



DELEGATED OFFICER REPORT

Application Number:	242148
Site Address:	Land outside 145 Crockhamwell Road, Woodley, RG5 3JP
Expiry Date:	18 November 2024
Site Visit Date:	29 August 2024
Proposal: Application for advertisement consent for the proposed installation of 1 no. internally illuminated digital display within the communications kiosk.	

PLANNING POLICY

National Policy	National Planning Policy Framework (NPPF) National Planning Policy Guidance (NPPG)
MDD Local Plan (MDD)	TB19 – Outdoor advertising
Other	Borough Design Guide Supplementary Planning Document – Section 7

PLANNING HISTORY

Application No.	Description	Decision & Date
242147	Full application for the installation of 1 no. new communication Kiosk with integrated advertising display	Refused 14/11/24

CONSULTATION RESPONSES

WBC Highways	No objection subject to condition
Environmental Health	No objection

REPRESENTATIONS

1 comment received from a member of the public that relates to this application (see report for further details).

2 further comments are lodged on the file but the contents do not appear to relate to this application/ proposal.

However no statutory public consultation is undertaken for advertisement consent applications.

APPRAISAL

Site Description:

The application site relates to land outside 145 Crockhamwell Road which located towards the northern end of the Woodley Precinct. No. 145 is currently occupied by Domino's Pizza. The Precinct comprises of commercial and retail uses at ground floor level with residential dwellings located at first floor level above a number of the commercial and retail units.

Proposal:

Advertisement consent is sought for the installation of a digital advertisement screen. It would measure 1.63m in height and approximately 0.9m in width.

Advertisements would be internally illuminated at 300 cd/m² and the screen would display static images that would change every 10 seconds. The display would have an inbuilt sensor control system which adjusts display luminance to ambient light levels.

The screen will be able to be used to display Council public information, public health information and emergency incident messaging. However, primarily it would be used for private advertising.

Policy Requirements:

The Town and Country Planning (Control of Advertisements) Regulations 2007, the display of outdoor advertisements can only be controlled in the interests of 'amenity' and 'public safety'.

The National Planning Policy Framework (NPPF) at paragraph 132 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment.

Policy TB19 of the adopted MDD states that the Council will only permit outdoor advertisement where there is no adverse impact on highway safety, no harmful impact on the amenity of adjoining land uses and no harmful impact on the character and appearance of the area. In this instance, Policy TB19 of the MDD would be treated as a material consideration.

Applications for advertisement consent can only be assessed on the below matters which are encompassed by policy TB19:**Impact on Amenity:**

Policy TB19 of the adopted MDD states the following:

'The Council will only permit outdoor advertisements where they demonstrate:

- a) There is no adverse impact upon highway safety
- b) There is no harmful impact on the amenity of the adjoining land uses
- c) There is no harmful impact on the character or appearance of the area

Principle SH8 of the Borough Design Guide SPD states:

'Internally illuminated signs may be appropriate in some locations away from heritage assets provided that they are well designed and in proportion with the building.'

"Amenity" is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It includes aural and visual amenity (regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest (regulation 3(2)(a)). In practice, "amenity" is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where

residents or passers-by will be aware of the advertisement. Woodley Precinct contains an array of street furniture including but not limited to: bollards, cycle stands, seating and circular advertising posts. However, there are no forms of digital advertising such as this. There are some examples of illuminated shop signage within the precinct but no illuminated signage of this scale or kind in the vicinity. As such, due to its size, illumination and changing display, would be visually dominant and unduly prominent to the detriment of the character and appearance of the surrounding area contrary to policy TB19 of the MDD (2014) and the NPPF. Whilst there is no statutory consultation for advertisement consent applications, one comment from a member of the public was received for the associated FUL application (242147) for the erection of the kiosk where the advertisement would be placed. The contents of the comment pertained to this advertisement consent application as opposed to the FUL and so is being considered here. This is also appropriate given TB19 states that advertisements will only be acceptable where <i>“there is no harmful impact on the amenity of the adjoining land uses”</i>. The comment raised concern from the occupier of 167 Crockhamwell Road and stated: <i>“I would like to see a plan to reduce the night time light pollution or how this display will be turning down. Especially if it flashes or change the image, causing disturbance at our bedroom windows.”</i> Had the proposal been acceptable, it would have been conditioned that the luminance of the screen is restricted to 300 cd/m² and that only static images can be displayed and change at a frequency of once every ten seconds. The applicant also advises, within their submission that the screen has an inbuilt sensor control system which adjusts display luminance to ambient light levels. Combined with the separation distance between the residential accommodation and screen of approximately 6m, the screen facing northwards away from residential accommodation and the presence of street lighting already in the Precinct, Officers do not consider that the screen would result in adverse amenity impacts to residential occupiers within the Precinct. Environmental Health Officers concurs with this view and raised no objection to the advertising screen in relation to neighbouring amenity or light pollution. As such, the proposal will not be refused on harmful impacts to neighbouring amenity.	
Impact on public safety: WBC Highways were consulted and no concerns were raised in relation to the advertisement, subject to a condition to restrict the luminance of the screen so it does not pose a distraction or risk to highway users. No concerns have been raised that the advertisements could obscure sightlines of CCTV cameras to hinder public safety.	
Conclusion Overall, due to the identified harm to the prevailing character and appearance of the street scene, the proposal is contrary to policy TB19 of the MDD (2014) and will form a reason for refusal.	

RECOMMENDATION: REFUSE advertisement consent	
Conditions agreed:	Not required
Recommendation:	Refuse for the following reason: 1. The proposed digital advertising screen would introduce an advertisement that, due to its size, illumination and changing display, would be visually dominant and unduly prominent to the detriment of the character and appearance of the surrounding area. The proposal is therefore contrary to TB19 and of the MDD (2014) and the NPPF.
Date:	15 November 2024

Recommendation agreed by: (Authorised Officer)	
Date:	16/11/24