

PLANNING STATEMENT

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

Dear Case Officer,

Station Rd, Bond St Car Park Blackpool FY4 1EY

Please find attached, an application for express consent for:

The replacement of two freestanding 3 x 6 metre traditional paper and paste advertisement hoardings with a single 3 x 6 metre LED display unit

The application comprises the following documents and drawings which, for ease are combined within a single .PDF file named '**BSRBSR1 Second Application Plans**' the file includes:

- Site Plan Existing
- Site Plan Proposed
- Specification Drawings Existing
- Specification Drawings Proposed
- Current Site Photograph
- Proposed Site Visualisation
- Cross Section
- Location Plan

Background

A previous application (24/0105) was submitted and acknowledged on 27th February 2024. Consent was granted on 22nd April.

A condition was imposed which required the removal of the advertisement at the end of the express consent period preventing the operation of Class 14 schedule 3 of the regulations.

This application is for the same scheme as submitted earlier but for the non-standard condition to be replaced with one which complies with Class 14, such as the following which has been used by the LPA on granting consent for other similar advertisements:

***“The consent hereby granted is for a period not exceeding five years from the date of this decision.*”**

Reason: in accordance with article 14(7) of the Town and Country planning (Control of Advertisement) (England) Regulations 2007."

This has been agreed with the Head of Planning Management Susan Parker via Case Officer Wendy Hogarth.

Site Background

The application site lies at the back of the Bond Street car park adjacent to the gable wall of the neighbouring property at 35 Station Road.

The site is in a mixed area and is strongly commercial, It is dominated by the infrastructure of the highway, the car park and the surrounding shops and buildings.

The site lies between the centre of Blackpool, which is to the north and East and the promenade which lies to the west. The existing advertisements look out over Station Road.

Current Display

The existing displays are built into a boundary fence made of feather-edged timber. attached to a steel support structure founded in concrete behind the fence. The displays are illuminated using traditional incandescent overhead lighting troughs.



Proposed display

The proposal seeks to remove the two existing traditional 48 sheet hoardings and replace them with a single LED display unit of the same size and orientation. The replacement unit will be supported on a narrow totem style plinth, immediately in front of a renewed feather-edged fence. Illumination will be internal.

The unit will display static poster images with no animation or special effects.

The display surface will be 3 metres high by 6 metres wide.

Proposed view southbound along Station Road



Grounds for Approval

Advertisements are regulated to ensure they do not negatively affect amenity or public safety.

Amenity

The proposed display will be seen within the immediate context of the adjacent commercial features, The car park, shops, and the highway's infrastructure. The location can absorb the advertisement without detriment, and it will not dominate the streetscape.

This is a very long-standing advertising site. The consolidation of two externally illuminated displays into one internally illuminated unit delivers a clear benefit to amenity.

the screen will be turned off between the hours of 23.00 - 06.00.

The proposal would not be overly obtrusive, incongruous or a discordant feature, and would be consistent with the regulatory framework, and therefore, would cause no unacceptable harm to amenity.

Safety

This section of Station Road is a busy and well-lit roadway, forming part of the network of local main roads between the promenade and the town centre.

The ambient effect of the proposal is sufficiently contained, in accordance with the guidance set out by the Institute of Lighting Practitioners (ILP).

The guidance specifically considers the use of digital technology. It sets recommended maximum luminance levels per surface area which LPAs typically apply in such cases. This guidance recommends that advertisements in urbanised, well lit, areas '*should not exceed 300cd/m² at night*'.

In the daytime, the display's illumination will be automatically adjusted by light sensors to ensure the image remains visible without becoming overly bright in the surrounding natural light. A properly calibrated digital display is no more intense in brightness than a traditional illuminated sign. The proposed display functions like a television screen, emitting diffused light rather than direct, intense illumination.

The proposed display will overlook a straightforward stretch of road with no light-controlled intersections or pedestrian crossings nearby, where the speed limit is restricted to 20 miles per hour.

In this area, you'll find existing large, illuminated displays and commercial signs, they are common.

Drivers who are attentive and drive responsibly, will be able to safely glance at this display as they pass by, just as they currently do with the two illuminated hoardings that it will be replacing.

Summary and Conclusion

The replacement of two illuminated displays with one provides a clear planning gain.

The proposal is consistent with the themes and objectives of the planning policy framework.

Yours faithfully,



Tim Spottiswood

30th April 2024