

PLANNING APPLICATIONS COMMITTEE
16th June 2022

Item No:

<u>UPRN</u>	<u>APPLICATION NO.</u>	<u>DATE VALID</u>
	21/P1459	16/04/2021

Address/Site: Advertising Panel outside 87 The Broadway, Wimbledon, SW19 1QE

(Ward) Hillside

Proposal: INSTALLATION OF A FREE-STANDING, INTERNALLY ILLUMINATED DOUBLE-SIDED DIGITAL ADVERTISEMENT UNIT- ADVERTISED SPACE MEASURING 1065MM X 1895MM

Drawing Nos: Proposed Plans, Site Plan Amended 24.02.22

Contact Officer: Jivan Manku (0208 545 4859)

RECOMMENDATION

GRANT Advertisement Consent, subject to Conditions

CHECKLIST INFORMATION

- Heads of agreement: None
- Is a screening opinion required: No
- Is an Environmental Statement required: No
- Has an Environmental Impact Assessment been submitted: No
- Press notice: Not required
- Site notice: Not required
- Conservation Area: No
- Number of neighbours consulted: 10
- External consultations: None

1. INTRODUCTION

- 1.1 The proposal has been brought before the Planning Applications Committee at the request of Councillor Anthony Fairclough.

2. SITE DESCRIPTION

- 2.1 The application site is located outside No. 87, The Broadway. The surrounding area comprises a mixture of commercial uses in the town centre location and the site does not lie within a Conservation Area.

3. CURRENT PROPOSAL

- 3.1 The application seeks advertisement consent for the erection of an internally illuminated, freestanding, double sided advertisement panel to replace the existing free standing advertising panel.
- 3.2 The proposed panel would be 1.34 metres wide, 0.255 metres deep and 2.955 metres high. The visible area of the panel would be 1.895 metres high and 1.065 metres wide.
- 3.3 The display would be an ultra high definition LCD screen which would allow close up reading from a distance of up to 50 metres. The luminance levels of the display would operate at 600 Cd/m² maximum.
- 3.4 Amended Plans: Amended site plan was received following Highways Officer advice to re-position the proposed advertising panel 0.45 m closer toward the road to give more space to users of the pavement and to show the proposal and existing lamppost in the right position.

4. PLANNING HISTORY

- 4.1 16/P2277 - ADVERTISEMENT CONSENT FOR THE DISPLAY OF A FREESTANDING STRUCTURE COMPRISING 2 x BACK-TO-BACK 84" DIGITAL ADVERTISING SCREENS TO REPLACE EXISTING - Grant Advertisement Consent - 01/09/2016

5. CONSULTATION

- 5.1 Ten neighbouring properties and the Council's Highways Officer were notified of the proposed development as part of the consultation process on 10/05/2021. 7 objections were received on the following grounds:
- The current unit already restricts pedestrian flow significantly, additionally it is an eyesore and poses a safety risk;
 - The unit is a distraction to traffic and hides pedestrians trying to navigate a very small pavement space, this includes children, and causes issues for vehicles turning left from Russell Road onto The Broadway;
 - Navigation of this area of pavement has been difficult for some time, before any Covid restrictions were introduced. It also represents the only pedestrian route from Wimbledon Station to the Theatre. Given the recent pavement improvements outside the theatre promote pedestrian use, making this area as attractive, safe and accessible as possible would seem to be of the highest priority, not the placement of an advertising unit which is simply an obstacle.
 - This unit will reduce visibility for my business;
 - I need the area in front of my business for tables.
 - The plan and site photos do not show the seating area for Diba Restaurant therefore in reality, there is less space than shown in the photos;
 - The proposed scheme should be refused and the existing unit should be removed;
 - Street furniture should be aligned along the pavement as close to the kerb edge as possible so that they do not become an obstacle to disabled people, especially visually impaired people.
 - The outdoor seating for Diba Restaurant, existing unit and street furniture currently obstruct the path;
 - Having the sign in its current location impedes foot traffic.
- 5.2 The Wimbledon Society:
- Objection to the application.
 - Contrary to draft local plan policy (policy D5.6)
 - Conflict with paragraphs 5.6.2 and 5.6.3.
 - The advertisement is far from unobtrusive standing nearly 3m high and over 1.3 m wide.
 - Location is close to other street furniture. The existing unit already hinders the movement of pedestrians. Pavement can be busy at times due to proxy to Wimbledon Theatre.

- This is a large unit. It certainly provides opportunities for concealment.
- Council should reject the application.

5.3 Love Wimbledon:

- The location of the current unit restricts pedestrian flow which makes it a congested area;
- The section is a busy footway with limited access;
- The increased mass of the unit would not be safe.
- The Wimbledon Society:
- The proposed unit is contrary to several of the policies in the councils draft local plans and far from unobtrusive standing nearly 3m high and over 1.3 m wide.
- The unit is situated close to several other items of street furniture (e.g telephone boxes, pedestrian lights and crossing button).
- The unit is large.

5.4 Ward Councillor:

The applicant contends that "The site identified is an existing digital unit which has been assessed and deemed appropriate in light of its position in the street which avoids points in the road where drivers and pedestrians are required to take special care". The existing consent was obtained in 2016 and it cannot be assumed that circumstances have not changed. For example, the images in the applicant's plans provided do not show the seating outside Diba restaurant, which is now a semi permanent fixture given the government and recovery response to Covid. Even without the seating, there is limited access past the sign, but with it there is practically none. This reduces safety and accessibility of the pavement. In addition, the applicant does not discuss section 12 of the NPPF on Achieving well-designed places. Specifically, the NPPF paragraph 127 defines decisions to "create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users.

5.5 Merton Centre for Independent Living:

Our attention has been drawn to this application and we understand there are concerns about this pavement area becoming over crowded. While we can see that the measurements for the proposed boards leave good space on the pavements for all users, it is clear in the photos included which show the existing board that there is a lot of other street clutter in the form of signs and tables and chairs for the restaurant (which is a widespread problem on the Broadway) and this may present obstacles for Disabled people who use wheelchairs or mobility scooters and people with visual impairments.

5.6 Council's Highways Officer: If this is a replacement of existing in the same position, Highways would like the shelter to be positioned nearer the kerb (0.45m) to give more pedestrian space due to other elements on the footway.

This has now been done on amended plans.

5. POLICY CONTEXT

Merton Sites and Policies Plan July 2014 policies:

- Policy DM D2 Design considerations in all developments
- Policy DM D4 Managing heritage assets
- Policy DM D5 Advertisements

- Policy CS14 Design

London Plan 2021:

- Policy D8 Public Realm
- Policy D4 Delivering Good Design

The NPPF 2021

- Chapter 7 Ensuring the vitality of town centres
- Chapter 8 Promoting healthy and safe communities
- Chapter 12 Achieving well designed places

6. PLANNING CONSIDERATIONS

The planning considerations for the proposed advertisement panel would include the following:

- Character and Appearance
- Neighbour Amenity
- Highway Safety

6.1 Character and Appearance

6.1.1 Policy DM D5 requires that advertisements are of high quality design and that the quality, character and amenity of the borough is not diluted or undermined by inappropriate or excessive advertising on buildings, in the street or on site frontages. DM D5 also requires decisions to have regard to public realm enhancement schemes and regeneration initiatives, to ensure they are not diluted or undermined by inappropriate proliferation of advertisements.

6.1.2 The proposed advertisement panel would replace an existing free standing panel in the same location, albeit further towards the road. The proposed panel would be upgraded to an internally illuminated LDC screen. The panel would be slightly higher than the existing unit to a maximum height of 2.955 metres (existing height is 2.8 m) but would be similar in terms of width and depth. The only main change to the street scene would be the increased illumination of the panel and the proposed housing of the unit. The location is such that the surroundings are commercial in nature where there are a variety of commercial shops. Further, there are some existing street furniture present in the locality, such as bicycle racks, bins, lamppost, trees and a letter box. Given the town centre location and the previous consent for the existing advertising panel, officers do not consider that the proposal would cause visual harm to the local area. The proposed unit has been moved closer to the pavement edge upon request from the Highways Officer which results in the unit being less of an obstruction to users of the pavement. It is therefore considered the advertisement panel would not have an undue detrimental impact on the character and appearance of the pavement or wider street scene and is compliant with Policy DM D5 and DM D2.

6.1.2 The Broadway Conservation Area boundary commences at the junction with Gladstone Road to the west and the Grade II Listed Theatre is present to the east. Taking these surrounding heritage assets into consideration, officers are satisfied that the proposal would not cause any harm to either heritage asset. The proposal is therefore considered to comply with Policy DM D4 of the Local Plan.

6.2 Neighbour Amenity

6.2.1 Merton's Sites and Policies Plan 2014 policy DM D2 states that proposals must be designed to ensure that they would not have an undue negative impact upon the amenity of neighbouring

properties in terms of pollution, light spill/pollution, loss of light, quality of living conditions, privacy, visual intrusion and noise.

6.2.2 The proposed advertisement panel would replace an existing panel but would be upgraded with an LDC screen to display the proposed advertisements. As previously mentioned, the buildings around the panel are commercial units. Although objections have been received in regards to the location of the proposed unit and its proximity along the pavement to the commercial units, it has been relocated so it is closer to the kerb as requested by the Highways Officer. This helps to mitigate the issues raised in the comments regarding the advertisement unit being an obstruction to pedestrians. As such, within this setting, the proposed panel and illumination levels of 600 Cd/m² are considered acceptable and would not cause undue harm to the neighbouring amenity. Therefore, the proposal is compliant with Policy DM D2 in this regard.

6.3 Highway Safety

6.3.1 Core Strategy policies CS18 and CS20 requires that development would not adversely affect pedestrian or cycle movements, safety, the convenience of local residents, street parking or traffic management.

6.3.2 Due to the new position of the proposed unit and the fact it will replace an existing panel it would not be considered to cause harm to the public footpath or highway. The Highways Officer had requested the panel be re-sited further north towards the road by 0.45 m to ensure that the users of the pavement are not impeded. The proposal was amended to comply with this requirement. The proposal is therefore considered to be acceptable in regards to transport and highway safety and would comply with Policies CS18 and CS20.

7. CONCLUSION

7.1 Grant advertisement consent subject to conditions.

Recommendation:

Grant Advertisement Consent, subject to the following conditions:

Conditions

1. This consent shall expire 5 years from the date of this decision.

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

2. The development hereby permitted shall be carried out in accordance with the following approved plans: Proposed Plans, Site Plan Amended 24.02.22

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

3 No advertisement shall be sited or displayed so as to endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military), obscure or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air, or hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: To accord with Regulation 14 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Any advertisement displayed shall be static, 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.

Reason: To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

5. 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.

Reason: To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

6. 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.

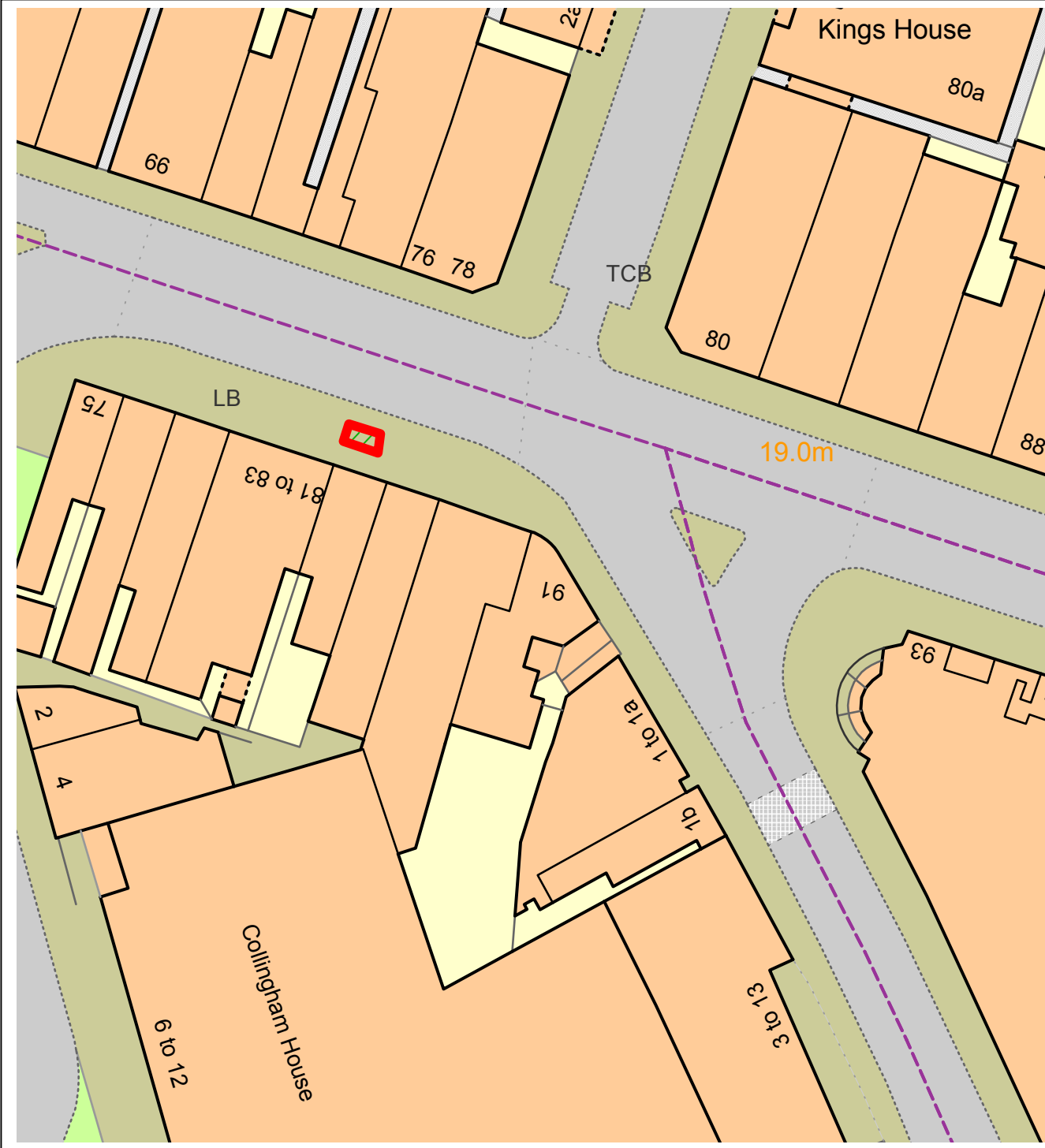
Reason: To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

7.

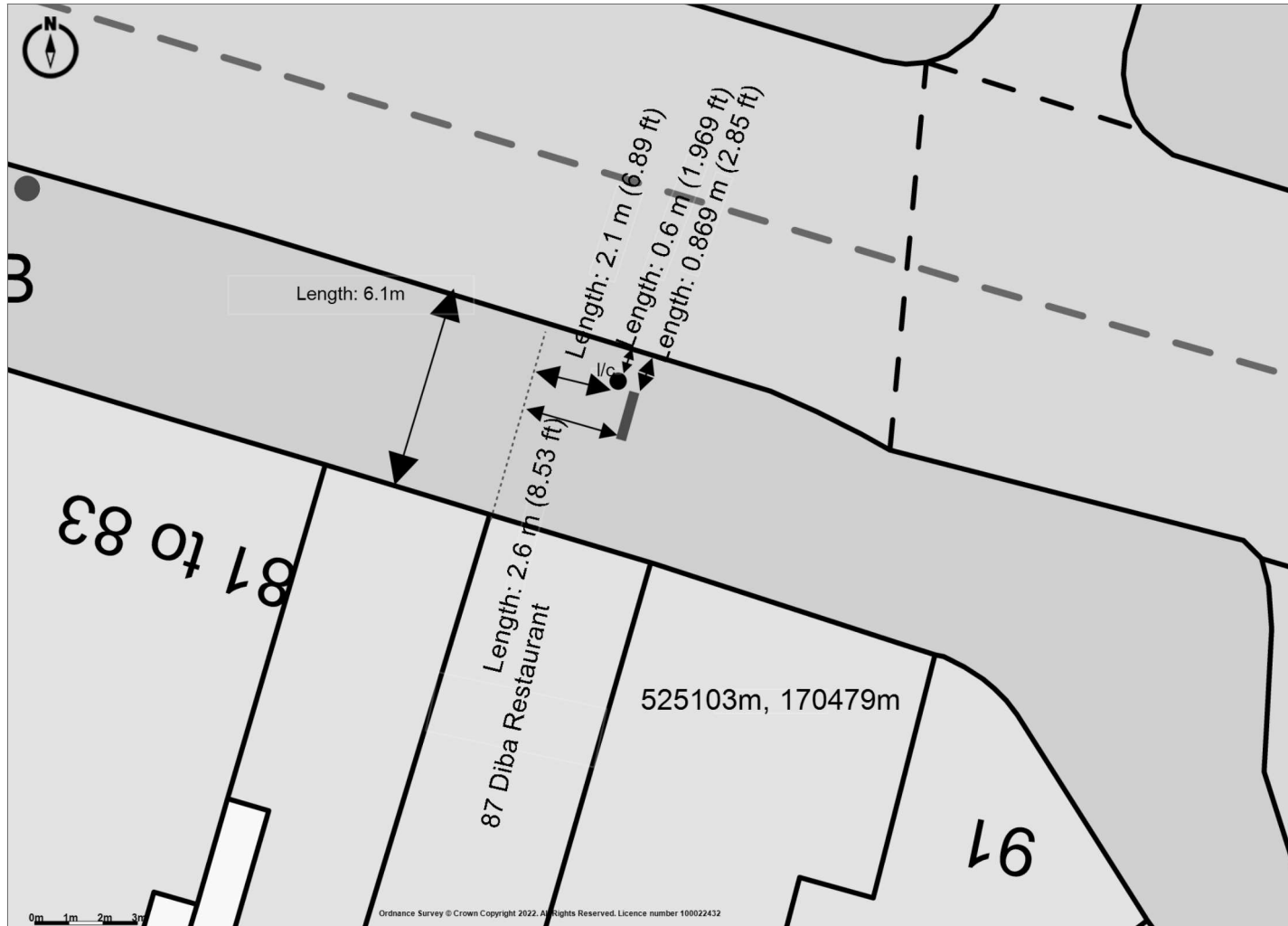
The illuminance levels of the advertisement hereby consented shall not exceed 600 cd/m².

Reason: To comply with Regulation 14 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

NORTHGATE SE GIS Print Template



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Promap

● LANDMARK INFORMATION

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Plotted Scale - 1:200. Paper Size - A4

MER0171DD conversion

London Borough of Merton
Digital Street Furniture

MER0171DD
The Broadway IFO No 87 SW19 1QE

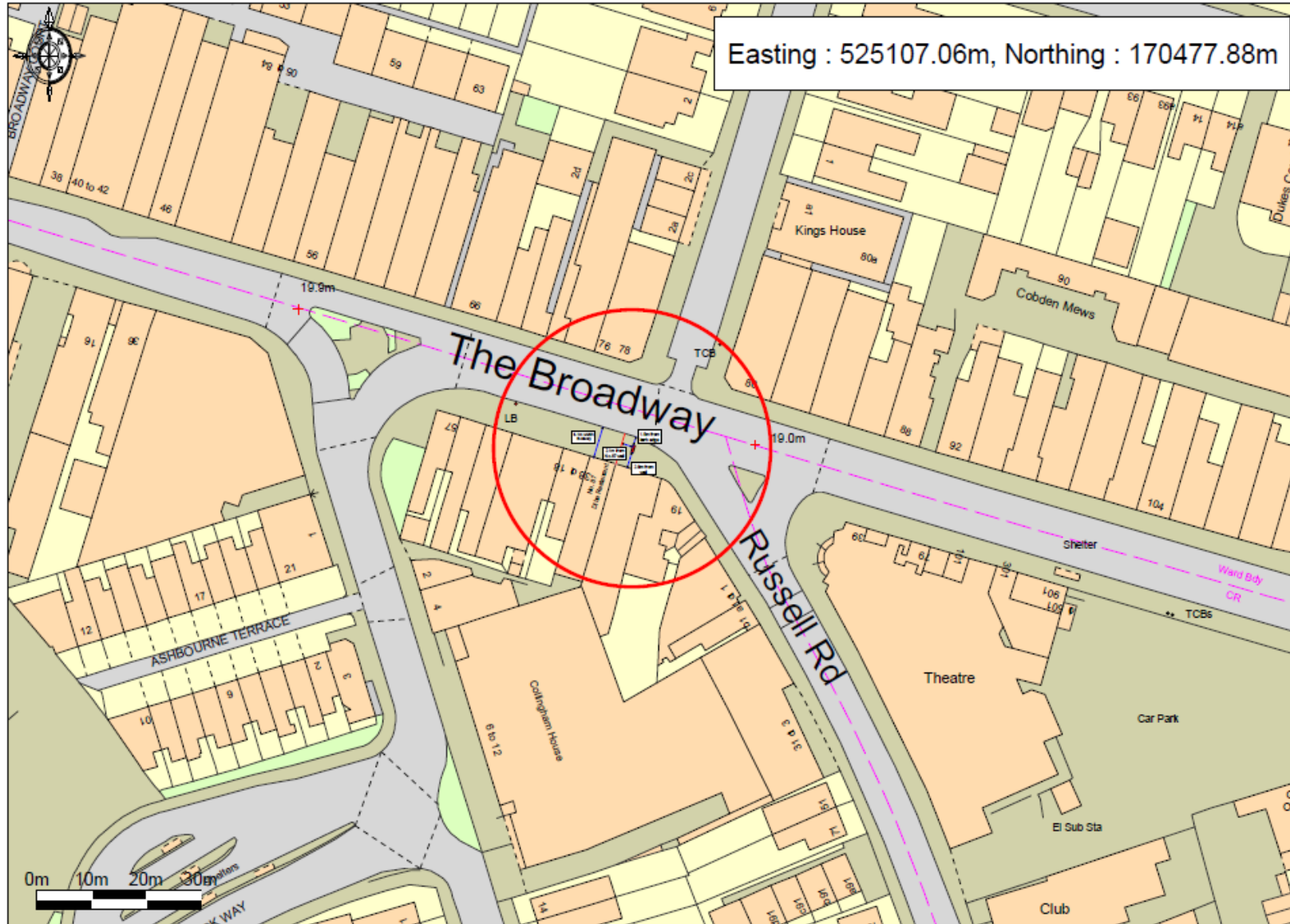
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MER0171DD The Broadway IFO No 87 SW191QE

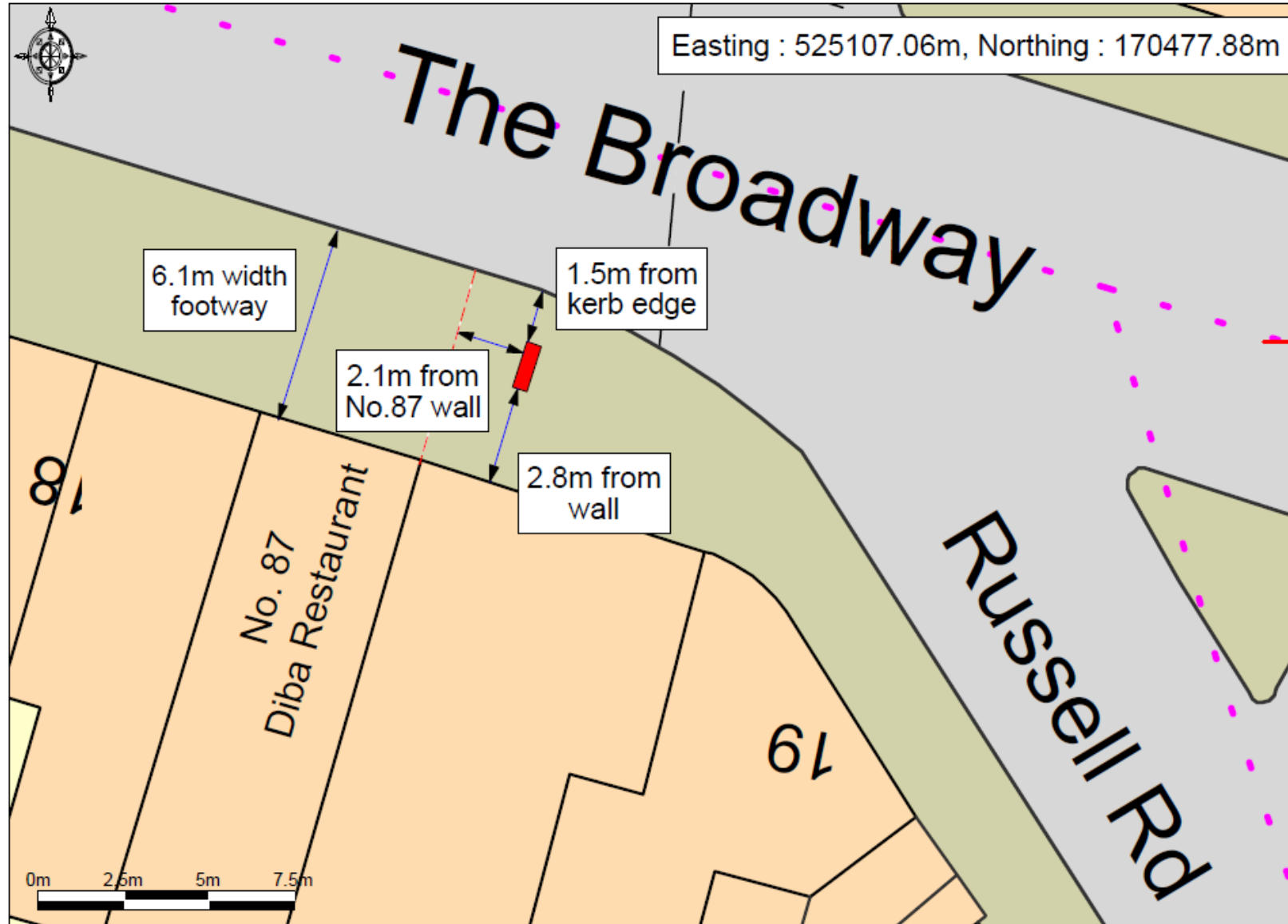
CONVERSION – OS MAP 1:1250



MER0171DD The Broadway IFO No 87 SW191QE

CONVERSION – OS MAP 1:200

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MER0171DD The Broadway IFO No 87 SW191QE

CONVERSION – SITE PHOTO



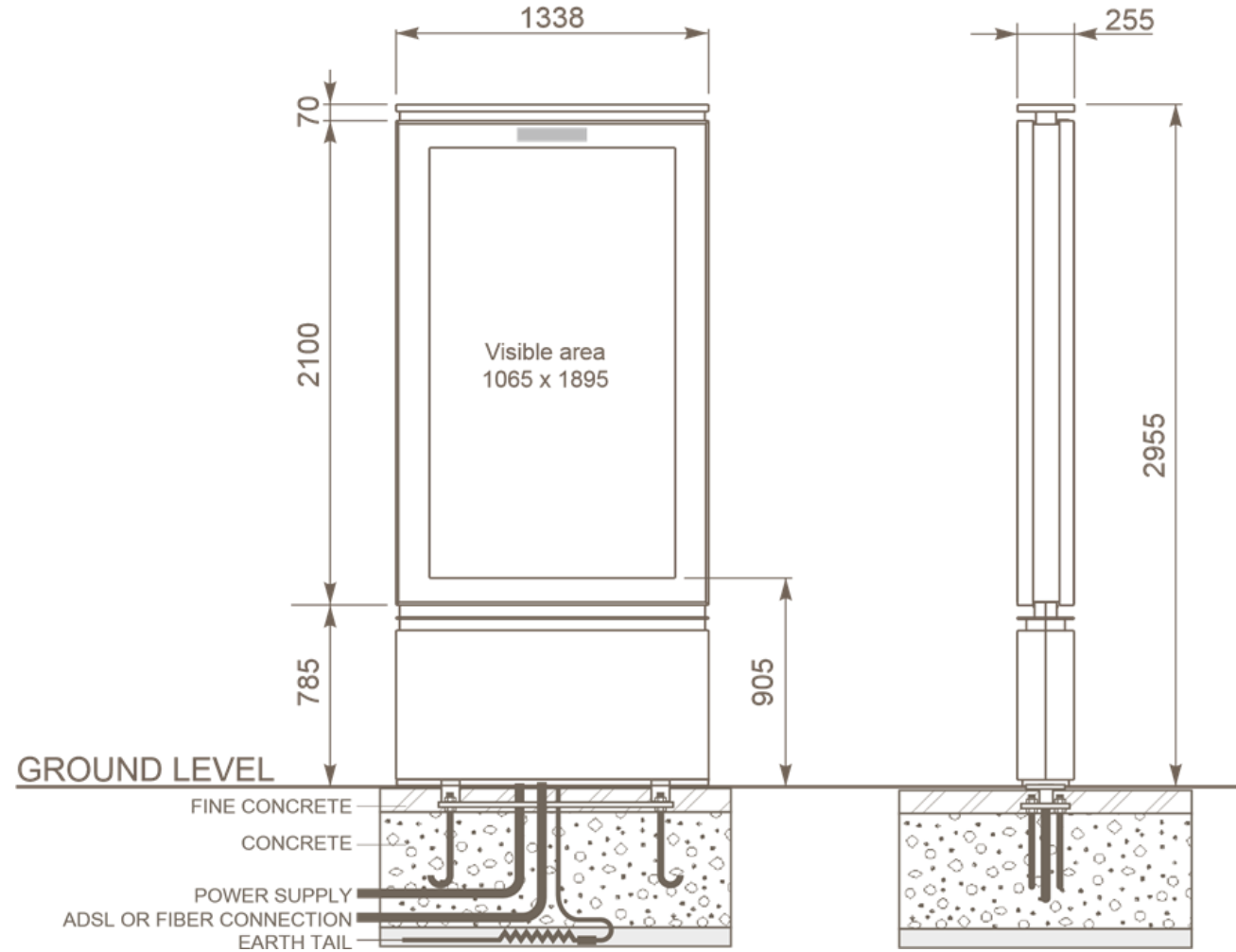
MER0171DD The Broadway IFO No 87 SW191QE

CONVERSION – RENDERED IMAGE



TECHNICAL SPECIFICATION
FREE-STANDING UNIT

MERTON'S DIGITAL 86' PANEL



MERTON'S DIGITAL 86' PANEL



SCREEN TECHNICAL SPECIFICATION

PRODUCT DETAILS

Resolution

86-inch LCD 16/9 portrait format high-luminance screens. Ultra HD resolution 3840 x 2160 pixels. Excellent definition for close-up reading and from a distance (up to at least 50 m)

Visibility

Luminance operates at a 600 Cd/m² night time maximum level. Daytime levels can vary and are controlled by the ambient light to ensure good light output day and night to minimise power consumption. Screen designed for visibility in all weather conditions (rain, sun, cloud) Anti-glare protection treated glass Screen equipped with last generation LED matrix backlight allowing local dimming to provide deep contrast colors

Reliability

Forced ventilation to keep internal temperature below 50°C and extend the service life of the electronic circuitry

Displayed Contents

Enables display of Full HD contents (1920x1080) with enriched resolution up to Ultra HD (3840x2160) thanks to an algorithm. The screen is able to display native Ultra HD content. Display of animated content (videos): MPEG-2, MPEG-4 (.mov, .mp4, .avi, etc.) Display of still images: jpeg, png, non-animated gif Display of dynamic content: flash (swf) + data feed

LG-MRI - PRODUCT

Built for Performance

BoldVu® displays are built for outdoor environments and has been tested for resilience and reliability, from unstable power supply and vandalism to extreme ambient temperatures and solar exposure. This rigorous testing process has influenced the BoldVu® design. This design and engineering approach has enabled MRI to achieve the highest standards for outdoor LCD performance in the BoldVu® product.

DynamicVu® | Block dimming

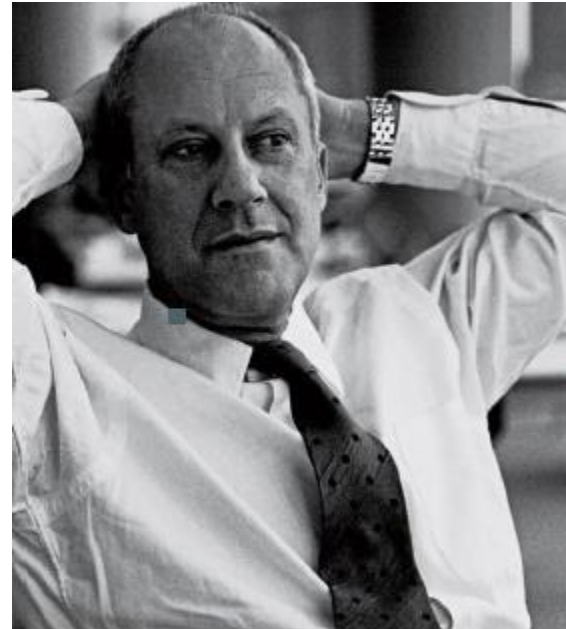
BoldVu® displays perform real-time analysis of every frame up to 120 times per second. This feature boosts image contrast, reduces backlight power and heat generation, and extends LED backlight life.

DESIGN EXCELLENCE

BEAUTIFUL YET PRACTICAL

At the heart of the Company's philosophy is a dedication to design excellence and sustainable development. JCDecaux is renowned for its landscape legacy of beautifully designed Street Furniture & Roadside Displays. Created through the continued collaboration with leading Architects and Designers, in partnership with Local Councils, JCDecaux continue to develop and install comprehensive lines of Street Furniture and Roadside Displays for Cities across the world. The investment in high quality durable designs is intended to enhance the public realm and to complement the area.

JCDecaux has worked collaboratively with private and public sector partners since its founding in 1964, supporting their needs in major cities and urban centres around the world. Our business was founded on the principle of providing high-quality street furniture and public utility services, through the granting of advertising rights.



LORD NORMAN FOSTER

"The work we carry out with our various partners extends our knowledge in new areas and working methods, and the experience gained continues to enrich other branches of our activities."

Norman Foster

SUSTAINABILITY & SOCIAL RESPONSIBILITY

IMPORTANCE OF SUSTAINABILITY

Sustainability is a core principle for JCDecaux. We strive to create a balance between its business growth and social and environmental responsibilities. The twin pillars of innovation and sustainability drive the business forward and influence every project we undertake. JCDecaux have recently been commended for its leading approach by achieving a place on the CDP's prestigious 'A-List' for climate change action.

As a key player in many urban environments, JCDecaux operate to promote public messaging through their displays. The messages proposed by the Council can influence key areas of the Borough to promote activities and social responsibilities. As part of our partnership, the London Borough of Merton will receive 15% of the unit screen time to display public commercial messages of their choosing.

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SUSTAINABILITY: Key to the Future of Cities

COMMITTING TO

100% RENEWABLE ENERGY BY

2022 JCDecaux is the first Out-of-Home company to join the RE100 initiative



GREEN

100%

ELECTRICITY used in our buildings and advertising sites

LED lighting installed on street furniture

9 **ELECTRIC VANS IN OPERATION**



98.5%

OF ALL WASTE **RECYCLED OR RECOVERED**

100%

OF PAPER AND PE VINYL POSTERS **RECYCLED**

JCDecaux

31% LESS CO2

PRODUCED BY OUR VEHICLES COMPARED TO 2012



SITE LANDSCAPING, GREEN WALLS AND VISUAL AMENITY
RAINWATER COLLECTED FOR CLEANING BUS SHELTERS

814 TONNES OF WASTE

DIVERTED FROM LANDFILL

SEDEX AWARD 2ND PLACE

BEST ENVIRONMENTAL SUSTAINABILITY PROGRAMME

CERTIFIED ISO 14001 & ISO 50001

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