

LONDON BOROUGH OF ENFIELD

PLANNING COMMITTEE

Date : 23 January 2018

Report of
Assistant Director,
Regeneration & Planning

Contact Officer:
Andy Higham
Sharon Davidson
Mrs Jennie Rebaire
Tel No: 020 8379 3822

Ward:
Bush Hill Park

Ref: 17/04799/ADV

Category: Advertisement Consent

LOCATION: Public Footpath Outside, 124 - 146 Village Road, Enfield, EN1 2EX

PROPOSAL: Installation of an internally illuminated freestanding doubled sided digital display unit.

Applicant Name & Address:

Mr Matthew Coe
33 Golden Square
London
W1F 9JT

Agent Name & Address:

N/A

RECOMMENDATION:

Planning permission be **GRANTED** subject to conditions.

Note for Members:

The application is reported to committee following the request of Cllr Chamberlain.

Ref: 17/04799/ADV LOCATION: Public Footpath Outside, 124 - 146 Village Road, Enfield, EN1



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Scale 1:1250

North



1. Site and Surroundings

- 1.1 The application site consists of an area of public highway opposite Nos. 124 -146 Village Road which is a purpose built block of residential units. The block is set back from Village Road by approximately 19 metres separated by communal garden space.
- 1.2 To the south of the site is Bush Hill Parade which consists of a number of commercial premises with a deep front forecourt which has recently been redesigned to introduce the Cycle Enfield Scheme.
- 1.3 An existing freestanding advertisement unit was sited within the forecourt opposite No. 16 Bush Hill Parade. The advertisement unit was removed when Cycle Enfield works were undertaken.
- 1.4 The relocation of the freestanding advertisement unit is proposed to be sited on public highway which sits outside the communal gardens of properties 124-146 Village Road.
- 1.5 The property is not in a Conservation Area and is not listed.

2. Proposal

- 2.1 Advertisement consent is sought for the proposed replacement of the existing freestanding display unit with a new internally illuminated freestanding display unit.
- 2.2 The applicants Clear Channel in partnership with London Borough of Enfield have submitted a number of Advertisement Consent applications for sites within the borough to remove and upgrade existing JCDecaux street signs. The application forms part of this upgrade programme.
- 2.3 The free standing sign has a height of 2.95 metres a width of 1.336 metres and a depth of 0.3 metres.
- 2.4 The brightness of the display will be controlled by the ambient environmental control, which automatically adjusts the brightness level of the screen to track the changes in light level in the environment throughout the day. This ensures that the perceived brightness of the display is maintained at a set level. The level of illumination during the hours of darkness will be 280cd/m².
- 2.5 The digitally generated display will produce sequential images. These will contain no full motion video or displays unless consent has been granted for such movement. Advertising copy shall not change more frequently than every 10 seconds and the transition to the next advertisement will be via a smooth fade. This is in line with the existing consented scrolling advertising units in the borough.

3. Relevant Planning History

3.1 None

4. Consultation

4.1 Public Consultations

The 21 day public consultation period started on the 10th November. It was brought to our attention by a member of the public that the application address was incorrect. The application had been submitted as Outside 124-146 Bush Hill Road and not Outside 124 -146 Village Road which is the correct address.

4.2 All correspondence has been corrected by the applicant and our system updated. Re-consultation letters sent to all neighbours advising them of a revision and inviting any comments to be submitted by 8th December 2017.

4.3 One letter of objection received as follows:-

- This is not a replacement;
- Should be relocated outside Greggs on Church Street;
- Existing eyesore - two junction boxes - large blank rubbish bins - bus stop - rubbish bin;
- Five benches on Bush Hill Parade create additional litter;
- Bus shelter faces property invading privacy; and
- Advertisement unsightly and unnecessary.

4.4 Internal

Traffic & Transportation - No objection

4.5 External

None

5. Relevant Policies

5.1 Core Strategy

CP30: Maintaining and Improving the Quality of the Built and Open Environment

5.2 Development Management Document (adopted in November 2014)

DMD 37: Achieving High Quality and Design-Led Development
DMD 41: Advertisement

5.3 London Plan (2015)

Policy 7.4: Local Character

5.4 Other Relevant Policy Considerations

NPPF

6. Analysis

6.1 The main issues for consideration regarding this application are as follows:

- Design and Impact on the surrounding area;
- Highway Safety; and
- Neighbouring Amenity.

6.2 Scale, Design, Character

6.2.1 It is considered that the question of amenity includes the relationship of advertisements to the surrounding area and their effect on the visual quality of the general street scene. In this regard design principles seeks to ensure that advertisements are of a size, siting and design that would not give rise to conditions prejudicial to highway safety and would not become overly dominant or result in a cluttered appearance that actively detracts from the visual amenity of the surrounding area.

6.2.2 An existing freestanding digital panel has been removed from its established position outside No. 16 Bush Hill Parade due to the works carried out as part of the Cycle Enfield project. The replacement panel is sited further north outside 124 -146 Village Road. It is accepted that this is a replacement in a position further north than its previous position. The relocation is due to the works carried out along this section of highway for the introduction of Cycle Enfield including works to the forecourt which form part of Bush Hill Parade. There are limited positions on the footpath to relocate the unit as a result of the Cycle Enfield Scheme. The relocation of the sign would sit forward of existing street furniture including two Utility Boxes. It was considered that the proposed relocation was the best position to install the unit. Given the proposed sign would serve as a replacement and having regard to the surrounding street furniture within this section of Village Road, including Post box, Utility Boxes, bin and bus stop, it is concluded that the replacement digital panel would not be visually intrusive, not assisting in creating a cluttered appearance within the street scene having regard to policies CP30 of the Core Strategy and DMD37 and DMD41 of the Development Management Document.

6.3 Neighbouring amenity

6.3.1 Objections from a local resident have been received and they have been acknowledged. Whilst, it is recognised that the siting of the sign is closer to the residential block Nos. 124 -146 Village Road in terms of visual impact or clutter this would remain acceptable. The location of the unit is sited approximately 19 metres from the residential block and given its position close to existing utility boxes would not assist in creating additional clutter along this section of Village Road not having a harmful impact on the character of the existing street scene.

6.3.2 It is not considered that the digital panel by virtue of its siting, dimensions or level of illumination would be detrimental to the residential amenities of the surrounding properties.

6.4 Highway Safety

6.4.1 It is noted that the new footway along this section of Village Road has a reasonable width. The unit would be placed in front of existing Utility Boxes and there remains significant footway width in the area where the proposed replacement display sign is to be installed. It is not thought that the display sign in the proposed location will be an obstruction to the smooth movement of pedestrians and cyclists in the surrounding local area.

6.4.2 Furthermore, it is considered that the digital panel by virtue of its siting, dimensions or level of illumination would not be detrimental to highway safety or pedestrian safety. It is noted that the panel would be erected within the proximity of a bus stop, however given this is an established location and having regard to sight lines, as such it is not considered that the panel would impact detrimentally on visibility. The size and siting of the advertisement is such that it would not obscure or hinder the interpretation of any road or traffic sign and would not be detrimental to the safety of pedestrians or drivers.

7. **Conclusion**

It is therefore considered that the signage would not be intrusive or detract from the visual amenities of Village Road or the surrounding area, or be detrimental to highway and pedestrian safety and complies with Local Plan Policies CP30 and Development Management Document Policies DMD37 and DMD41 and planning consent be GRANTED.

8. **Recommendation**

That planning permission be granted subject to the following conditions:-

1. C44 - Time limit
2. The development hereby permitted shall be carried out in accordance with the approved plans;

Location Plan
Supporting Statement
Specification Sheet

Reason: For the avoidance of doubt and in the interests of proper planning.

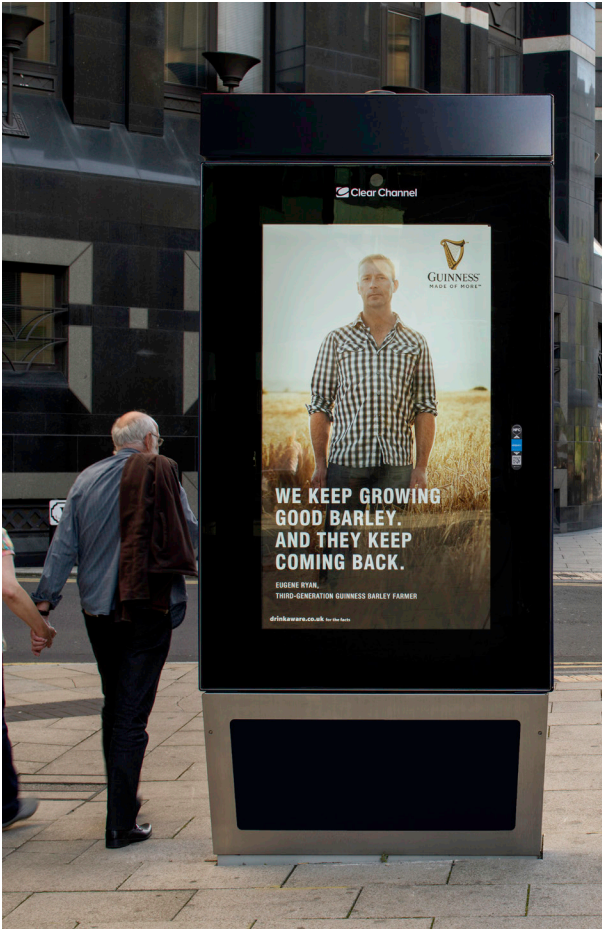
3. The intensity of the illumination of the [sign] permitted by this consent shall be no greater than 280 candela, or (where unspecified) within that recommended by the Institution of Lighting Engineers for a sign within a Lit Zone in their Technical Report No.5 (Third Edition-2001).

Reason: In the interests of amenity and highway safety.

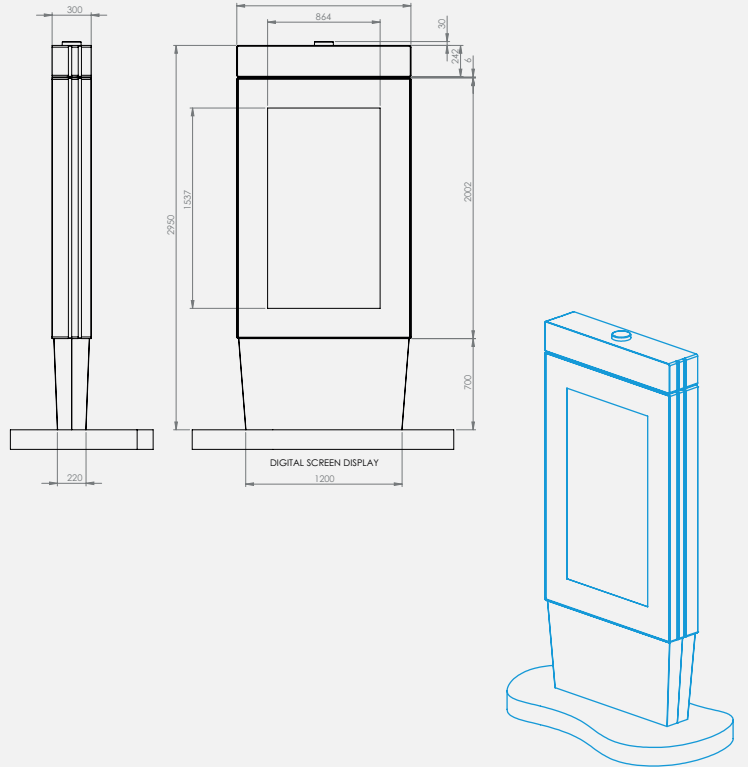
Adshel Live

Product specification sheet
– Digital Freestanding Unit

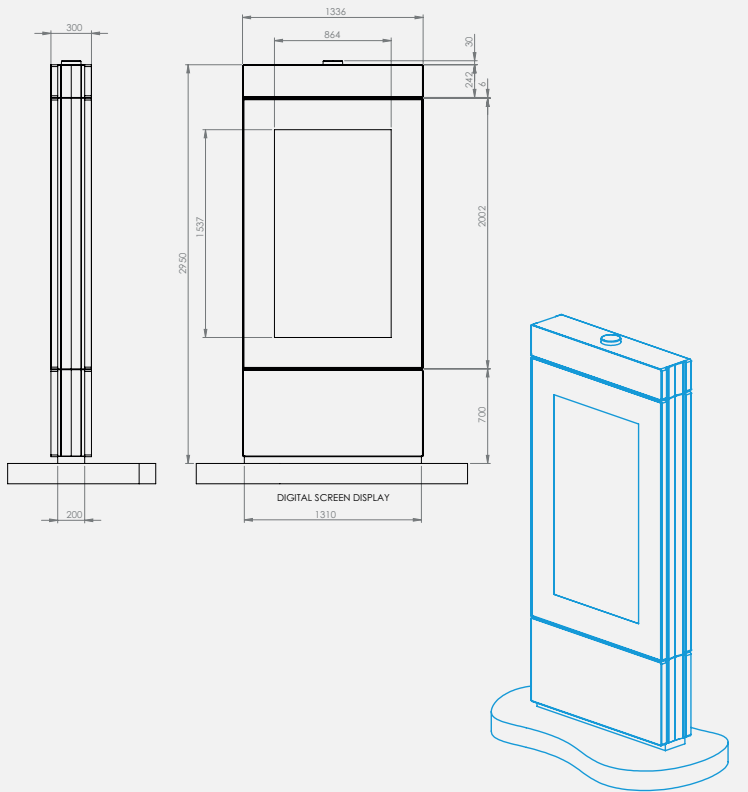




Taper



Extrude



Adshel Live - Product specification sheet

Digital outdoor LCD display

- Outdoor FSU available in single sided digital with LED backlit rear poster
- Suitable as Shelter Adbox replacement
- Cooling is by fans to maintain normal working temperature within the unit

Screen type	TFT LCD Portrait 16:9
Screen size	69.5" diagonal; active area 864 x 1537mm
Resolution	full HD 1920 x 1080 pixels; pixel pitch = 0.8mm
Brightness	max: 2000 nits; min: 285 nits; LED backlight
RGBW LCD sensor	located in top right hand corner
Ambient light sensor	auto-brightness control
Safety glass	9.5mm laminated (4mm sheets)
Screen centre point	1701* mm nominally above finished ground level
Door opening (digital)	top hinged assembly with bottom cam-operated secured latching mechanism
Backlit poster	LED backlight
Safety glass (poster)	6mm toughened
Door opening (poster)	top hinged assembly with bottom cam-operated latching mechanism
Material	stainless steel
Finish	textured powder coat black paint
PC	i5 4590T running Windows Embedded Standard 7
Connectivity	cellular 3G (upgradable to 4G)
Remote monitoring	Amscreen RDM monitoring & management system
Voltage/ current	230VAC +/-10% 50Hz; 8A @ 230VAC
Power consumption	typical: 1200-1500W; maximum: 2650W (end of life)
Load centre	remotely located with over-current & RCCB trip (30mA)
Temperature range	operational: -20C to +40C; storage: -20C to +60C
Humidity	operational: 5% to 95% relative humidity
Dimensions*	2950(H)x1336(W)x300(D) mm (interface control drawing details dimensions & fixings)
Weight	350* kg
Approvals	CE; EMC:EN55022,EN55024,EN61000-3-2/3-3;EN50121-4 safety: EN60950-1
Plinth	Incorporates mains feed, smart meter, consumer panel and photo-cell (for poster display)



For more information
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Outdoor Digital Advertising Supporting Information

Introduction

Digital technology is changing the delivery of information. There are digital phones, digital cameras, digital televisions and radios, digital newspapers and now digital advertisement displays on bus shelters and freestanding units (FSUs). Digital advertising has already become the norm in indoor environments and many outdoor large format billboards have already converted to this format. The modernisation of the existing advertising estate is a natural process of evolution, particularly relevant in commercial areas and key arterial routes.

On bus shelter or FSU displays, digital technology produces poster images but these are changed electronically, negating the need for printing on paper or vinyl and the subsequent task of recycling the posters. The versatility that digital advertising provides means that advertising is able to be changed more often than the current two weekly cycle and provides a more direct service for our clients.

The use of modern technology to deliver images to the panels, allows not only commercial information to be displayed, but enables police and government agencies to deliver speedy emergency information and quick communication to the public. The advertising revenue raised helps support local authority services in the provision, cleaning and maintenance of bus shelters and other services.

Digital technology is here to stay and will continue to grow. Since 2011 digital expenditure on displays on outdoor advertising in the UK has risen from £128m in 2011 to £214m in 2013 (Source: Outdoor Media Centre) and is predicted to continue to grow at a fast pace in the future. We have recently received over 800 planning consent approvals nationwide and are currently rolling out a digital installation programme both in existing and new locations.

Existing Digital Units on the Highway

In 2011 a hundred digital displays were erected on bus shelters in Central London. Any concerns expressed, before they were erected, about them being far brighter than the traditional existing back illuminated display they replaced proved to be unfounded. No complaints have been received regarding these displays. The 100 panels are now accepted as part of the street scene in central London, including such key locations as:-

- Oxford Street, and Park Lane in Westminster
- Kensington High Street, Kensington & Chelsea
- Kings Cross & Euston Stations, Camden
- Shepherd's Bush, Hammersmith & Fulham

Illumination

The illumination of the panel to the viewer's eye is similar in brightness to the existing advertising panels using fluorescent lighting, and well within the recommended limits. The panel can be controlled and it is recognised that at night time less light is needed for the displays to be visible and more light is needed to be emitted during the day to compete with the sunlight strength. The overall effect is to ensure the advertising can be seen crisply, however with little effect on the environment than is already in place.

The brightness of the display will be controlled by the ambient environmental control, which automatically adjusts the brightness level of the screen to track the changes in light level in the environment throughout the day. This ensures that the perceived brightness of the display is maintained at a set level. The level of illumination during the hours of darkness will be 280cd/m². This is well below the maximum level recommended by the Institute of Lighting Engineers in their Technical Report Number 5, Brightness of Illuminated Advertisements which is 600cd/m² for this zone.

The digital panels will replace existing consented illuminated panels only. The existing panels are illuminated to 290cd/m² and have been in place for many years, with no related issues. The light level dispersion of the new digital panel into the environment may be perceived as less than the traditional existing panel due to the illuminated area being considerably smaller in size than the 6 sheet display.

Digital Displays

The digitally generated display will produce sequential images. These will contain no full motion video or displays unless consent has been granted for such movement. Advertising copy shall not change more frequently than every 10 seconds and the transition to the next advertisement will be via a smooth fade. This is in line with the existing consented scrolling advertising units in the borough.

Advertisement Regulations

All digital displays shall conform to the five 'Standard Conditions' specified in Schedule 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Additional benefits of digital displays

- Any voidage in advertising space will be provided free of charge to the Council for generic Council campaign information.
- Flexibility to change copy at short notice and carry emergency public services announcements
- Advertising revenue supporting local authority services
- The flexibility it provides allows local businesses to access space at affordable prices in short term related slots, rather than the standard industry two week packages.
- Clear Channel regularly donates digital space free of charge to charities and as part of the outdoor industry initiative has worked closely with the Missing Persons Charity.
- Reduction in the printing of paper or PVC posters and the subsequent need to recycle them.



Village Road O/S Nos: 124 -146
Revised position
Enfield London
EN1 2HB

Easting, Northing : 532896m, 194885m



25.4m

BUSH HILL ROAD

Bush Hill Gardens

Bush Hill Parade

VILLAGE ROAD

Avenue Parade

Garage

QUEEN ANNE'S GROVE

TCBs LB

24.4m