

<b>Planning Committee Report</b>	
<b>Planning Ref:</b>	PL/2024/0000566/ADV
<b>Site:</b>	A444 Northbound Adjacent to The Bridge at The Junction with Leaf Lane, Coventry, CV3 5AS
<b>Ward:</b>	Cheylesmore
<b>Proposal:</b>	Advertisement consent for one free standing digital screen measuring 3.5m x 6.4m x 1.7m, on a bespoke base approx. 2m high
<b>Case Officer:</b>	Grace Goodman

## SUMMARY

The application as submitted is for a changing digital display screen for advertisement and notice purposes to be sited adjacent to the A444. Since the original submission a Road Safety Audit has been undertaken which makes a series of recommendations to ensure the impact of the siting of the screen will be acceptable, which has been discussed in consultation with highways, and is now secured via a series of conditions as set out within this report.

## BACKGROUND

The application is recommended for approval. There have been 3 representations objecting to the proposal along with a 119-signature petition which indicates a wider public interest in the application.

## KEY FACTS

<b>Reason for report to committee:</b>	Councillor sponsored petition that has resulted in a wider interest in the community
<b>Current use of site:</b>	Roadside verge
<b>Proposed use of site:</b>	Roadside verge with advertisement hoarding

## RECOMMENDATION

Planning Committee are recommended to grant planning permission subject to conditions.

## REASON FOR DECISION

- The proposal is acceptable in principle.
- The proposal will not adversely impact upon highway safety.
- The proposal will not adversely impact upon the amenity of neighbours.
- The proposal makes provision for necessary developer contributions.
- The proposal accords with Policies: DE1 of the Coventry Local Plan 2017, together with the aims of the NPPF.

## SITE DESCRIPTION

The application site is an area of banked verge adjacent to the A444 northbound travelling into the city, just next to the bridge serving Leaf Lane and the Jaguar Whitely Junction

## APPLICATION PROPOSAL

Advertisement consent is sought for one digital advertisement screen located on the A444 travelling northbound towards the city. The screen will measure 3.5m high by 6.4m wide by 1.7m deep, on a bespoke base approximately 2m high. The application forms state that the screen will be constructed of pressed metal and plastic with a steel surround and will provide static images. Illumination varies between day and night and is dealt with in the report below.

## PLANNING HISTORY

There has been one planning applications on this site that is relevant:

Application Number	Description of Development	Decision and Date
PL/2024/0000062/ADV	Advertisement consent for digital free standing display measuring 3m in height by 6m in width, on a bespoke base approx. 2m high	Withdrawn

## POLICY

### National Policy Guidance

National Planning Policy Framework (NPPF) December 2023. The NPPF sets out the Government's planning policies for England and how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that is relevant, proportionate and necessary to do so. The NPPF increases the focus on achieving high quality design and states that it is "fundamental to what the planning and development process should achieve".

The National Planning Practice Guidance (NPPG) adds further context to the NPPF and it is intended that the two documents are read together.

The display of advertisements is subject to a separate consent process within the planning system. This is principally set out in The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

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.

### Local Policy Guidance

The current local policy is provided within the Coventry Local Plan 2017, which was adopted by Coventry City Council on 6<sup>th</sup> December 2017. Relevant policy relating to this application is:

Policy DE1 Ensuring High Quality Design

## **CONSULTATION**

### **Statutory**

No Objections subject to conditions have been received from Highways.

### **Non-statutory**

No objections subject to conditions have been received from Environmental Protection.

### **Neighbour consultation**

Immediate neighbours have been notified; a site notice was posted on 11<sup>th</sup> April 2024.

One petition has been received bearing 119 signatures, raising concern about spoiling of countryside and issues of highway safety.

3 letters of objection have been received, raising the following material planning considerations:

- Eyesore
- Distracting to traffic
- Detract from the area

Any further comments received will be reported within late representations.

## **APPRAISAL**

The main issues in determining this application are amenity and public safety.

Factors relevant to amenity include;

- the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

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.

### **Amenity**

The signs are large but in context with the bridge structure and surrounding infrastructure they will appear well-proportioned. The screen is aimed at drivers of vehicles passing underneath the bridge deck, being located on the banked verge below the level of the bridge deck itself. The digital screens will not be readily visible from the bridge or from any of the nearby residential properties due to the level changes around the junction, with the nearest property being more than 80 metres away from the screen. Given the limited views of the screen other than to road users travelling under the bridge, the proposed signs are considered to be acceptable in terms of amenity.

### **Public Safety**

Due to their location within the road junction at a point where there is no pedestrian access, the screens will not affect pedestrian movement. A Stage 1 Road Safety Audit (RSA) has been undertaken to support the proposals. Highways advise that this is accepted and recommend conditions in relation to levels of illumination and ensuring that the display is static.

A condition is recommended to secure the submission of a lighting assessment to ensure appropriate illumination of the application site. Although the luminance levels of the digital screen within the application form is said to be 300cd/m<sup>2</sup>, it is important that the signs illuminance will be no greater than 200cd/m<sup>2</sup> in darkness as 300cd/m<sup>2</sup> relates to sites that are well lit within a town/city and this site is not considered as a well lit town/city site due to its location towards the urban fringe.

During the daylight hours the luminance will need to be controlled by sensors and/or timers to reflect ambient light conditions. At all times the display must operate within that are recommended by the Institution of Lighting Professionals in its Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in a replacement guide). The screen will also need to be off between the hours of 2300hrs and 0600hrs, which is recognised as an industry standard and agreed with the applicant and conditions are recommended to secure this

With regard to what is actually displayed, the advertisements must remain static and there can be no animation, moving video images, fading, swiping or merging effect and no directional symbols or any images that resemble road traffic signs in order to ensure that the sign is not a distraction to drivers. Subject to conditions in respect of these matters, the proposed signs are considered acceptable in terms of public safety.

The applicants will be required to enter into a Section 278 Agreement to gain highways technical approval prior to undertaking any work on the highway.

It is therefore considered that the proposals are satisfactory in terms of public safety, subject to the recommended planning conditions.

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### **Equality Implications**

Section 149 of the Equality Act 2010 created the public sector equality duty. Section 149 states:-

(1) A public authority must, in the exercise of its functions, have due regard to the need to:

- a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

Officers have taken this into account and given due regard to this statutory duty, and the matters specified in Section 149 of the Equality Act 2010 in the determination of this application.

There are no known equality implications arising directly from this development.

## Conclusion

The proposed development is considered to be acceptable in principle and will not result in any significant impact upon neighbour amenity, highway safety, ecology or infrastructure, subject to relevant conditions and contributions. The reason for Coventry City Council granting planning permission is because the development is in accordance with: Policy DE1 of the Coventry Local Plan 2017, together with the aims of the NPPF.

## CONDITIONS / REASON

1.	The consent shall remain valid for a period of 5 years from the date of consent.
<b>Reason</b>	<i>In compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</i>
2.	<p>The advertisement(s) hereby approved shall be displayed in accordance with the following approved plans:</p> <p>Location Plan Proposed View Existing View D48 Digital Display</p> <p>Stage 1 Road Safety Audit Digital Screen Project A444 Jaguar Whitley Bridge</p>
<b>Reason</b>	<i>For the avoidance of doubt and in the interests of proper planning.</i>
3.	No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
<b>Reason</b>	<i>In accordance with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</i>
4.	No advertisement shall be sited or displayed so as

	<p>i. Endanger persons using the highway, railway, waterway, dock harbour or aerodrome (civil or military);</p> <p>ii. obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or</p> <p>iii. hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of a vehicle.</p>
<b>Reason</b>	<i>In accordance with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</i>
<b>5.</b>	Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
<b>Reason</b>	<i>In accordance with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</i>
<b>6.</b>	Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
<b>Reason</b>	<i>In accordance with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</i>
<b>7.</b>	Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
<b>Reason</b>	<i>In accordance with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.</i>
<b>8.</b>	The display of advertisements on the digital screens hereby approved must adhere to the following requirements: The minimum display time for each advertisement shall be no less than 10 seconds. Changes between advertisements must take place instantly with no other sequencing, fading, swiping or merging effects. No advertisements shall at any time contain moving images, animation, intermittent or full motion video images, audio, directional symbols, or any images that resemble road signs or traffic signals.
<b>Reason</b>	<i>In the interests of amenity and public safety in accordance with Policy DE1 of the Coventry Local Plan 2017 and the aims and objectives of the NPPF.</i>
<b>9.</b>	Prior to the first use of the digital screen hereby approved the following information shall be submitted to and approved in writing by the Local Planning Authority: A lighting assessment to assess the appropriate intensity

	<p>of illumination of the digital screen. Unless otherwise agreed in writing, at all times the display shall operate within that recommended by the Institution of Lighting Professionals in its Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in any replacement guide), in darkness the signs illuminance shall be no greater than 200cd/m<sup>2</sup>, during the daylight hours the luminance shall be controlled by sensors and/or timers to reflect ambient light conditions, and the digital screen will be 'off' between the hours of 2300hrs and 0600hrs. Thereafter the development shall proceed only in accordance with the approved details.</p>
<b>Reason</b>	<p><i>In the interests of amenity and public safety in accordance with Policy DE1 of the Coventry Local Plan 2017 and the aims and objectives of the NPPF.</i></p>
<b>10.</b>	<p>Prior to their incorporation into the development, full details of the digital screen support structure mounting brackets and colour coating/finish shall be submitted to and approved in writing by the Local Planning Authority. The support structure shall be installed only in full accordance with the approved details and thereafter shall be retained and shall not be removed or altered in any way.</p>
<b>Reason</b>	<p><i>In the interests of amenity in accordance with Policy DE1 of the Coventry Local Plan 2017 and the aims and objectives of the NPPF.</i></p>