

WARD: Lawrence Hill

SITE ADDRESS: Unit 5 & 6 Markerside Industrial Site Albert Road Bristol BS2 0WA

APPLICATION NO: 20/01254/A Advertisement

DETERMINATION DEADLINE: 12 May 2020

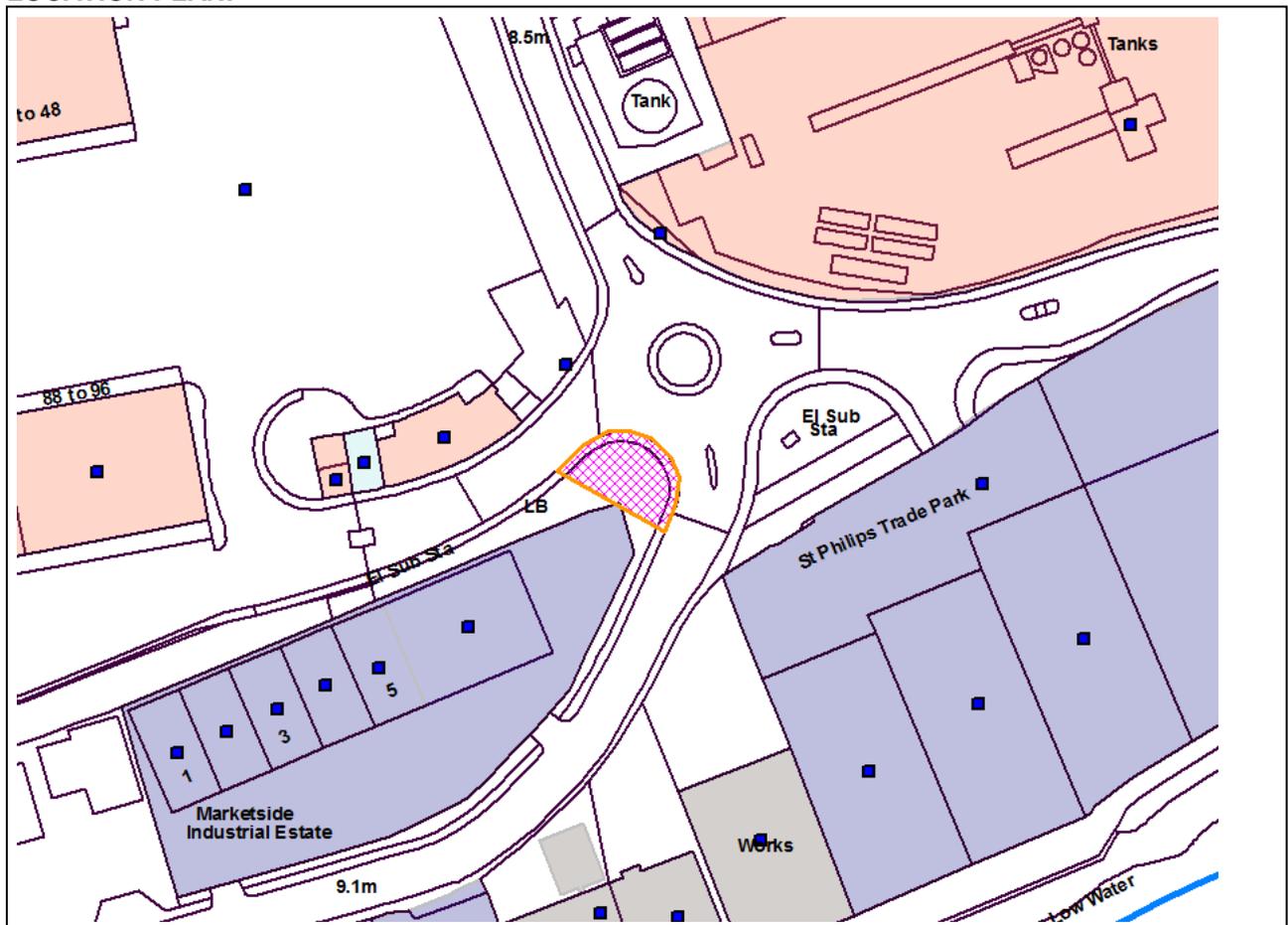
Upgrade of 1no. poster panel to digital LED display advertisement (single-sided).

RECOMMENDATION: Grant subject to Condition(s)

APPLICANT: Global
7th Floor
84 Theobald's Road
London
WC1X 8NL

The following plan is for illustrative purposes only, and cannot be guaranteed to be up to date.

LOCATION PLAN:



Development Control Committee A – 10 June 2020**Application No. 20/01254/A : Unit 5 & 6 Markerside Industrial Site Albert Road Bristol BS2 0WA****SUMMARY**

This case has been brought to committee following a steer from members that it should be a committee case and not delegated, due to the large numbers of public objections. The applicant proposes a single-sided LED-illuminated advertisement on land adjacent to a roundabout in St Philips Marsh. This would replace an existing backlit advertisement of the same size and proportions. Objectors have raised serious concerns about the impacts on the proposals on highways safety, amenity, and other environmental issues. There have been no objections from Bristol City Council's City Design Group or Transport Development Management Team. Officers have carefully considered the objections of neighbours, the advice of internal consultees and the evidence presented by the applicant. Overall, it is not considered that there are any grounds to warrant a refusal of advertisement consent.

EQUALITIES STATEMENT

During the determination of this application due regard has been given to the impact of this scheme in relation to the Equalities Act 2010 in terms of its impact upon key equalities protected characteristics. These characteristics are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. There is no indication or evidence (including from consultation with relevant groups) that different groups have or would have different needs, experiences, issues and priorities in relation to this particular proposed development. Overall, it is considered that the approval of this application would not have any significant adverse impact upon different groups or implications for the Equalities Act 2010.

SITE DESCRIPTION

The application site is an area of land adjacent to Units 5 and 6 of the Markerside Industrial Site. It lies within the Lawrence Hill ward of Bristol. There is an existing advert currently on the site. This is a 48 sheet backlit advert. The site is located adjacent to a roundabout accessed by Albert Road and Albert Crescent in St Philips and the St Philip's Marsh Area. The site lies within a Principal Industrial and Warehousing Area (PIWA).

In the draft Bristol Local Plan Review (March 2019) the area is proposed to be designated as draft policy DM3 St Philip's Marsh. It is identified as an area of growth and regeneration which will include mixed uses in a regenerated city quarter. The emerging policy has limited weight at this stage of plan preparation and it does not contain any provisions which are directly relevant to the determination of this application. The emerging local plan does not include any other draft policies which are relevant to this advertisement proposal.

The site does not lie within a conservation area or within the setting of a listed building.

PROPOSED DEVELOPMENT

The applicant proposes to replace the existing backlit advert with an LED advert of the same size and in the same location. The size would be: height 3.45m, width 6.50m, depth 0.2m. It would be a single-sided advert. Images would change every ten seconds, but there would be no moving images within the advert.

The applicant has explained that light levels can be varied. At night, light levels would be reduced to 150 cd/m².

The applicant seeks advertisement consent for the proposals. The relevant legislation is the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

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RELEVANT PLANNING HISTORY

None relevant.

RESPONSE TO PUBLICITY AND CONSULTATION

a) External responses

69 objections were received from individuals and organisations including Adblock, Plan-EL (the relevant neighbourhood planning group) and Bristol Civic Society. These are summarised as follows:

Visual amenity

- The proposals have a negative impact on the amenity of people using the area.
- Whilst this is an industrial area, in reality people still use this area to go about their daily lives, including those employed at the nearby industrial sites. These people would be exposed to the proposals.
- The proposals would result in an increase in advertising, because the image would change every ten seconds. The proposals are therefore different to the existing advert; it should not be seen as a straight replacement and it is disingenuous of the applicant to suggest that it is a straight replacement.
- The screen would not be turned off at night and therefore, even if luminance is restricted at night, the screen would be more intrusive than the current proposals.
- The proposals are an eyesore.
- Digital billboards contribute to sensory overload for those with various health conditions.
- Advertising is damaging for children.

Highways safety

- The proposals will endanger pedestrians and road users, including cyclists.
- The proposals will distract drivers. The distracting impacts of digital advertising has been established by research from Sweden and numerous other sources.
- The proposals are designed to attract attention.
- The proposals do not follow best practice (Waterman TFL Guidance for Digital Roadside Advertising and Proposed Best Practice) which states amongst other things that adverts situated on major junctions and within the urban environment would require detailed analysis.
- The applicant cannot produce evidence to show that digital advertising categorically does not contribute to road collisions.
- The proposals are located on a junction with multiple roads meeting, and there are numerous HGVs that use this junction.
- There have been several road traffic accidents in this area in recent years, including two incidents on the roundabout and three incidents on Albert Road.
- Bristol City Council has refused a number of adverts in the area, including sites on Feeder Road and St Philips Causeway.
- There would be a cumulative impact arising. One digital advert has been approved at the Avonmeads shopping centre and another is under appeal. Depending on the outcome of the appeal, if the current proposals are approved, it could mean drivers being exposed to multiple digital advert screens within three minutes of driving.
- It is clear that the applicant would apply for other similar proposals in the future at different locations, resulting in a cumulative effect.
- The proposals are near a nursery and so there will be children passing it.

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- Trees or shrubs should be planted instead [officer note: the Local Planning Authority needs to assess the advertisement consent application in front of them].
- The proposals are a waste of the Earth's resources and use large amounts of electricity. One digital advert consumes the same amount of electricity as ten households.
- The proposals will be incompatible with the stated aims of the declared Climate Emergency and Bristol's Carbon Neutral plan.
- The light pollution arising will have an ecological impact, including an impact on insects.

Officer response: Advertisement consent applications can only be determined on the grounds of amenity and highways safety. This means that wider concerns, such as impacts on the declared Climate Emergency and impacts on wildlife cannot be considered when assessing advertisement consent applications. These concerns do not fall within the scope of the assessment under Part 1, Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Other issues

- There should be a policy of not accepting any more applications of this sort [officer note: National planning policy does not enable Local Planning Authorities to establish blanket bans on advertising. Each case must be determined on its own merits.]
- The proposals are unnecessary and are of no benefit to the community. More advertising is not needed [National planning policy does not allow the proposals to be assessed on need, only on amenity and public safety].

b) Internal responses

Bristol City Council's **Urban Design officer** made verbal comments summarised as follows:

- The applicant should provide information on the contrast between the ambient/ background levels of light at night time and the proposed levels of light to be emitted by the advert. Our concern would be that the proposed advert will appear very bright in contrast to dark surroundings at night, which is an amenity issue.

Bristol City Council's **Transport Development Management (TDM) Officer** made written comments which are set out below:

Initial comments:

"Recommendation: Approve subject to conditions

Principle / Property History

The proposal is to replace an existing static poster panel advertising display unit with a digital LED display. The display is sited on private grass verge to the south west of the Albert Road/Albert Crescent roundabout, which provides access to the trading estate. Supporting information states the new display would be erected at the same location as the current display, except for the Site Location plan, the current version being incorrect. The Agent has advised a corrected version will be submitted in due course and this response is based on that understanding.

Planning Guidance (NPPG) outlines that advertisements must not create a road safety danger, by virtue of its siting or nature and lists specific cases where advertising is considered unacceptable.

Distraction and confusion can be caused by additional cognitive demand on a drivers' attention.

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Where a driver is already experiencing significant demand through challenging road functions, it is important not to add any further unnecessary distraction, particularly where there are vulnerable road users present. Transport Development Management (TDM) therefore consider each advertising application on a case by case basis. It is acknowledged this application is for a replacement display rather than a new one, which is a material consideration.

The Planning Portal provides no planning history for the erection of the original display.

Local Conditions

Albert Road and Albert Crescent are both adopted unclassified highways, with 30mph speed limits. The roundabout has four arms, as the west arm provides private access into the Fruit Market. Neither highway is a bus route. 2m wide footways are provided on both sides of each highway, with uncontrolled drop kerb pedestrian crossing points provided at the traffic islands on the three adopted arms. Cyclists travel on-carriageway.

Three injury accidents have been recorded, with a cyclist hit by a motor vehicle in 2017, one involving a single vehicle in 2016 and the third, a pedestrian being hit by a vehicle in 2015. The location is not considered as an accident hotspot.

Highway Safety

The Highway Authority is naturally resistant to any potential additional distraction on the highway network which would give rise to collisions and take their duty to prevent accidents on the network most seriously. Some previous applications for other advertising panels in Bristol have been refused on highway safety grounds and such decisions upheld by Planning Inspectors on the basis that they did not satisfactorily demonstrate that they would not create safety problems.

However, TDM must also pay regard to previous Planning Inspectors' decisions on applications where they have deemed such adverts to be acceptable if they meet the tests of the planning guidance. It is, therefore, essential to treat each site specifically on its own merits.

This panel is located on an existing grass verge set back from the highway and adjacent to a boundary security railing. There are other static paper panel displays at the junction as well. The unit does not impede drivers' view of the junction, forward or exit visibility and has not impact on pedestrian movements.

The proposed digital advert will replace the current static advert with one which is brighter and with frequently changing images. This will, naturally, cause a distraction to drivers, particularly those facing the advert. This would guide the eye away from pedestrians and cyclists using the roundabout and its approaches, potentially leading to conflict, with the most vulnerable road users. There is a risk that drivers' attention will be drawn to this advert instead of the surrounding road and crossing cyclists and pedestrians at the junction. However, it is accepted the general location is an industrial estate with relatively low levels of pedestrians and cyclists. In addition, the replacement display is to be erected in the same location would minimise its impact, as it is not in a raised position.

A number of robust planning conditions could reduce the type of images, number of changes and luminance of the sign, based around industry standards and other permitted digital signs city and country-wide.

Trees / Structures / Lighting

No trees or public street lighting would be affected by the proposal.

The display unit is considered to be a structure and as it is to be located within six metres of the public highway, Structural Approval in Principle needs to be secured in advance of any works.

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The site is readily accessed from the public highway. The display is located on private verge, so its erection does not require any alteration to the public highway, unless an electrical supply needs to be installed via the public footway. If this is the case, then a licence is required from the Highway Authority to excavate in the public highway.

Construction Management

A Construction Management Plan shall be submitted to the Council for approval prior to any works commencing.

Recommendation

Based on the above and the application's supporting information, TDM offer no objection to the application, subject to the following conditions being applied:-

1. Construction management plan

No development shall take place, including any demolition works, until a construction management plan or construction method statement has been submitted to and approved in writing by the Local Planning Authority. The approved plan/statement shall be adhered to throughout the demolition/construction period. The plan/statement shall provide for:-

- 24-hour emergency contact number;
- Hours of operation;
- Parking of vehicle of site operatives and visitors (including measures taken to ensure satisfactory access and movement for existing occupiers of neighbouring properties during construction);
- Routes for construction traffic;
- Locations for loading/unloading and storage of plant, waste and construction materials;
- Method of preventing mud being carried onto the highway;
- Measures to protect vulnerable road users (cyclists and pedestrians)
- Any necessary temporary traffic management measures;
- Arrangements for turning vehicles;
- Arrangements to receive abnormal loads or unusually large vehicles;
- Methods of communicating the Construction Management Plan to staff, visitors and neighbouring residents and businesses.

Reason: In the interests of safe operation of the adopted highway in the lead into development both during the demolition and construction phase of the development.

2. Structure Adjacent To/Within 6m of the Highway

No development shall take place until an Approval In Principle (AiP) Structural Report setting out how any structures within 6 metres of the edge of the adopted highway (and outside of this limit where the failure of any structures would affect the safety of road users) will be assessed, excavated, constructed, strengthened or demolished has been submitted to and approved in writing by the Local Planning Authority.

Reason: To ensure the works safeguard the structural integrity of the adopted highway during the demolition and construction phase of the development.

3. Digital Advertisement Conditions

1. No advertisement is to be displayed without the permission of the owner of the site or any other

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person with an interest in the site entitled to grant permission.

2. No advertisement shall be sited or displayed so as to:-

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3. Any advertisement 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.

4. 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.

5. 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.

6. The advertisement must have static images only for the lifetime of the development. No moving or apparently moving images, strobe or flashing lighting effects are permitted.

7. The advertisement must not contain any images which may be interpreted as road signs or emit sound, smoke or odours.

8. The advertisement must not change its image more than once in any ten second period for the lifetime of the development. No interactive messages or messaging sequences are to be displayed.

9. The proposed change in image method for the advertisement must use a fade/dissolve process and shall not give the appearance of movement for the lifetime of the development. Any sequential change between advertisements will take place over a period no greater than one second.

10. The advertisement shall be equipped with a dimmer control and photo cell which shall constantly monitor ambient lighting conditions and adjust sign brightness accordingly. The advertisement will go to a blank (dark) screen should it malfunction.

11. The luminance level of the advertisement must not exceed 300cd/m² for the lifetime of the development. No part of the source of the illumination shall at any time be directly visible to users of the adjacent adopted highway.

12. Before the advertisement is displayed a monitoring scheme to assess the effect on highway safety shall be prepared, submitted to and approved in writing by the Local Planning Authority. Monitoring shall be carried out in accordance with the approved scheme unless otherwise agreed in writing by the Local Planning Authority.

13. The advertisement shall not be installed until an access, maintenance and inspection plan in relation to the advert unit has been prepared, submitted to and approved in writing by the Bristol City Council Development Management Local Planning Authority. Thereafter the advert unit shall be maintained in accordance throughout its lifetime in accordance with the approved plan.

14. When in operation the advertisement shall be monitored over a period of six months with reports produced on the luminance and effects on lighting of the adopted highway based on the surrounding lighting conditions, and the effects of the advertisement on road safety and in agreement with Local Planning Authority make recommended adjustments.

Reason: These conditions are specified by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and to avoid undue distraction to motorists.

Advices

The applicant should be made aware of the following:-

I053 Excavation Works on the Adopted Highway

The development hereby approved may include the carrying out of excavation works on the adopted highway. You are advised that before undertaking any work on the adopted highway you will require a Section 171 (Excavation) Licence from the Highway Authority which is available at www.bristol.gov.uk/highwaylicences

I059 Structure Adjacent To/Within 6m of the Highway

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The development hereby approved includes the construction of a structure adjacent to or within six metres of the adopted highway. You are advised that before undertaking any work on the adopted highway you must prepare and submit an AiP Structural Report.

You will be required to pay technical approval fees (as determined by the proposed category of structure to be assessed) before the report will be considered and approved. Contact the Highway Authority's Bridges and Highway Structures Team at bridges.highways@bristol.gov.uk"

Following on from this, the planning case officer asked for some further clarification on highways safety issues, and the Transport Development Management Officer made the following further comments:

Further comments:

- "1. TDM is of the opinion that advertising displays do have the potential to cause some distraction to road users, thereby creating a highway safety issue and there is general acceptance that digital displays are more distracting than static ones.
2. However, TDM consider applications on a case-by-case basis, as local conditions will influence the impact of a sign. Hence, it is not feasible to have a blanket recommendation of refusal for each application but consider each one on its own merits. TDM need to consider what can be realistically defended at any appeal, should a proposal reach that stage.
3. For this application, the key consideration is that the new sign is to be sited at the same location as the existing sign - subject to the applicant providing a corrected site plan. The existing location is set back from the roundabout and is positioned at a slight angle, such that it does not directly face onto the roundabout. If it were the case the sign was to be re-positioned closer to the junction, then a different recommendation may have been made.
4. The location is such that vehicles approaching from the east, along Albert Road, cannot see the sign until after they have decided which turn they are going to make, so decision will have been made. For vehicles travelling south from Albert Crescent, the sign is at a significant angle such that it is unlikely to be sufficiently eye-catching to influence the decision-making for turning. The display is likely to be more of a potential distraction when vehicles are on the roundabout itself or when entering the west section of Albert Road.
5. The location is predominantly industrial and business in nature. Whilst a display could be a factor in a road traffic accident between two or more motorised vehicles, it is likely more serious personal injury accidents would result if a pedestrian or cyclist were involved. Whilst there are no user surveys available, it is envisaged that pedestrian and cyclist numbers are relatively low at this location and, therefore, levels of potential conflict may be less. That is not to say that any potential accident might not be severe as a result.
6. Given the nature of the surrounding area, there is likely to be a higher percentage of HGVs using this location than at general locations. However, HGVs are likely to negotiate the roundabout at relatively low speeds, although it is acknowledged this can still result in conflict with other users, especially cyclists.
7. The accident history of the roundabout has been reviewed and records suggest there have been three personal injury accidents at the roundabout since 2015. In 2015, a pedestrian was hit by a vehicle - it appears the pedestrian stepped out from behind their own vehicle and was struck by a passing vehicle. In 2016, a vehicle lost control whilst negotiating the roundabout - the driver claimed a van in front slowed sharply causing the driver to brake sharply and lose control. In 2017, a cyclist was hit by a vehicle that entered the roundabout from Albert Crescent and was heading for Albert Road (west) - it is the case the cyclist was initially travelling along the footway and then entered the

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carriageway and was then struck.

8. TDM acknowledge a digital display can be more distracting than a static display and is likely to increase risks associated with highway safety. Each application is considered on its own merits and what that level of risk might be. On balance, TDM is of the opinion this is probably a borderline case and it would be difficult to justify a recommendation of refusal for this one."

RELEVANT POLICIES

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

National Planning Policy Framework – February 2019

Bristol Local Plan comprising Core Strategy (Adopted June 2011), Site Allocations and Development Management Policies (Adopted July 2014) and (as appropriate) the Bristol Central Area Plan (Adopted March 2015) and (as appropriate) the Old Market Quarter Neighbourhood Development Plan 2016 and Lawrence Weston Neighbourhood Development Plan 2017 and the Hengrove and Whitchurch Park Neighbourhood Development Plan 2019.

In determining this application, the Local Planning Authority has had regard to all relevant policies of the Bristol Local Plan and relevant guidance.

KEY ISSUES

Paragraph 132 of the National Planning Policy Framework (2019) states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. As set out in the National Planning Policy Guidance, the advertisement regime is "lighter touch than the system for obtaining planning permission for development" (Paragraph: 001 Reference ID: 18b-001-20140306). The relevant consent process is set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

Policy BCS21 in the Bristol Core Strategy (Adopted 2011) states that new development should deliver high quality urban design and safeguard the amenity of existing development. Site Allocations and Development Management Policy DM29 (2014) also states that external signage should adopt a scale, detail and siting appropriate to the character of the host building and wider street scene.

1. Amenity

Numerous concerns have been raised about the impact of the proposed advertisement on amenity, including visual amenity.

There have been numerous applications for similar LED advertisements across the city over the past few years. Each case is considered on its own merits, taking account of the nature of the site and the surroundings. In this case, there is currently an illuminated (backlit) advertisement on the site already. There are no LED advertisements in the immediate vicinity (on the roundabout in question), although there are five other advertisements on the roundabout or its immediate approach (not including the application site). Whilst it is acknowledged that people pass through the area to go about their daily lives, this is an industrial area with an industrial character, where advertising already exists.

It is acknowledged that the current advert will show images that change every ten seconds, and will be LED-illuminated (including at night), which is a form of illuminance that has a different character to the illuminance from backlit advertisements. It is considered that this will lend some increased degree of prominence to the advert, compared to the existing one. However, the advert will not be any bigger

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than the existing advert and will be in the same location.

The applicant has agreed to reduce the illuminance levels to 150 cd/ sq m at night, which will reduce the night time impact of the proposals.

Overall, it is considered that there will be some increased impact on amenity, but this is considered to be relatively minor and is not so significant as to warrant refusal of the application.

2. Public safety

Numerous concerns have been raised about the impacts of the proposal on highways safety. It is clear that people are very concerned about driver distraction and the resultant potential of the advert to cause road traffic accidents, which is a public safety issue.

The advice of the Transport Development Management Officer is set out above. Following the initial comments from the officer, planning officers sought further clarification on some highways safety points, including issues raised by members of the public. The TDM officer has drawn attention to some points which support TDM's stance of no objection, as set out above. These include:

- the proposed unit is in the same location as the existing display;
- the unit would not impede drivers' view of the junction, forward or exit visibility;
- the proposal is within an industrial area with relatively low levels of pedestrian and cyclist activities;
- the proposal is not in a raised position; the existing location is set back from the roundabout and is positioned at a slight angle, such that it does not directly face onto the roundabout;
- the location is such that vehicles approaching from the east, along Albert Road, cannot see the sign until after they have decided which turn they are going to make, so decision will have been made. For vehicles travelling south from Albert Crescent, the sign is at a significant angle such that it is unlikely to be sufficiently eye-catching to influence the decision-making for turning.
- HGVs are likely to negotiate the roundabout at relatively low speeds
- The accident record does not show accidents occurring as a result of driver distraction.

Despite the above, the TDM officer does acknowledge that "the display is likely to be more of a potential distraction when vehicles are on the roundabout itself or when entering the west section of Albert Road". TDM's advice also states, "TDM acknowledge a digital display can be more distracting than a static display and is likely to increase risks associated with highway safety. Each application is considered on its own merits and what that level of risk might be. On balance, TDM is of the opinion this is probably a borderline case and it would be difficult to justify a recommendation of refusal for this one." The judgement is made taking into account the site context and the merits of the case.

In this case, planning officers have taken the advice of the TDM officer, as it is considered reasonable, and the case is not recommended for refusal on public safety grounds.

The TDM officer suggested conditions. These include a requirement to produce a Construction Management Plan (CMP) and an Agreement in Principle Report to cover structural issues. Following further discussions with TDM about the extent to which the CMP was necessary, TDM advised further that having reviewed the need for a CMP, in this case, the site has a large grass space in front of it and therefore TDM are satisfied that it would be possible for contractors to erect the new sign without duly interfering with the highway and normal highway rules are sufficient for this to be controlled. Therefore, the CMP condition is not required. The Agreement in Principle Report would be covered by other legislation. Therefore, these two conditions have been omitted. However, the other condition suggested has been added to the consent.

Conclusion: Recommended for approval subject to conditions.

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RECOMMENDED GRANT subject to condition(s)

Time limit for commencement of development

1. Standard Advertisement time condition

This consent shall be restricted to a period of five years from the date of the consent.

Reason: This condition is specified by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Post occupation management

2. Standard Advertisement Conditions

1. 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.

2. No advertisement shall be sited or displayed so as to:-

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3. Any advertisement 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.

4. 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.

5. 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.

6. No part of the advertisement(s) shall overhang the adopted highway.

7. The proposed sign shall have a minimum clearance of 2.7 metres above the level of the adjoining footway and shall not project closer than 0.45 metres to the carriageway edge.

8. Any advertisement displayed shall be finished and thereafter retained in non-reflective materials so as not to dazzle or distract motorists.

9. Any illuminated advertisement shall be designed so that:-

- (a) no part of the source of the illumination shall at any time be directly visible to users of adjacent adopted highway;
- (b) static illumination is provided and shall not feature intermittent or flashing lights;
- (c) the level of illumination shall not at any time exceed 300 cd/m².
- (d) moving features shall not be provided.

Reason: These conditions are specified by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and to avoid undue distraction to motorists.

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3. Highways safety
 1. The advertisement must have static images only for the lifetime of the development. No moving or apparently moving images, strobe or flashing lighting effects are permitted.
 2. The advertisement must not contain any images which may be interpreted as road signs or emit sound, smoke or odours.
 3. The advertisement must not change its image more than once in any ten second period for the lifetime of the development. No interactive messages or messaging sequences are to be displayed.
 4. The proposed change in image method for the advertisement must use a fade/dissolve process and shall not give the appearance of movement for the lifetime of the development. Any sequential change between advertisements will take place over a period no greater than one second.
 5. The advertisement shall be equipped with a dimmer control and photo cell which shall constantly monitor ambient lighting conditions and adjust sign brightness accordingly. The advertisement will go to a blank (dark) screen should it malfunction.
 6. The luminance level of the advertisement must not exceed 150cd/m² during night-time hours (between 11pm and 6am) for the lifetime of the development. No part of the source of the illumination shall at any time be directly visible to users of the adjacent adopted highway.
 7. Before the advertisement is displayed a monitoring scheme to assess the effect on highway safety shall be prepared, submitted to and approved in writing by the Local Planning Authority. Monitoring shall be carried out in accordance with the approved scheme unless otherwise agreed in writing by the Local Planning Authority.
 8. The advertisement shall not be installed until an access, maintenance and inspection plan in relation to the advert unit has been prepared, submitted to and approved in writing by the Bristol City Council Development Management Local Planning Authority. Thereafter the advert unit shall be maintained in accordance throughout its lifetime in accordance with the approved plan.
 9. When in operation the advertisement shall be monitored over a period of six months with reports produced on the luminance and effects on lighting of the adopted highway based on the surrounding lighting conditions, and the effects of the advertisement on road safety and in agreement with Local Planning Authority make recommended adjustments.

Reason: To avoid undue distraction to motorists.

List of approved plans

4. List of approved plans and drawings

The development shall conform in all aspects with the plans and details shown in the application as listed below, unless variations are agreed by the Local Planning Authority in order to discharge other conditions attached to this decision.

BST-009/001 REV 1 Site location and block plan, received 1 June 2020

BST-009-002 Existing and proposed elevations, received 17 March 2020

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BST-009-003 Existing and proposed elevations, received 17 March 2020

Reason: For the avoidance of doubt.

Advices

1 Excavation Works on the Adopted Highway

The development hereby approved includes the carrying out of excavation works on the adopted highway. You are advised that before undertaking any work on the adopted highway you will require a Section 171 (Excavation) Licence from the Highway Authority which is available at www.bristol.gov.uk/highwaylicences

2 Structure Adjacent To/Within 6m of the Highway

The development hereby approved includes the construction of structures adjacent to or within six metres of the adopted highway. You are advised that before undertaking any work on the adopted highway you must prepare and submit an AiP Structural Report.

You will be required to pay technical approval fees (as determined by the proposed category of structure to be assessed) before the report will be considered and approved. Contact the Highway Authority's Bridges and Highway Structures Team at bridges.highways@bristol.gov.uk

Supporting Documents

3. Unit 5 & 6 Marketside Industrial Site, Albert Road, Bristol, BS2 0WA.

1. Site Location Plan
2. Existing And Proposed Elevations
3. Existing And Proposed Specifications
4. Existing And Proposed Views

LOCATION PLAN



Scale 1:1250@A3 0m 10m 20m 30m 40m 50m 60m 70m 80m 90m 100m

Notes:

- Upgrade of 1no. 48-sheet advertisement hoarding to digital LED display
- Site Location

SITE PLAN



Scale 1:500@A3 0m 10m 20m 30m 40m

Site Address:

Albert Rd, Roundabout, St. Philips

Drawing Title:

Location & Site Plans

Date:

1st June 2020

Scale:

Scale as shown when printed at A3

Dwg. No.:

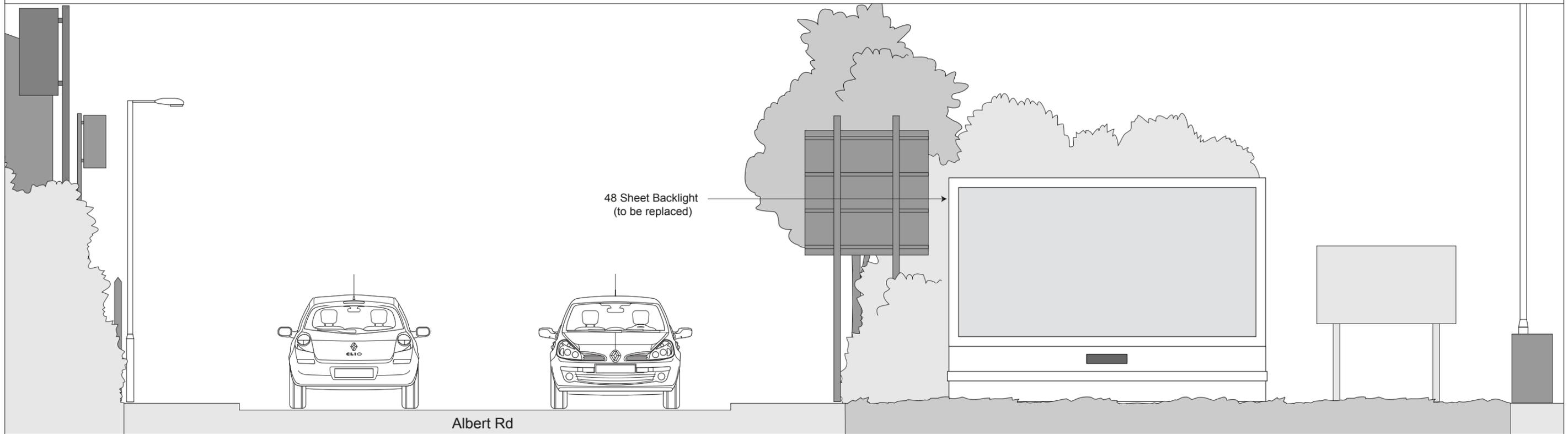
BST-009/001

Rev:

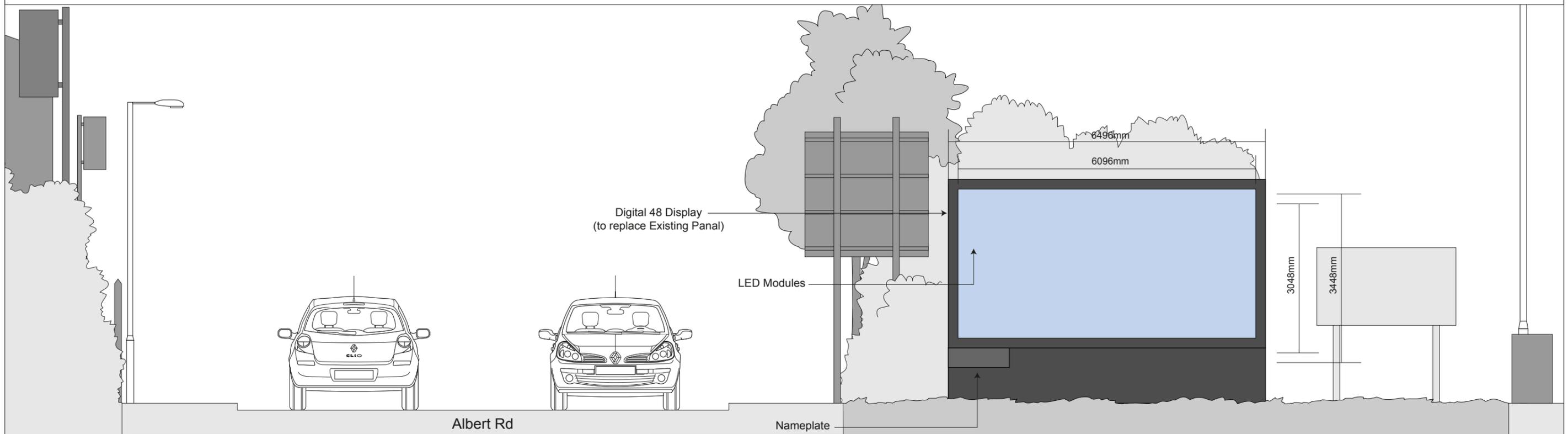
Rev 1



EXISTING ELEVATION



PROPOSED ELEVATION



Site Address:

Albert Rd, Roundabout, St. Philips

Drawing Title:

Existing & Proposed Elevations

Date:

16th January 2020

Scale:

Scale as shown when printed at A3

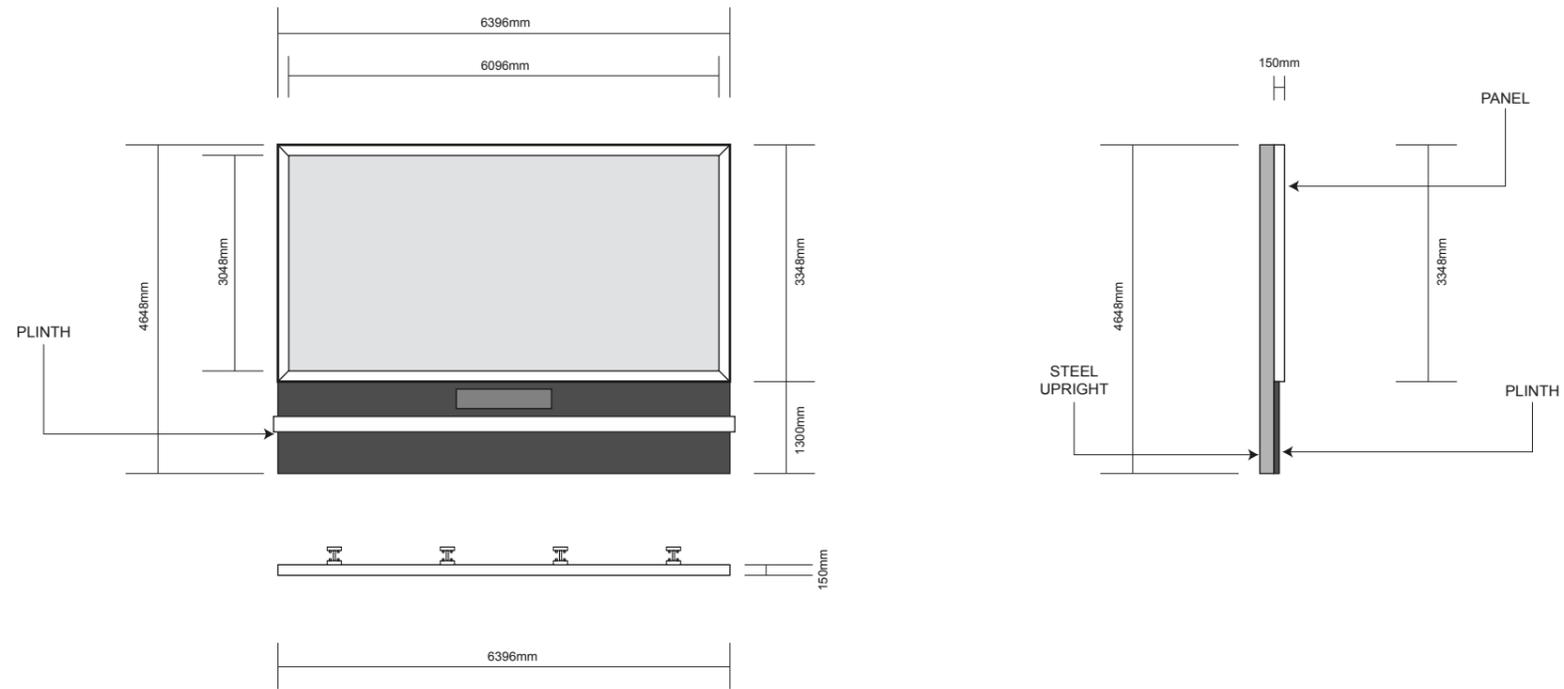
Dwg. No:

BST-009/002

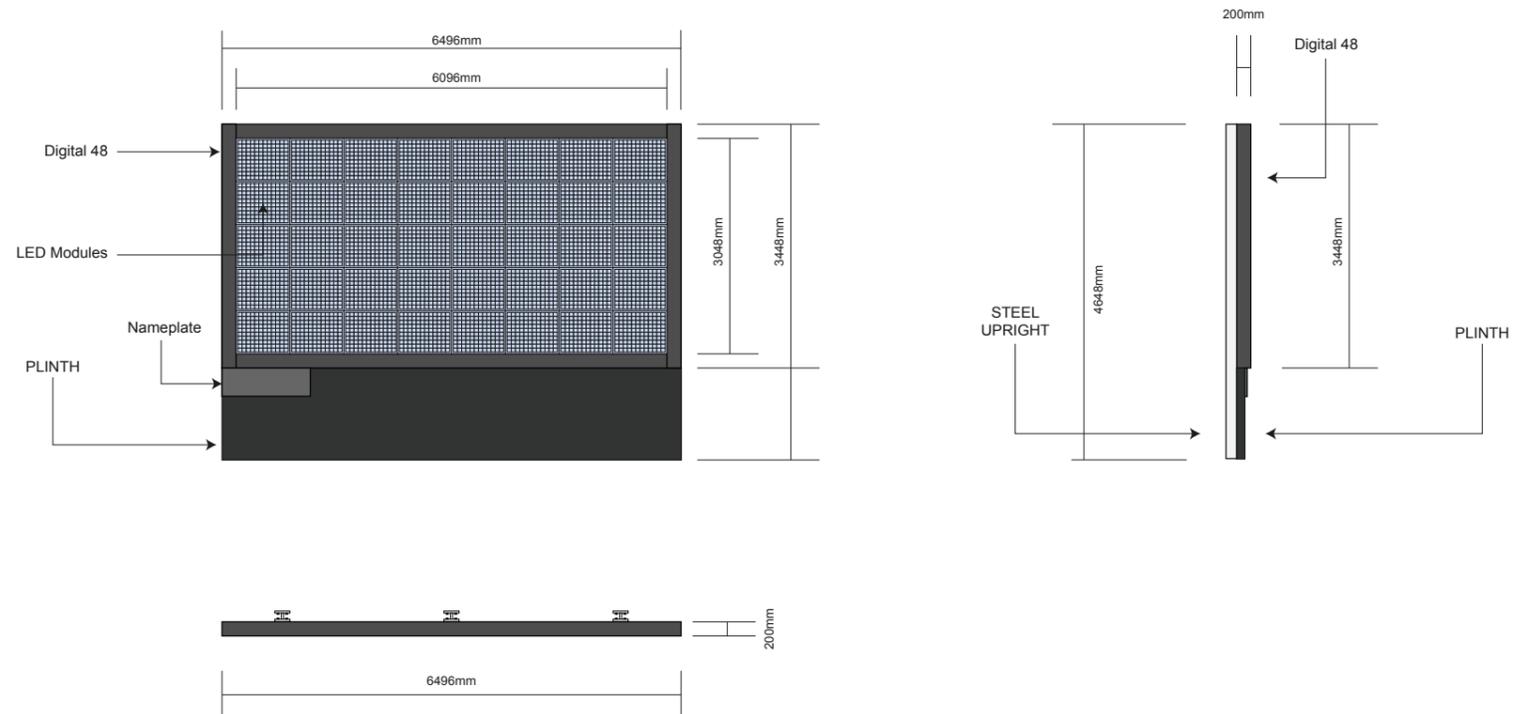
Rev:

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EXISTING SPECIFICATIONS - 48 SHEET PANEL



PROPOSED SPECIFICATIONS - DIGITAL 48 LED DISPLAY



Site Address:
Albert Rd, Roundabout, St. Philips

Drawing Title:
Existing & Proposed Specifications

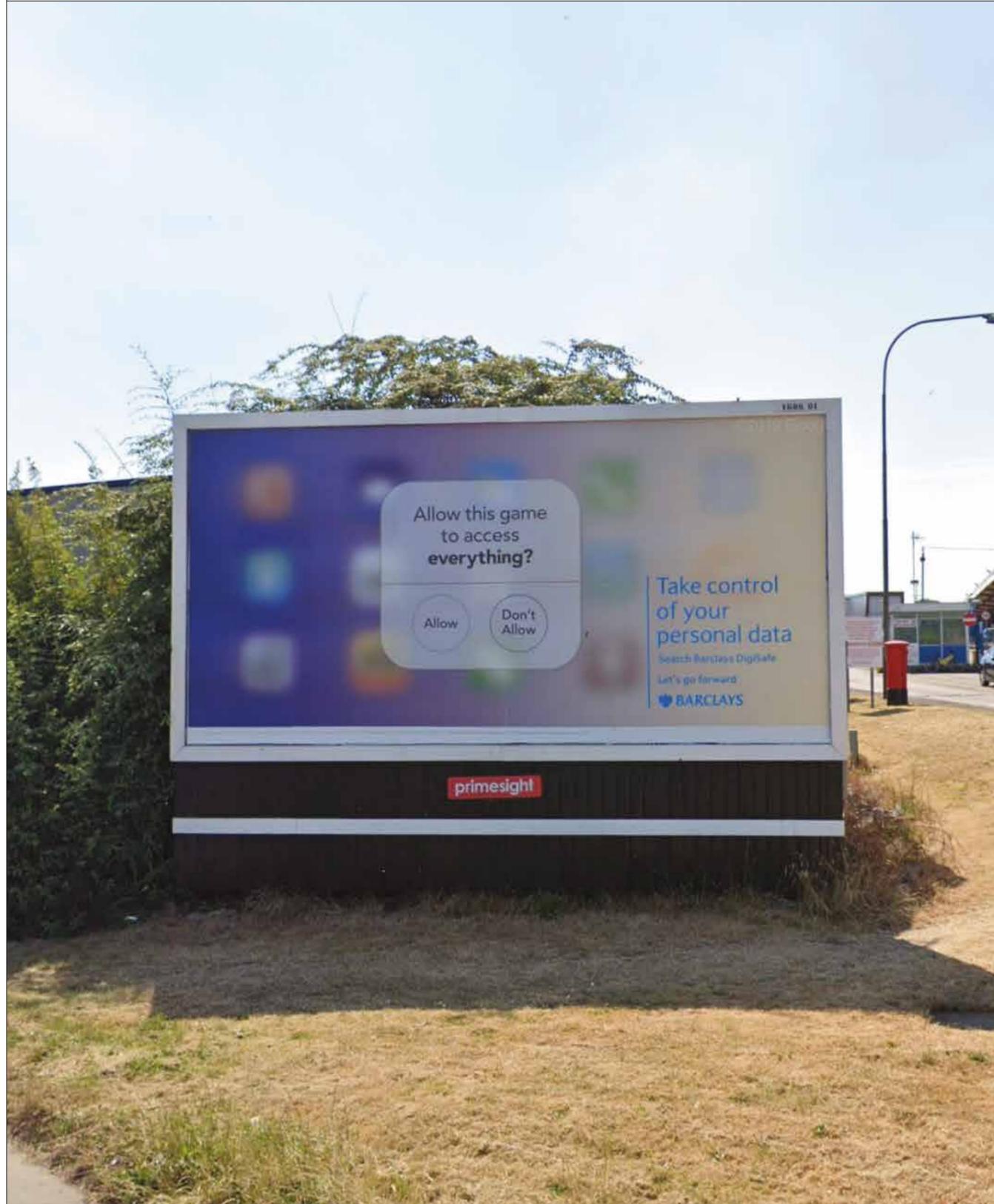
Date:
16th January 2020

Scale:
Scale as shown when printed at A3

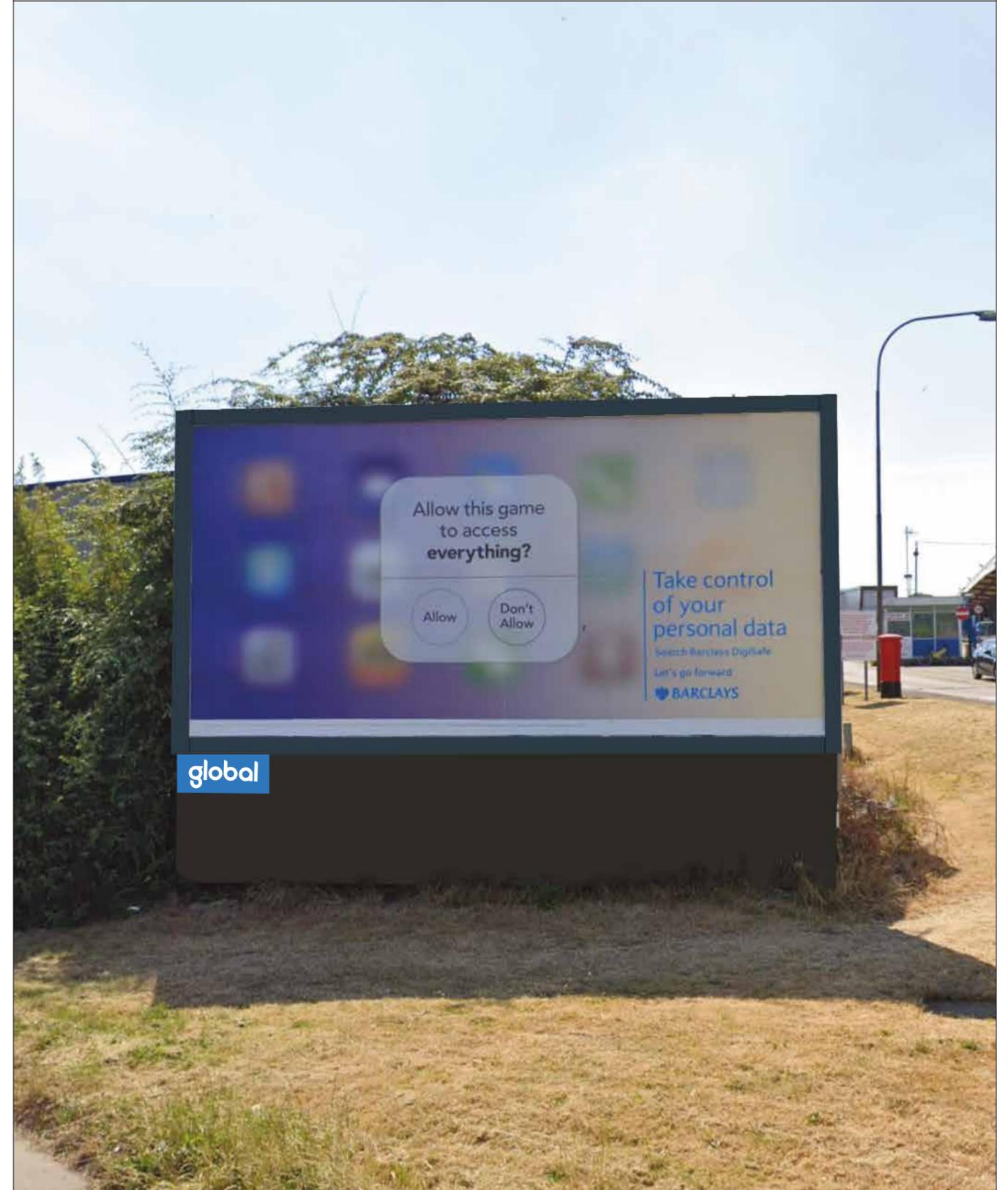
Dwg. No:
BTS-009/003

Rev:
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EXISTING VIEW



PROPOSED VIEW



Site Address:

Albert Rd, Roundabout, St. Philips

Drawing Title:

Existing & Proposed Views

Date:

16th January 2020

Scale:

Not to scale,
indicative only

Dwg. No:

BST-009/004

Rev:

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