

PLANNING STATEMENT

APPLICATION FOR EXPRESS CONSENT: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

Dear Case Officer,

Land at Leek Hockey Club, Macclesfield Road Leek ST13 8LD

PLANNING PORTAL REFERENCE: PP- 12620018

Please find attached, an application for express consent for:

The erection and display of a single freestanding 6 x 3 metre LED display unit

The application comprises the following documents and drawings:

- LHCMR1 Site plan
- LHCMR2 Location plan
- LHCMR3 Specification drawing
- This Planning Statement

The application site forms part of a grassed area at the edge of the car park of Leek Hockey club, adjacent to Macclesfield Road which is the main A523 trunk road

The site is dominated by the infrastructure of the highway, high-level lighting, traffic and commercial features such as the hockey club, a garden centre and the vast chemical factory site on the opposite side of the road. The area is in mixed use and is mainly commercial.

The immediate area on which the advertisement is proposed lies behind a low stone wall at the back edge of the pavement, is level, grassed and mown.

Historical Display

There used to be an advertisement of the same dimensions as the proposed display on the gable wall at the end of the terrace which now looks over the hockey club car park. It was recently removed as the old paper and paste hoarding had come to the end of its' life.

The wall-mounted display had been in-situ for many decades prior to removal. The following picture shows that display in-situ in May 2021:

Historical Display



Proposed Display

The proposal seeks to build a modern LED display away from the original location of the gable wall, setting it into the car park of the hockey club behind a low stone wall facing traffic heading south eastwards towards Leek town centre. The display will be a standard 48 sheet size at 6 metres wide x 3 metres high.

Proposed view eastbound heading south eastwards along Macclesfield Road



Grounds for Approval

Advertisements are regulated to ensure they do not negatively affect amenity or public safety.

Amenity

The planned advertisement will blend with the existing surroundings. It won't overpower the area or disrupt the overall appearance of the streetscape.

Since there are no similar displays in the immediate vicinity, there's no risk of creating a clutter.

We've made sure that the proposed displays are placed at a reasonable distance from the terrace of residential properties further along Macclesfield Road and angled away from them, ensuring they won't cause any disturbance.

On approach, the advertisement will be seen against the backdrop of the featureless end gable wall of the terrace. The goal is to be unobtrusive and in harmony with the surroundings, following all the relevant rules and guidelines. This means that the advertisement won't negatively impact the overall quality of the area.

The site is not in a special control zone or a conservation area, and it won't interfere with the location of any listed buildings. This further supports the argument that the proposal won't have any adverse effects on the amenity of the area.

Safety

The display will be built on two narrow steel legs giving two 2.5meters clearance below the display unit. Drivers entering and exiting the car park will be able to easily see through the supports.

There has been a 48-sheet sized display on the nearby gable for decades without causing any harm to safety. The new display will continue that tradition.

Illumination will conform with the standards set out by the Institute of Lighting Professionals, in the 2023 publication of "PLG05 – The brightness of illuminated advertisements." The guidance specifically considers the use of digital technology. It sets recommended maximum luminance levels per surface area which LPAs typically apply in such cases. This guidance recommends that advertisements in urbanised, well lit, areas 'should not exceed 300cd/m2 at night'.

During the daytime, the illumination will be adjusted by light sensors to make the image visible but not overly bright in the ambient light.

The approach to the advertisement is open, fairly straight and quite uncomplicated, without any nearby junctions or crossings. The speed here is restricted to 30mph. The display won't pose a safety risk, given the context of this main road as it enters the urban fringes of Leek, where illuminated displays and commercial signs, are common.

Drivers who are attentive and drive responsibly will be able to safely glance at this display as they pass by, just as they currently do with the illuminated signs and advertisements promoting various businesses along the ring road such as the nearby petrol station and canopy and the uncoordinated mass of advertisements clustered around the football ground.

Summary and Conclusion

There's been a 48-sheet display in this vicinity for at least 20 years without causing harm to amenity or safety. The new proposal is an upgrade and remains in harmony with the planning policy framework.

If you need more information or believe there are ways to improve the application, please feel free to get in touch. We value constructive discussions and welcome any suggestions you may have. Don't hesitate to contact me.

Yours faithfully,

A handwritten signature in black ink that reads 'Tim Spottiswood'.

Tim Spottiswood

21st November 2023