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bartonwillmore.co.uk
7 Soho Square
London
W1D 3QB
T/ 0207 446 6888

BY PLANNING PORTAL REF: PP-11555053

Salford City Council
Development Management – Planning
Civic Centre
Chorley Road
M27 5AS

31871/A5/FP/LS
4th October 2022

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007
LAND ADJOINING BROAD STREET & BOLTON ROAD, SALFORD, M6 7HP
DISPLAY OF 48-SHEET "D-POSTER" ADVERTISING HOARDING

We have been instructed by Wildstone Estates Limited ("the Applicant") to submit an application for advertisement consent to display a modern digital advertising billboard, capable of being operated from a central location and significantly reducing vehicle trips for traditional reposting.

This is part of an industry wide drive to rationalise, modernise and update advertising infrastructure to meet modern requirements. In addition to converting some of the better located sites to digital, in many instances this will mean removing inappropriately located or poorly performing display and developing new sites in better locations. The overall strategy is to reduce the number of displays whilst increasing their quality.

THE APPLICANT

Wildstone Estates Limited is part of the Wildstone Group, and outdoor media infrastructure provider that owns and manages the land and equipment required for advertising. Their advertising assets are then rented to operators, who sell the advertising space to local and national companies for various advertising campaigns.

The specialist landlord-tenant dynamic is symbolic of the maturity of the outdoor advertising sector as it becomes a legitimate property class attracting new investment and innovation. As the largest owner of advertising assets in the Country and landlord to all of the major operators, Wildstone are in a strong position to be able to push best practice and to change the perception of digital out of home (DOOH) advertising.

It is imperative, as part of this process, that there is confidence that digital displays can be appropriately controlled, and that there is a reasonable part ensuring that conditions agreed at

planning stage are met. Wildstone perform this function as they have a long-term investment in the sites regardless of who the tenant is.

Through partnership with the media operators as tenants, in-house specialists and screen maintenance and monitoring contractors, new systems of control have been established to help manage the operation of the displays. Content is controlled remotely in real time from a Networks Operation Centre (NOC) and the sites are monitored remotely 24/7 to facilitate responsive maintenance. Diagnostics software reports any faults back to the NOC and a kill switch turns the content black until it can be resolved.

Wildstone has also invested in hardware through the development of the "D-poster", which offers a high level of control over brightness, enabling it to mimic a traditional 48 sheet poster during the day and in the evening to ensure that it is muted and appropriately lit.

THE PROPOSAL

The proposal seeks to erect a digital 48 sheet advertising hoarding at land adjoining Broad Street & Bolton Road ("the Site"), which will display multiple static advertisements on rotation. The proposal site has not previously supported advertising but is well located in commercial terms and in planning terms. The development of sites of this type will facilitate the removal of less well located sites elsewhere.

The proposed advertisement has been subject to pre-application discussions with Salford City Council. The pre-application response, attached at **Appendix 2**, confirms that Planning Officers have no concerns in regards to residential amenity, impact upon character of the surrounding area and road safety.

The proposal panel has the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.061m(d) and will be positioned 2.5m above ground. The advertisement display will front Broad Street, a dual carriageway arterial road.

The proposed new display technology is lightweight, durable, efficient and can be easily erected with minimal engineering. In most instances, the posting of a D-poster can be achieved at a similar speed to traditional posting, with minimal structural work. The quality of the image produced will mimic that of a traditional poster, as illustrated at **Appendix 1**. A CGI has been prepared to demonstrate how the proposed advertisement will look, this is attached at **Appendix 4**.

The proposed display will meet modern requirements and will be capable of displaying 6 advertising campaigns at a time, sequencing every ten seconds.

The proposal is submitted as part of a nation-wide project to upgrade traditional advertising hoardings to a modern digital format. It should be noted that this will see an overall reduction in adverts as multiple advertising campaigns can be supported by single panels. This will see the end of sites comprising a number of competing adverts all display different campaigns.

The statistics back this up (see Figure 1). At present, there are 1,319 digital 48-sheet advertisements in the UK, which is up from just 45 in 2015. However, over the same period the number of post and paste 48-sheets has more than halved, from 18,519 to 8,910. This is a total reduction of 8,335 panels Nationwide, demonstrating a clear pattern of rationalisation and decluttering associated with digital upgrades. Since this project began, over 700 consents have been granted for digital advertisements across the UK.

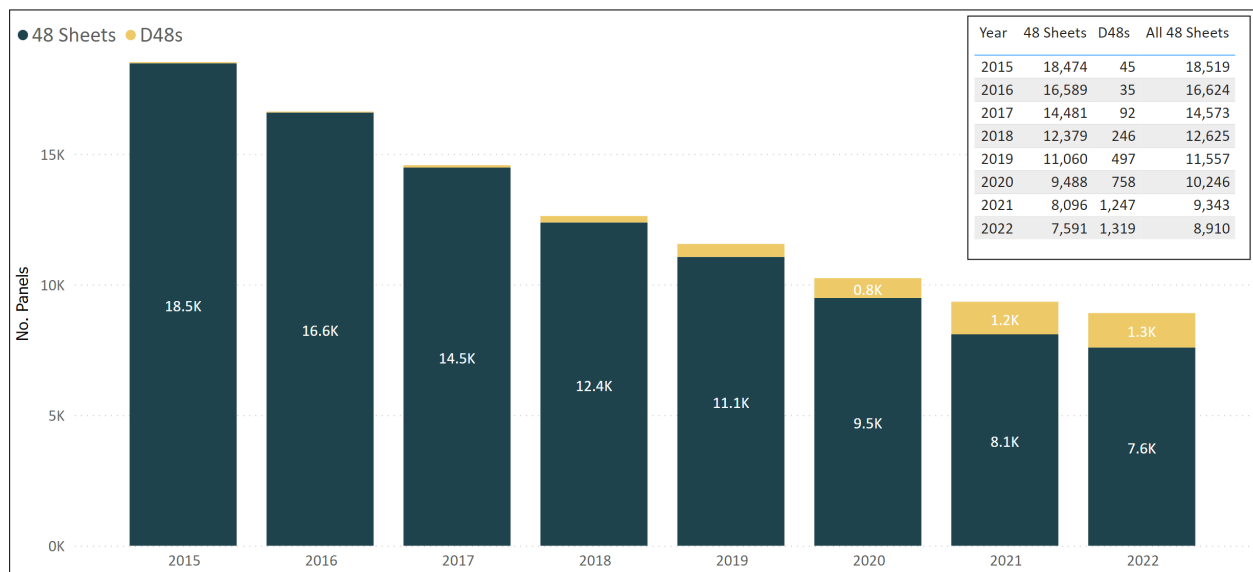


Figure 1: Reduction in 48-sheet advertising 2015-2022

As well as removing clutter, this consolidation has additional benefits, such as the reduction in vehicle trips to repost adverts every two weeks, as this can now be done remotely.

BENEFITS OF DIGITAL ADVERTISING

The attractiveness of digital advertising to an infrastructure provider is that it allows the advertising network to be better managed, monitored and maintained. For operators the inherent flexibility allows smarter real time campaigns and better control over sales. These factors manifest in wider public benefits as summarised below:

- Tidy and well maintained sites and bio-diversity net gain where the site allows;
- Uplift in business rates to spend on public services;
- Reduction in vehicle trips and association noise, air quality and climate considerations;
- Removal of multiple advertising sites and panels and reduction in clutter;
- Reduction in waste involved in the poster production process;
- Greater flexibility to enable better access to advertising displays for local businesses;
- Platforms to broadcast emergency messaging;
- Ability to use void periods for public messaging campaigns (i.e. Covid-19 Government messaging); and
- Opportunity to integrate additional hardware to meet Smart City objectives.

These are benefits to development that will not be achieved by maintaining the status quo.

CONDITIONS

As described earlier, it is imperative that digital displays are appropriately controlled to ensure that they are acceptable in amenity and public safety terms. Outsmart, the advertising industry body (formerly the Outdoor Media Centre) has sought to self-regulate by introducing a code of practice that restricts the operation of digital displays adjacent to the highway to static images only, on a rotation of on advert every ten seconds, with a rapid change between images. The ILP Guidelines*

*Institute of Lighting Professionals best practice guidance; *The Brightness of Illuminated Advertisements PLG05 2015*

have also been widely adopted as a means of controlling the night time luminance of advertisements. This industry standard forms the basis for conditions applied to the majority of digital advertisement consents.

Wildstone and Outsmart continue to work closely with the Institute of Lighting Professionals to establish best practice guidance on the use of digital displays at night time and during the day. A new ILP guide is currently being prepared.

In accordance with the current best practice approach, the D-Poster displays operate with a system of threshold controls, timers and light sensors to ensure that the luminance never exceeds the ILP guideline figure at night time, with lower thresholds set on more sensitive sites.

During the daytime the screen is able to adjust according to changes in the ambient light, ensuring that the brightness decreases in low light conditions. An example of a display operating in overcast conditions is included at **Appendix 3**.

The following conditions are proposed for this site:

1. The intensity of the illumination of the sign permitted by this consent shall be no greater than 300cd/m² in the hours of darkness. During the daylight hours the luminance shall be controlled by sensors and/or timers to reflect ambient light conditions. At all times the display shall operate within that recommended by the Institution of Lighting Professionals in its Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in a replacement guide).

Reason: In the interests of amenity and in order to retain effective planning control.

2. The minimum display time for each advertisement shall be no less than 10 seconds;

Reason: In accordance with industry code of practice and in the interests of amenity and public safety in order to retain effective planning control.

3. Changes between advertisements to take place instantly with fade effect and no other sequencing, fading, swiping or merging effects;

Reason: In the interests of amenity and public safety in order to retain effective planning control.

4. No individual advertisement displayed shall at any time contain moving images, animation, intermittent or full motion video images, audio, directional symbols or any images that resemble road signs or traffic signals.

Reason: In the interests of amenity and public safety in order to retain effective planning control.

5. The advertisement display shall at all times contain a feature that will turn the display off (showing a black/blank screen) in the event of malfunction or error.

Reason: In the interests of amenity and public safety in order to retain effective planning control.

Evidence based justification would be required for deviating from the standard approach in order to meet the six tests as set out in National Planning Policy Guidance (NPPG).

THE SITE

The proposal site is located on the land adjoining Broad Street and Bolton Road. The Site's immediate surroundings are predominately residential in character. Properties fronting Bolton Road, directly southwest of the Site, are largely characterised by having ground floor commercial uses with residential uses at first floor level.

Barr Hill Football Club is located approximately 90m east of the Site, on the adjacent side of Broad Street.

The Site itself is not subject to any statutory landscape, environmental or historic designations and is not located within a Conservation Area. The closest Listed Building to the Site is Chaseley Field located approximately 390m south of the Site, and is Grade II Listed (Ref: 390926). The Red Lion Public House, a Locally Listed Building, is located approximately 272m northwest from the Site.

The proposal site does not have any previous applications for advertisement consent. There are existing advertisements within the vicinity of the Site, the closest being a 48-sheet advertisement hoarding located on the north-western elevation of 227 Bolton Road, approximately 47m to the northwest. Furthermore, an advertisement consent has recently been granted by the Council for a similar digital advertisement display on Broad Street, approximately 1km southeast of the Site (application ref. 20/75299/ADV).

PLANNING POLICY

The legislative framework for the control of advertisements is contained within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the "Regulations"). Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2021 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 136 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a "lighter touch" than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

Salford's development plan currently comprises the saved policies of the Unitary Development Plan (UDP) (2006). Policy DEV2 of the UDP relates to advertisements and states that consent will only be given for the display of advertisement where they would not have an unacceptable impact on amenity of public safety. In particular, all advertisements will be required to:

- i. *"Be of a size and scale consistent with their surroundings;*
- ii. *Respect the sensitivity of the location and minimise any negative impact on residential areas, conservation areas, listed buildings, environmental improvement corridors, public open spaces and the countryside;*
- iii. *Avoid creating signature clutter, or changing the character of the area;*
- iv. *Avoid the use of intense or intermittent illumination, where this would have a negative material impact on visual amenity or highway safety; and*
- v. *Where appropriate, incorporate artistic features, landscaping and decorative fencing."*

Where advertisements are located on, or immediately adjacent to, an existing building or structure, they will be required to:

- a. *"Appear as an integral feature of the structure/building"*
- b. *Not obscure or otherwise detract from any important architectural feature;*
- c. *Respect the symmetry of the structure/building; and*
- d. *Not detract from the design or character of the structure/building in any other way."*

The Council are also in the process of producing the Salford Local Plan: Development Management Policies and Designations. The latest stage in the production of the Local Plan was the consultation on the post-submission Main Modifications, which concluded on the 11th July 2022. The estimated date for adopted of the Local Plan is Autumn 2022. Once adopted, the policies contained in the Local Plan will supersede the saved policies of the UDP.

The emerging Local Plan does not contain a policy relating to advertisements. However, draft Policy D1 of the Local Plan sets out the design principles that all development should adhere to achieve high quality design.

PLANNING CONSIDERATIONS

The proposal will present a new location for advertising but forms part of a wider strategy of consolidation as illustrated in Figure 1. The proposed location has been selected due to its viability and acceptability in planning terms. In accordance with the NPPF, applications for advertisement consent are subject to control in the interests of public safety and amenity only. Accordingly, the proposal is assessed as follows:

Amenity

The Site has been selected as an acceptable location for advertising in principle due to the commercial context.

The display will be controlled in line with best practice guidance to ensure that there will be minimal impact on visual amenity during the daytime. At night, the night-time illumination settings will ensure that the level of illumination is appropriate to the local area and is equivalent to a traditional externally illuminated advert, with a more even light spread.

The context of the surroundings, including illuminated shop signage, street lighting and bus stops along Bolton Road establishes the Site as appropriate for an illuminated advert of this type. It is also worth noting that the proposed advertisement fronts Broad Street, and therefore faces away from the properties fronting Bolton Road. There are also other advertisements in the locality including the externally illuminated billboard situated on the north-western elevation of 227 Bolton Road.

The side-by-side comparison photograph on the D-Poster information sheet (Appendix 1) helps to illustrate the minimal difference between traditional 48 sheet hoardings and the new wave of digital panels.

Furthermore, pre-application discussions with the Council have confirmed that Planning Officers have no concerns over residential amenity or the impact upon the character of the area. The proposal would not be detrimental in either an immediate or wider sense. It is not within a conservation area, attached or adjacent to a listed building, or within proximity of any local heritage assets. The Site can therefore be considered wholly appropriate in principle for advertising of this type.

Public safety

When assessing public safety, the key considerations are whether the location is appropriate (i.e. undemanding on the driver) and whether the level of illumination and the sequential change between advertisements is controlled to prevent distraction from the driving task.

The Council must consider whether the proposed controls are sufficient to ensure that there is no additional distraction which would cause an unacceptable impact on highway safety. As part of the

pre-application discussions, both the Road Safety / Traffic and Highways Department were consulted. It was confirmed that there was no objection to the implementation of the proposal on road safety or highways grounds, subject to the identified caveats as set out in **Appendix 2**.

It should also be noted that the proposed conditions are now well established as best practice and as such any change (e.g. to the rate of change) would be unusual and would need to be evidence based and specific to the location.

The proposal site is in an uncomplicated location which drivers should be able to navigate with ease. The road is a straight, dual carriageway 40mph road and as such the cognitive demand on road users at this point is low, as there are no unusual highway complexities which would require extra care to be taken. Drivers would therefore be entirely capable of glancing at advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements.

Furthermore, according to crashmap.co.uk there have been zero accidents on Broad Street, on the approach to the Site, in the past 5 years indicating a very safe stretch of road.

APPLICATION SUBMISSION

In order to complete the application, please find attached the following documentation:

- Completed application forms
- Letter Statement (this letter);
- Architectural drawings including;
 - [19868 | PA | 01 *Site Location Plan*]
 - [19868 | PA | 02 *Existing Site Plan*]
 - [19868 | PA | 03 *Proposed Site Plan*]
 - [19868 | PA | 04 *Existing and Proposed Elevation*]

Additionally, we will arrange payment to Salford City Council to cover the cost of the Advertisement Consent application.

I trust that the above is clear and we look forward to receiving notification that the application has been registered in due course. Should you have any queries in relation to any of the attached information, please do not hesitate to contact me.

Yours faithfully,



LIZ SLATER

Planner

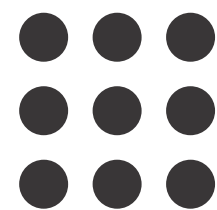
APPENDIX 1
D-POSTER INFORMATION SHEET

TOWN PLANNING
MASTERPLANNING & URBAN DESIGN
ARCHITECTURE
LANDSCAPE PLANNING & DESIGN
SUSTAINABLE VALUE

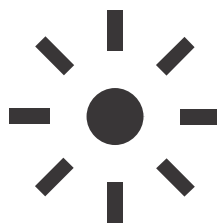
INFRASTRUCTURE & ENVIRONMENTAL PLANNING
HERITAGE
GRAPHIC COMMUNICATION
COMMUNICATIONS & ENGAGEMENT
DEVELOPMENT ECONOMICS

This product is printed
on stock and in a process
that conforms to the PEFC
standards for sustainably
managed forests.

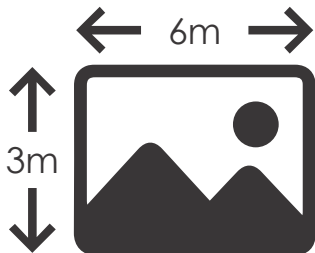
D-POSTER



High resolution LED display



Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness



Sized to match existing poster panels



Reduced depth of 60mm compared to traditional digital panel (300-600mm)

APPENDIX 2
PRE-APPLICATION INFORMATION

TOWN PLANNING
MASTERPLANNING & URBAN DESIGN
ARCHITECTURE
LANDSCAPE PLANNING & DESIGN
SUSTAINABLE VALUE

INFRASTRUCTURE & ENVIRONMENTAL PLANNING
HERITAGE
GRAPHIC COMMUNICATION
COMMUNICATIONS & ENGAGEMENT
DEVELOPMENT ECONOMICS

This product is printed
on stock and in a process
that conforms to the PEFC
standards for sustainably
managed forests.

Billboard sites for consideration

LOCATION: Broad Street adjacent to Bolton Rd, Pendlebury **DATE:** 14th August 2021

SITE PLAN: Attached Yes ☒ · No ☐ · Approved for development Yes ☒ · No

FORMAT: 48 SHEET ☒ · 96 SHEET ☐ · OTHER ☐ · DIGITAL SCREEN (D48)

PROPOSED DEVELOPMENT (Mike Duty-Wildstone)

The proposal is to develop a digital single sided 48 sheet billboard on the A6 Broad Street. The billboard will be located on the grassed area between the A6 Broad Street and Bolton Road, Pendlebury. The display will face traffic travelling in bound on the A6.

No trees will need to be removed as part of this proposal. The billboard would be screened to the rear by the trees, please see the attached photo.

The proposal would consist of one single sided digital 48 sheet unit with a display size of 3.5m (Height) x 6.5m (Width). Height to underside of display is circa 1.75m. The total height of the unit would be 5.25m.

The Council will be provided with some airtime to display Council messages. The display will be transitional and not be full motion; adverts will gradually morph, and the new image will appear once every 10 seconds, the adverts will be changed by remote access.

Depending on the proximity to the tree line it is recommended that a tree survey takes place to support the application.

Condition(s)**1. Luminance of the sign**

The maximum level of luminance of the sign(s) hereby permitted shall not exceed the relevant thresholds contained within the Institute of Lighting Professionals (ILP) guidance document "PLG05 - The Brightness of Illuminated Advertisements" or any guidance updating or replacing it and shall never exceed the following values:

Illuminated Area	Luminance cd/m2
More than 10sq.m	300 (sunset to sunrise); 3000 (sunrise to sunset)
Less than 10sq.m	600 (sunset to sunrise); 3000 (sunrise to sunset)

The illumination shall consist of static lighting and static images only. Changes between adverts shall be instant only with no sequencing, fading, swiping or merging of images. Adverts shall not change more frequently than once every ten seconds.

Reason: To protect the amenity of neighbouring occupiers and the character of the area in accordance with policy DEV2 of the City of Salford Unitary Development Plan.

1. LAND OWNERSHIP:**NAME: Andrew Westbury**

The site is within the SCC registered freehold ownership
 It is not within the adopted highway
 The site is currently controlled by PLANNING (HIGHWAYS)

Andrew Westbury
Senior Property Information Officer

2. PLANNING COMMENTS:**NAME: Anthony Stephenson / Sam Pierce**

No concerns over the residential amenity providing the advert is facing towards the A6.

No concerns over the impact upon character of area.

Given the close proximity to the trees, a tree survey should be completed to ensure there is no damage to the trees or roots.

Sam Pierce
Senior Planning Officer

3. ROAD SAFETY / TRAFFIC COMMENTS:**NAME: Andy Devine**

In terms of the A6 Broad Street billboard then I have no objection to its implementation on road safety grounds with the following caveats –

That the orientation of the billboard be rotated away from Bolton Road so as not to distract vehicles or pedestrians here and to ensure the focus is for vehicles passing on Broad Street

The luminance levels of the billboard are set in accordance with the relevant guidelines so not to create any excessive light pollution

It was suggested that it may be possible to include a period of 'down time' in the early hours of the morning when the billboard would not display anything if this could be explored, I would support that.

In terms of implementation of the billboard then I am sure Pam or John H will be monitoring this in terms of permit requirements and traffic management arrangements.

Thanks

Andy Devine
Parking & Road Safety Team

4. ENGINEERING COMMENTS:**NAME: Neil Ashmall**

I cannot see any reason why this cannot be supported.

Neil Ashmall
Group Engineer - Highways

5. HIGHWAYS COMMENTS:**NAME: John Horrocks**

On the adopted highway. YES

Section 58 Restriction

- The proposed position of the advertising hoarding currently falls within a section of adopted highway which was only recently fully refurbished as part of the Manchester and Salford Inner Relief Route (MSIRR). Section 58 restriction was imposed which prevents any works, other than emergency works, being undertaken within this section for a period of 5 years. It is the Street Works Team on behalf of the City Council who implemented and monitor the restriction. However, I can confirm that as scheme will be supported by the City Council, the restriction will temporally be suspended on the following conditions:
 - The reinstatement to the central reservation shall be full width and for a length of no less than 5m. Exact area to be agreed with the LA representative.
 - Any carriageway reinstatement shall be from kerb to kerb and for a distance of no less than 15m. Exact area to be agreed with the LA representative.

GMRAPS Overview

- Construction work shall be subject to the GMRAPS scheme - this process places several conditions on the method of construction and timing of the works. Close liaison shall be required between INSITE/its contractor, 'Highways' & Street Works team. This will include agreed/permitted temporary traffic management systems and working arrangements and timings -all of which shall be subject to conditions of the granting or otherwise of any permit. This legislation applies to all activities listed in the Installation and Maintenance paragraphs below.
- This route forms part of the GMCA the Key Route Network (KRN)- journey times are monitored by TfGM and TfGM do have a role within the co-ordination of work. Allow extra time for TfGM to comment on the permit application (GMRAPS).Details of the KRN can be found here:
<http://www.salford.gov.uk/hps.htm>

Installation:

- Subject to the granting of any permit under the GMRAPS procedures, during installation works, it will be necessary occupy a lane on either side of the proposed site - please liaise with Traffic Management Officers on the requirement or otherwise for a Temporary Traffic Regulation Order. This is a "Traffic Sensitive Route", so timing of the works shall be a condition of the GMRAPS permit.
- Developer is required to check to see if this is an Abnormal load route- if so, please check any planned movements. Abnormal.loads@tfgm.com
- Subject to the approval of any GMRAPS permit and associated conditions, if works are required to be undertaken outside of normal hours then prior approval shall be obtained (a form can be provided).
- Fully liveried maintenance vehicles are required. Works to be signed, lighted and guarded in accordance with Chapter 8 requirements and the GMRAPS permit number clearly displayed on site (information board)
- Any highway street furniture affected shall be relocated/ replaced at the billboard owner's expense.
- Should trial holes be required to locate underground utility services, then permission shall be sought from the landowner, and a necessary permit applied for.
- Section 50 Licence NRSWA 1991 required to allow the works to be undertaken and the apparatus to be placed within the adopted highway. In addition, any private electrical supply shall be subject to a separate licence under the terms of Section 50 including annual perpetuation fee. I and/or Pam will assist with the above.
- No part of the billboard shall overhang the carriageway in this location and shall be contained fully within the central reservation. (A minimum of 450mm in from any kerb face).

Ownership

- Full details of the responsible party are required to be provided to UV Highway Services so that any call outs can be recharged accordingly. Also Emergency/ Call out numbers.
- Developer shall liaise with relevant Statutory Undertakers accordingly- there may be existing services that may be compromised by the proposal and they Statutory Undertakers may wish to divert.
- Permitted to sit in the highway subject to Section 50 license agreement and subsequent payments to perpetuate the licence.
- Licensee shall satisfy themselves that there are no proposals that may affect the positioning (e.g highway improvement lines etc).

Maintenance:

- Maintenance activity shall be subject to approval through GMRAPS as previously described. All activity shall be in accordance with any permit/ licence conditions.

- Temporary Traffic Management shall be in accordance with appropriate codes of practice agreed with Traffic/Streetworks Officers (including timing of works).
- Vehicles shall NOT park on the footway or in proximity of the site,
- For future maintenance for vehicles and operatives. Consideration needs to be given to the installation of a formal vehicular crossing facility & hard standing area beneath the structure. We have noticed that on some other sites, maintenance vehicles are simply parking on the soft landscaped area which can cause serious deformation of the surface during inclement conditions

John Horrocks
Highway Permitting/Licensing

6. PROPERTY COMMENTS:

NAME: Andy Cartwright / Andy Hamer / James Kington

Hi Jonathan,

No objections from myself subject to getting positive feedback from Regen.

Thank you

Bhav Chauhan MRICS
Principal Surveyor

JT,

No objection from me

James

James Kington MRICS

7. REGENERATION ADVICE:

NAME: Kurt Partington / Peter O'Hare / Perry Twigg

Thanks for the opportunity to comment. As you know this is outside of our main growth areas and doesn't have any implications upon established partners from a regeneration perspective – therefore, I have no detailed comments to make.

Kind regards

Kurt Partington
Head of Development
Regeneration & Development

I have no objection to the proposal.

Thanks Jonathan.

Regards

Paul Gill, Senior Development Manager
Development Team

TO BE RETURNED WITHIN TWO WEEKS OF THE DATE.

CIRCULATION LIST

Anthony Stephenson
John Horrocks
Andrew Westbury
Andy Devine
Mike Kilby
Neil Ashmall
Peter O'Hare
Perry Twigg
Andrew Cartwright
Andy Hamer
James Kington
Kurt Partington
Paul Gill

CC billboard consultation

EXAMPLE OF DISPLAY OPERATING IN OVERCAST CONDITIONS



FREE RANGE

Lily Bole
Lily Bole's story by the River
At Home 2020
London College of Communication
londoncc.com
© 2020

Showing the products of 2020
in partnership with Clear Channel
Advertisement

Clear Channel


Dudley Street
Guns Village

West Bromwich Parkway
Footpath and cycleway

GET SHARP

APPENDIX 4
CGI OF THE PROPOSED DEVELOPMENT

