THE PROPOSAL

The proposal involves the installation of two strategically located temporary display panels on the perimeter of the site, facing New Bridge Street along with fencing, as part of the high quality boundary treatment. The proposal has been sensitively designed to facilitate the converging views at this important location. Indeed the exact location has been specifically identified and planned so that they not only allow the required visibility but ensure that any views are not adversely affected.

As you will no doubt be aware, the Control of Advertisements Regulations requires that powers of control shall only be exercised in:

i) the interests of amenity; and
ii) the interests of public safety.

i) AMENITY

The development has been proposed in order to help improve the quality of the environment by adding appropriate colour and interest to the area. Taking account of the size and scale of the proposal in relation to the surrounding buildings together with the immediate environment, it is our view that the proposal will not harm the amenity of area. The proposal has been specifically designed and located so as to not to be viewed as an alien, discordant feature in the streetscape. It will not be out of scale with the surrounding buildings and the immediate environment and will be a structure which has been well designed to sit comfortably within the existing street scene thereby improving the quality of the environment.

As it states in Paragraph 2 – Annex to PPG19, "…account should be taken not only of factors which may be detrimental to amenity but also of factors which may be to the advantage of the amenity of a locality." It is our view the scheme has been sensitively designed in full accordance with government guidance and all relevant local policy.

The advertising proposal will help minimise the risk of crime by providing illumination at night and screening so that it can help define the boundary of the site. It is our view and one that we hope is shared by the council that the application will contribute positively to the appearance of an attractive and cared-for environment as directed by government guidance, PPG19.

The proposed development will sit within a commercial area where there are also other advertising panels of various sizes within the immediate vicinity. It is our view that the addition of these panels for a temporary period can not be reasonably judged to have an adverse effect on the amenity of the area. Furthermore, this in our view will pose no greater harm to either amenity or safety, than the existing advertising displays which have been approved by your authority in the surrounding area. Indeed I worked with David Hughes recently in order to secure advertising consent on behalf of the owners at the Former Boddingtons Brewery site adjacent.

The two displays are the minimum number which effectively achieves the necessary commercial critical mass without blanket coverage. Indeed the number of displays enables the owners to maximise an additional revenue stream from the advertising, for a temporary period only, which allows them the ability to fund and help facilitate their long term aspirations for the entire site.

ii) SAFETY

As it states in Paragraph 15 PPG19, when assessing the public safety implications, “LPAs will assume that the primary purpose of an advertisement is to attract people’s attention and will therefore not automatically presume that an advertisement will distract the attention of passers-by, whether they are drivers, cyclists or pedestrians.”

It should be noted that the proposed displays will **not**:

- obstruct or impair sight-line at corners, bends or at a junction, or at any point of access to a highway;
- obstruct or confuse a road-user’s view, or reduce the clarity or effectiveness of a traffic sign or signal;
- leave insufficient clearance above any part of a highway, or insufficient lateral clearance for vehicles on the carriage way;
- have any moving parts or apparently moving elements in the display;
- resemble traffic signs as defined in section 64 of the Road Traffic Regulation Act 1984;
- embody directional or other traffic elements.

The displays will be located so that they will not interrupt the visibility of any highways. Therefore it is logical to assume that the location and the units themselves will not cause any distraction or confusion to any road users which would endanger people in the vicinity who are taking reasonable care for their own and others safety. In addition the displays will be static and involve no movement or animation.

The proposed displays are not located in a position where drivers need to take exceptional care, for instance at pedestrian crossings, or other places where local conditions present special traffic hazards. The site and traffic are well controlled by traffic signals and traffic moves freely in all directions. Furthermore as the Circular states, as this is located within a commercial area there are less likely to be road safety problems.

Furthermore any images displayed will be easily assimilated within fractions of a second without the need for close study. The displays will be internally illuminated with static lighting without any light spill, glare or dazzle, with luminance value below the level set by the Institute of Lighting Engineers.

TECHNICAL DETAILS

All units and structures are produced using only the highest quality materials available, such as weather resistant steel and the advertisement panels themselves will be designed to the highest specification given our experience in this field. All construction will be fully compliant with health and safety regulations of the OAA and all other relevant building regulations, such as British Standards. The box itself will be a mild steel welded construction framework from rolled steel angle and the cladding from mild steel sheet with a leather grain finish on the outer side and primed coating on the inner side.

Lighting will be static and the surface brightness of the illumination will at no time exceed the maximum levels set out by the Institute of Lighting Engineers’ Technical Report No.5 – 600 candelas per square metre. Furthermore all electoral components will comply with the relevant British Standards and are installed in accordance with BS7671 in the 16th Edition of the IEE Wiring Regulations. All equipment and products are also approved to the relevant European CE Directives/Marks.