City Council are familiar with the details of a proposal of this nature as consent has recently been granted for the upgrade of Digital Screens with consents being in place for **P150467 & 190130/ADV & P15518 & P160494**. The proposed upgrade to digital 48-sheet advertising hoardings is a growing phenomenon and a natural evolution from traditional posters. The proposed digital billboard offers key environmental benefits over traditional hoardings which are operated remotely moving away from the operational requirements for vans & operators posting paste or vinyl PVC posters.

The upgrade would represent a considerable financial investment for this already established outdoor advertising site and is an opportunity to improve both the quality of the advertisement itself and its contribution to the street scene. It should be noted of digital hoardings is becoming more and more popular at existing sites and now form part of the landscape across all Scottish regions.

As such, the operational basis of the proposed advertisement can be controlled by reasonable and necessary planning conditions. Accordingly, an addendum of suggested planning conditions is attached to this letter. They reflect best practice guidance and recent planning decisions issued by the councils across Scotland the UK.

**ASSESSMENT**

Regulation 4(1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 limits the exercise of the powers to control advertisements solely to the interests of amenity and public safety. Therefore, local policies can only be considered as material when relating to impacts upon amenity or public safety

**Amenity**

This section of road already sees a high volume of traffic passing through. The area would be regarded as commercial in nature with several advertising hoardings in close vicinity to the proposed site (Double sided Digital Screen Powis Terrace: **(P160494).** The proposal is replacing the existing advertising hoarding to 1no. single sided 48-sheet LED digital display screen. The application site has operated for 30 years as an advertising hoarding and forms part of the established landscape. It would not amount to clutter or contribute to any cumulative impacts. Hence, the proposal would sit comfortably in its visual context without harming amenity, the qualities of the site or the character and appearance of the wider area. It is considered therefore that there would be no negative impact on amenity. In recognition of the residential properties along this stretch we propose switching off the illuminated display from between midnight and 6am and propose this measure as an accepted condition.

**Road Safety**

The highway is limited to 30mph, illuminated, providing excellent forward visibility on approach to the site. Therefore, vehicle users would be able to glance at any advertisement without being distracted from the road ahead. Furthermore, there are no usual complexities which require drivers to take extra care in manoeuvring along this stretch of highway, drivers need only maintain stopping distances and a general awareness of slow-moving traffic.

Under these circumstances such a familiar urban feature would not constitute a potentially hazardous distraction to anyone exercising a reasonable standard of care. We recognise Aberdeen City Council and the Roads department offered no objection to application sites **P150467 & 190130/ADV & P15518.**

**Suggested Conditions**

The conditions which were agreed in application: **P150467** are relevant in this instance as well as several conditions which represents best practice:

* The Permission is granted for a period of 5 years from the date of consent
* The maximum level of illumination during hours of darkness shall be no more than 300c/m2
* The display to be turned off daily between midnight and 6am.
* There shall be a smooth, uninterrupted transition from one image to another. Transitions shall be instantaneous. No individual advertisement shall be displayed for duration of less than 10 seconds.
* The approved display shall contain at all times a feature that will turn the screen off (i.e., shows a black screen) in the event that the display experiences a malfunction or error.
* The luminance level of the display shall be controlled to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at no more than 300c/m2 above ambient level
* No individual advertisement displayed on the LED screen shall contain moving images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals

**Summary**

The principle of advertising around this location is well established for 30 years. It is not considered that installing & modernising a display within the application site would undermine the character and setting of the area or pose any public safety concerns. The proposal will result in no substantive change to the character of the surrounding area, and, as such the proposal will not be harmful to amenity or public safety in this commercial location. On this basis, it is considered that this application should be granted consent subject to conditions. The digital billboard is proposed to work & be offered to local businesses across Aberdeen and to ultimately support ‘the buy local shop local’ ethos. I trust that the application is in order, however, please do not hesitate to contact me directly should you require any additional information or clarification. Please also do not hesitate to contact me should any issues arise through the course of the formal assessment.

Yours sincerely

Gavin Hollywood

Posterplus Ltd