29th January 2019

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

162 Mare Street Hackney Road

Alterations to Wall Mounted Display

Dear Sir/Madam,

We enclose an application for express consent for a replacement sign.

The existing advertisement benefits from Planning Permission by way of class 13 of the TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007.

This proposal seeks to reduce the current display, which measures 3.2m x 6.2m (19.84sqm) with a smaller display measuring 3.2m x 4.8m (13sqm).

A 3m x 6m Display has been continually used on this flank wall since at least April 1997. The display has always been externally illuminated.

It is proposed to remove this old style display and associated walkway and safety rails with a modern slim advertisement that requires very little in the way of maintenance or regular billing posting. It is also proposed to reduce the overall area by 45%.

June 2008, 3 sided wave machine (source: Google Images)
The use of externally illuminated floodlit posters has been replaced with new LED technology negating the need to print posters, install every 2 weeks and then dispose of the used posters. There are also many benefits of LED over standard fluorescent/led tube lighting:

1. LED’s are more directional than traditional light sources therefore require less power than fluorescent lighting (up to 80% less)
2. Fluorescent tubes contain mercury and other contaminants. LED’s can be recycled after their lifetime (usually 10 years)
3. No need to dispose of used glue/posters (reduced landfill)
4. Site visits reduced from bi-weekly to yearly, reducing CO2 emissions
5. Brightness can be automatically adjusted to suit ambient light conditions (100 levels)

As is usual with these applications there are a number of suggested conditions in the interest of public safety:

- The maximum level of illumination during hours of darkness shall be no more than 300c/m2.
- The luminance level of the display shall be controlled to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at no more than 300c/m2 above ambient level.
- The approved display shall contain at all times a feature that will turn the screen off (i.e. shows a black screen) in the event that the display experiences a malfunction or error.
- No individual advertisement displayed on the LED screen shall contain moving images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals.
- There shall be a smooth, uninterrupted transition from one image to another. Transitions shall be of not less than one second between static images. No individual advertisement shall be displayed for duration of less than 10 seconds.

Two very similar proposals were granted in the area (Tower Hamlets). It is worth noting the circumstances in both of these applications bore a remarkable similarity to this proposal.

PA/18/02794 and PA/18/00266

In each scenario a 6m x 3m display with associated walkways and handrails was removed and a portrait slim line LED granted as a replacement. Both displays benefitted from deemed consent and both were previously multi advert wave machines (with 3 advertisements on rotation). The council deemed the reduction in clutter, depth of display and also size reduction to have a positive effect on amenity.
186 Hackney Road (planning granted for 2.5m x 4m LED display)

462 Bethnal Green Road (planning granted for 3m x 4.5m LED display)
Furthermore, there have been a number of proposals on Mare Street that have been approved for similar schemes:

2018/0459
63 Mare Street London E8 4RG

2015/1883
Land adjacent to 72 Mare Street London E8 4RT

Of particular interest is the recent refused application below:

2018/1561
162 Mare Street London E8 3RD

We agree that this proposal did nothing to enhance or preserve the location, or the conservation area. There was no reduction in size or location. The depth of the display was 4 times that of the current display, although the platform was going to be removed.

In contrast we believe our proposal presents a significant improvement to the building and we hope that this proposed reduced scheme will be supported.

We would be open to discuss and alter the size of the display, should the council be minded to grant permission.

Yours faithfully,

Chris Baker
McDowalls