

PLANNING STATEMENT

Installation of 1No. Billboard

**Manchester Motor Mart
115 Bolton Road
Bury
BL8 2NW**

September 2024

Written by: Matthew Dowley
m.dowley@dpaplanning.co.uk

Checked by: Sam Dewar
s.dewar@dpaplanning.co.uk

Office Tel: 07799 095 613 / 0113 397 0310

Contents

1	INTRODUCTION	5
	Context.....	5
	The proposed development	6
2	PLANNING POLICY AND GUIDANCE	8
	Advertisement regulations.....	8
	The Local Plan	9
	National planning policy and guidance	9
	PLANNING CONSIDERATIONS	11
	Advertisement regulations.....	11
	Highway safety.....	11
	Character and appearance of the area	12
3	CONCLUSION	13

FIGURES

1.1	Application site in context

1 INTRODUCTION

Context

- 1.1 This Planning Statement has been prepared by DPA Planning Ltd on behalf of Elite Billboards (the “Applicant”) to accompany a planning application for the erection of a 6 meter by 3 metre advertising board (the “Proposed Development”) at Manchester Motor Mart, Bolton Road, Bury (the “Application Site”).



Figure 1.1 Application site in context

- 1.2 The billboard and associated equipment are sourced from British company 'LED Synergy Electronic Displays' who have over 35 years experience and numerous certifications in the manufacture and supply of electronic displays to many companies and individuals worldwide. They have installed in the region of nearly 20,000 LED screens and displays to a broad spectrum of clients.
- 1.3 Dewar Planning have partnered up to act exclusively as planning consultant for the Applicant, Elite Billboards. The Applicant specialises in procuring out-of-home (OOH) billboard sites, with a focus on building a digital portfolio across the UK. We take great pride in working with local businesses and Elite Billboards is no different and we hope this relationship continues for many more years to come providing customers with a more local alternative than some of the multi-national companies that currently exist in the market.

1.4 Dewar Planning have been involved in a number of similar planning applications with recent approvals as follows which may act as a good comparison to the application site:

- Bradford MDC - Replacement of existing advertisement billboard with same size digital display using a backlit LED screen. 1 Midland Terrace Canal Road Bradford West Yorkshire BD2 1AP
- Wakefield Council - Installation of internally illuminated LED displayboard - 268 Wakefield Road Ossett Wakefield WF5 9AB
- Brent Council - Installation of an internally illuminated double faced free-standing digital advertising hoarding to north east frontage of Oxgate Centre London, NW2 7JA
- East Dunbartonshire Council - Replacement of existing advertisement billboard with same size digital display using a backlit LED screen. 2 Maryhill Road, Bearsden, East Dunbartonshire G61 1QZ.

The proposed development

- 1.5 This application is submitted for a single advertisement billboard 6 meters wide and 3 meters tall, mounted to the wall with the base of the billboard 2.5 metres above ground level.
- 1.6 The billboard will be used to show the advertisements from a backlit LED screen. The position and size of the advertisements will not change, only the means by which the messages are shown. As the proposal seeks to install digital adverts that mimic the appearance of the existing paper adverts, there is minimal impact upon the visual amenity.
- 1.7 This form of technology provides quality images to be applied to roadside advertising and provides a more sustainable advertising option with better opportunities for local businesses to advertise, with lower costs than traditional paper adverts which require printing and installation.
- 1.8 Proposed materials are standard in construction. A steel frame would be fixed to the wall and then the panels fixed to the frame. This way of installation is less likely to be restricted by the location of installation or by the size of the display.

- 1.9 There will be a protective black casing around the outside of the LED screen to provide accessibility and security.
- 1.10 The advertising images can be changed remotely by means of a secure feed. The transition from one image to another will be instantaneous. No moving images will be shown on the screens, all advertising will be static imagery.
- 1.11 The advertisements will be maintained at their elevation to the carriageway and affixed to a display structure which will not rotate.

2 PLANNING POLICY AND GUIDANCE

Advertisement regulations

- 2.1 This application is submitted under the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007 for consent to display an advertisement at the application site. The planning definition 'advertisement' is defined in section 336 of the Town and Country Planning Act 1990 (as amended) as: *'any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of and employed wholly or partly for the purposes of advertisements, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adopted for use and anything else principally used, or designed or adopted principally, for the display of advertisements'*
- 2.2 Regulation 3 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.
- 2.3 Factors relevant to amenity include;
- the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
- 2.4 Factors relevant to public safety include;
- the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
 - Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

The Local Plan

- 2.5 Paragraph 2 of the NPPF states that planning law (namely Section 38(6) of the Planning & Compulsory Purchase Act 2004 and Section 70(2) of the Town & Country Planning Act 1990) requires that applications for planning permission must be determined in accordance with the development plan, unless material considerations indicate otherwise. The NPPF must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions.
- 2.6 The current Bury Development Plan for Bury was adopted by the Council on 29th August 1997. The Council is now working to replace the adopted Unitary Development Plan with a new document called the Bury Local Plan. Until the new Local Plan is produced the saved policies of the Bury UDP will continue be used to make planning decisions.
- 2.7 Relevant saved policies from the UDP include:
- EN1/9 Advertisements

National planning policy and guidance

- 2.8 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and is to be taken into account in all planning decisions. The framework provides a set of development management policies for advertising proposals.
- 2.9 Paragraph 141 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. It goes on to state that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.
- 2.10 Planning Practice Guidance (PPG) relating to advertising displays was published in March 2014 and sets guidance on advertising proposals and the approvals process in England.
- 2.11 Factors relevant to considering 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 the immediate neighbourhood are to be assessed in any proposal.

- 2.12 Within the PPG it is highlighted that advertisements would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site
- 2.13 The guidance identifies several types of roadside advertisements that may impact on public safety, which include changing displays, moving displays, flashing lights and advertisements that resemble traffic signs

PLANNING CONSIDERATIONS

Advertisement regulations

- 2.14 The provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007 identify two areas of consideration in applications for consent, being the likely impact of the advertisement display on the interests of public safety and visual amenity. This section of planning considerations is based around these two elements.

Highway safety

- 2.15 The application site is located on land east of Bolton Road (A58). The position of the billboard is landscape and it set back from the highways facing northbound traffic flows
- 2.16 The purpose of advertisements is draw attention to a site or premises. However it is important to ensure that this does not occur to a point which becomes dangerous to the safe functioning of the highway.
- 2.17 The proposed location is not located near road signals and the position of the billboard would maintain visibility of highways and existing signage. The advertisement will be viewed within the visual context the commercial uses and buildings found within this area.
- 2.18 The position of the advertisement parallel to the road sidings does not create a conflict with traffic heads nor present an obstruction to road signage. Drivers will continue to see the displayed messages without causing distraction or impact on highway safety. The location and the proposed design of the advertisement display itself would not be against the interests of visual amenity or public safety.
- 2.19 Furthermore, the screen is fitted with a light detector to reduce glare, light pollution and for general energy efficiency. As it gets darker the screen brightness reduces and continues to do so as low as 1%.

Character and appearance of the area

- 2.20 The application site does not fall within a conservation area nor is it an area of special control. There are no listed buildings within the local vicinity nor any other protected assets that would be otherwise disturbed by the proposed development.
- 2.21 As the proposal seeks to install digital adverts that mimic the appearance of the existing paper adverts, there is minimal impact upon the visual amenity during the daytime. The night time illumination is automatically controlled to ensure the level of luminance does not cause material harm to any amenity.
- 2.22 The setting of the surrounding area with multiple street lighting and commercial buildings is well suited for a digital billboard.
- 2.23 The proposed billboard would not harm the amenity of the area due to its carefully selected location. The proposed development is considered to meet the intentions of both the Bury UDP as well as the NPPF.

3 CONCLUSION

- 3.1 The provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007 identify two areas of consideration in applications for consent, being the likely impact of the advertisement display on the interests of public safety and visual amenity.
- 3.2 The proposed development does not create a conflict with traffic heads nor present an obstruction to road signage or highways safety. The location and the proposed design of the advertisement display itself would not be against the interests of visual amenity or public safety.
- 3.3 The application site does not fall within a conservation area nor is it an area of special control. There are no listed buildings within the local vicinity nor any other protected assets that would be otherwise disturbed by the proposed development.
- 3.4 Overall therefore the proposal is considered to be consistent with the advertisement regulations, national planning policy and guidance, the Bury UDP and the NPPF and is therefore considered acceptable against all planning policy considerations.

