

APPLICATION FOR EXPRESS CONSENT: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) (ENGLAND) REGULATIONS 2007

ADVERTISEMENT DISPLAY: Land at Dean Brook, Blackburn Road, Burnley BB12 8UE

Please find enclosed, an application for express consent as detailed above. The application seeks consent for:

"The erection of a digital advertisement display."

This application comprises of the following documents and drawings:

- *Ordnance survey*
- *Plan and elevation drawings*
- *Visual assessments*

Site Description

The site contains multiple advertising posters predominantly seen along Blackburn Road.

Proposed Display

This proposed scheme seeks to erect a single pole-mounted digital display along the crossroad of Blackburn Road and the A6068.

The screen will show each advertisement for a minimum display time of 10 seconds. It will not include interactive advertisements, motion or special effects of any kind. There will be a mechanism to freeze or switch off the image in the event of a malfunction.

Grounds for Approval

Amenity

The national planning policy framework (NPPF) and ancillary national planning practice guidelines (NPPG) state that a local planning authority should consider the local characteristics of the area. They also make clear that advertisements are less likely to pose an issue if they are within a commercial locality, and outside conservation areas.

Blackburn Road and A6068 are highly traversed and well-lit roadways, meaning that the ambient effect of the proposal is sufficiently contained, in accordance with the guidance set out by the Institute of Lighting Practitioners (ILP).

The proposed digital display will be more modern in appearance than the standard posters currently used around the site. Moreover, it will optimise the local business's ability to be seen and attract more customers which will, in turn, positively affect the local economy.

We have considered the cumulative effect of the proposal when viewed in conjunction with other advertisements in the surrounding area and whether or not the proposal will result in clutter. We found the opposite to be true. The applicant company are committed to invest in fewer higher-quality advertisement locations, in keeping with the requirements of developing modern urban areas. It is true that the number of conventional paper and paste hoardings are dramatically declining, and in many cases are not being replaced directly. The erection of a single digital advertisement will serve many local companies for years to come, which will reduce the number of poster advertisements within the borough.

Public Safety

Sustainable Development

In accordance with the principles of sustainable development, the proposal meets the needs of the present without compromising the ability of future generations to meet their own needs.

The advertisement is needed by the advertisers. As well as contributing to the economic health of the country through commerce stimulation, it assists the local economy, in which the outdoor advertising industry employs people, pays rates to the local authority, and rent to landlords.

The applicant is based in Burnley and is an employer within the locality and throughout Lancashire. The company they employ to install posters currently travels hundreds of miles to oversee their services. The adaptation to digital will enable the company to save on fuel and reduce carbon emissions, since the advertising copy will be transmitted to the unit using mobile data, eliminating the need for weekly visits to change physical posters.

Ultimately, the display unit can easily be removed without leaving a trace and every part of it can be recycled.

Listed Building

Despite the proposed advertisement's proximity to Workhouse Farm, a Grade II listed building, the farm's view of the display will be obscured by dense vegetation. Therefore, the digital advertisement display will have no significant effect on the listed building.

Summary and Conclusion

This application seeks express consent for the erection of a singular modern digital display screen. The proposed scheme is clearer and simpler than poster alternatives and as such is not considered to detrimentally impact either public safety or amenity. A monitoring scheme will be implemented by the applicant to assess the effect of the development on highway safety going forward. The proposal is consistent with the themes and objectives of the NPPF, the principles of sustainable development, and the local plan.