

14 June 2021

Sunderland City Council
Development Control
Sunderland
SR2 7DN

CCUK Ref: 053/BP
Planning Portal Ref: PP-09938773

Dear Sir/Madam

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

ADVERTISEMENTS AT PALLION NEW ROAD, SUNDERLAND SR4 6AJ

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 West
- Existing Elevations East
- Proposed Elevations West
- Proposed Elevations East
- Proposed Specifications West
- Proposed Specifications East
- Proposed View West
- Proposed View East
- Poster Comparison Photomontage

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

THE APPLICATION SITE

The application site is located on the southern side of Pallion New Road. It is occupied by four illuminated 48-sheet poster advertisements, displayed with deemed consent under Class 14 of the Regulations. It is understood they were initially granted via application ref. 97/01533/UAD.

The proposal is for the replacement and consolidation of the site; reducing the number of displays from four to two, with those proposed being illuminated D-Poster 48-sheet displays, one of which will feature a vertical meadow green wall.

Digital displays are now increasingly common as the advertising industry moves towards more flexible and sustainable media platforms, resulting in the reduction and consolidation of the more traditional paper and paste, or poster, estate.

Subject to reasonable planning conditions set out in this application, the proposed advertisements will not detract from local amenity or pose a material risk to public safety.

THE PROPOSED ADVERTISEMENTS

The proposed displays would each have a landscape profile and have a display area measuring 18 sqm. The display modules would be enclosed in a pressed metal and reinforced plastic frame.

The changing displays 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.

Each display 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, each advertisement is controlled by an ambient light sensor system which regulates the brightness of the display. The system also takes into account the changing dawn and sunset times throughout the year.

During the day, the level of brightness adjusts to changing ambient light levels up to 3000 cd/sqm 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 displays operate at a set darkness setting with a maximum brightness of 280 cd/sqm. The displays will 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.

With regards the vertical meadow on the eastern side, this is effectively a vertical plantation comprising various wild flowering species. Endorsed by bodies such as the London Wildlife Trust, it aims to provide not only a visually appealing element, but also encourage local biodiversity and enhance the natural capital of urban/city environments by attracting wildlife (bees, butterflies etc.).

Installed on the east facing structure, its modular design includes a backboard, seeded mat and water tank irrigation system comprised of sustainably sourced materials. The VM will be maintained in accordance with Clear Channel's normal servicing schedules.

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 displays shall be switched off between the hours of 00.00 and 05.00;
- iv. The advertisement displays shall not change more frequently than every 10 seconds and the rate of change should be instantaneous; 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.

Paragraph 131 of 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 they are manually changed. They are recyclable, and their remote operation removes the need for frequent site visits and reliance on non-renewable resources.

The sustainability benefits of the proposal should therefore be given weight in the local planning authority's assessment.

PLANNING BALANCE

The PPG advises that the local characteristics of an area should be considered when assessing amenity and local planning authorities should be consistent in their determination of applications in similar localities. Similar proposals have been granted elsewhere on Pallion New Road (refs 16/00171/ADV and 15/01115/ADV).

The proposed advertisements would be of similar dimensions to those they would replace and would occupy the same position on the site. Whilst more modern operationally, their general appearance, as well as the quality of the image produced, will mimic that of the existing traditional poster display (see enclosed comparison).

Furthermore, the advertisement would be illuminated to levels that accord with PLG05 and the planning conditions advanced would provide the necessary safeguards. Their siting, like those existing, ensure they would not impinge on the amenity of any dwellings to the south. And the reduction in the total number of illuminated advertisements would reduce clutter and improve the appearance of the site.

Regarding amenity, and given the established nature of advertising at this location, 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 and there is less likely to be issues if the site in question is already used for static illuminated poster advertising.

The displays would be visible to those travelling in either direction along Pallion New Road. The road is level, well-lit and the displays would be visible for an appreciable distance allowing drivers to assimilate it and their surroundings – as has been the case for several years with the incumbents.

The new advertisement would be internally illuminated and would sequentially show static images rather than moving images or animation; all are to be secured by condition. In many respects, their impact would be neutral, as drivers would likely see no more than two images when passing the site – as would be the case with the current arrangement.

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 familiar urban features 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

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

Planning Manager

T: 07764 326 789

E: ben.porte@clearchannel.co.uk