

Friday, 18 January 2019

Camden Council

(Sent electronically via Planning Portal)

Dear Sir/Madam

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 [the Regulations]

Re: Replacement of existing 1no internally illuminated 48 sheet advertising display with 1no 48 sheet digital LED advertising display

Site: Advertising Hoarding at Hillgrove Road Railway Bridge, South Hampstead Station NW6 4TJ

Please find attached a formal application for Express Advertisement Consent relating to the above.

The application seeks consent to upgrade an existing poster hoarding at the above address. The current hoarding benefit from deemed consent under Class 13 of the Regulation.

The upgraded advertisement would be the same size and displayed in the same position. The difference would be that it would use a digital LED screen to show the poster images instead of physical printed posters. The use of digital LED displays in place of more traditional paper or stretched vinyl formats is increasingly commonplace in the advertising industry. Unlike their predecessors, digital displays allow for poster images to be changed remotely which improves efficiency and drastically reduces the amount of site visits and physical waste.

The new display would continue to display static, poster-like, images only. Each poster would be displayed for at least 10 seconds, in a similar way to traditional scrolling vinyl poster displays. There would be no video or animation used.

Below are a series of proposed operating conditions that are based on *The Institute of Lighting Professionals PLG 05 'The Brightness of Illuminated Advertisements' – 2015* and *Transport for London/Waterman's 'Guidance for Digital Roadside Advertising and Proposed Best Practice' – 2013*. These documents are also attached for your information.

1. The intensity of the illumination of the digital display screen shall not exceed 300 candelas per square metre (cd/m²) between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.
2. The digital display screens shall not display any moving, or apparently moving, images (including animation, flashing, scrolling three dimensional, intermittent or video elements).
3. The minimum display time for each piece of content on the digital display screen shall be 10 seconds.
4. The interval between each piece of content on the digital display screen shall be a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.
5. No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.

It is considered that under the proposed operating conditions, and based on the relevant guidance, there would be no adverse effect of the upgrade on either visual amenity or public safety.

Our application comprises the following;

1. Application Form
2. Fee of £462 (plus £20 admin fee)
3. Drawing numbers:
 - a. PY3433 – 001 Location and Site Plans
 - b. PY3433 – 002 Existing and Proposed Elevations
 - c. PY3433 – 003 Existing and Proposed Views (Photomontages)
 - d. D480048 D48 Digital Display Specifications

I trust that the application is in order, however please do not hesitate to contact me directly should you require any additional information or clarification. Please also do not hesitate to contact me should any issues arise through the course of the formal assessment.

Yours faithfully

Matt Swindles MRTPI

Planning Manager

020 39740091

planningapps@primesight.co.uk