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Planning Statement

Full planning application and advertisement consent for the installation of 2 no. 65-inch portrait digital display screens

122 Derby Road, Denby, Denby DE5 8LG

Date: April 2026
Reference: 26040
Revision: A

Section 1

INTRODUCTION

1.1 Plande has been appointed to submit a full planning application and advertisement consent for the installation of 2 no. 65-inch portrait digital display screens at 122 Derby Road, Denby, Denby DE5 8LG.



Figure 1: Location Plan

1.2 This statement, which should be read alongside the supporting information submitted with the planning application, aims to evaluate the planning issues and merits in the context of relevant policies and guidance.

1.3 This planning statement seeks to provide an overall summary of the existing site and surroundings; the relevant planning history of the site, and to provide justification for the proposed works, in the context of the local surroundings, in order to support Amber Valley Borough Council in the determination of this proposal and demonstrate that the proposed works comply with the policies of relevance within the Development Plan. The report is structured in the following format:

- Section 2: Site & Surroundings
- Section 3: Planning History
- Section 4: The Proposal
- Section 5: Planning Policy Framework
- Section 6: Scheme Assessment
- Section 7: Conclusion

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Section 2

SITE & SURROUNDINGS

2.1 The application site relates to 122 Derby Road, Denby, Denby DE5 8LG, an established commercial premises operating as an automotive dealership and service centre. The site occupies a prominent position at the signalised crossroads of the A609 (Rawson Green) and B6179 Derby Road, forming a well-trafficked junction within the local road network.

2.2 To the east of the car showroom building is a more modest car service centre located along Derby Road. Vehicular access to the site is at the eastern end of the site, directly from Derby Road. The buildings are surrounded by hardstanding which is used to display motor vehicles for sale.

2.3 The site is bordered by and directly opposite other commercial premises, reinforcing the predominantly commercial nature of the immediate environment. To the north of the plot the adjoining development comprises a mixture of commercial and warehousing properties. To the east are residential properties accessed from Danesby Crescent. To the south and west, beyond Derby Road and Rawson Green, is open countryside.

2.4 In townscape terms, the property forms part of a developed roadside frontage characterised by buildings of varied form, scale and appearance. The site's orientation towards Derby Road gives it a clear visual relationship with passing vehicles and pedestrians, and its position within an established built-up context means that the property is experienced primarily in association with the highway, adjacent plots and the wider pattern of frontage development along this section of the road.



Figure 2: Google Street View

2.5 The wider area is mixed in character, comprising residential neighbourhoods, roadside commercial activity and employment-related land uses within the Denby and Kilburn area. Development is structured broadly along the main road network, with Derby Road

functioning as a key local route through the settlement pattern. Beyond the immediate frontage development, the surrounding area includes established housing, community facilities and areas of open land, reflecting a semi-rural settlement edge context within the wider Amber Valley borough.

2.6 The site lies within Denby Bottles which functions as a local village providing day-to-day services and community facilities. Ripley lies approximately 4.5 km to the north-east and serves as the nearest principal town centre offering a wider range of retail, service and administrative functions. Belper lies approximately 4 km to the north-west and operates as a larger market town with broader employment, retail and public transport roles.

2.7 The site is served by public transport, with bus stops within walking distance on Rawson Green and Derby Road. The nearest railway station is Belper Rail Station, approximately 4.1 km to the north-west providing wider rail connectivity within the region.

2.8 The site is located within Flood Zones 2 and 3.

2.9 The site is not within the Green Belt and is not within a Conservation Area. The building is not a Listed Building nor in proximity to a Listed Building. The site has no specific local plan designation.

Section 3

PLANNING HISTORY

3.1 A planning history search illustrates the following relevant planning applications for the site (as described in the Council's records at the time):

- AVA-2014-0672
  Geoff Cox Car Sales 120 - 122 Derby Road Denby Ripley Derbyshire DE5 8LG
  Prior notification for erection of a 15m monopole with new cabinets an ancillary development
  5-August-2014

- AVA-2011-0019
  Geoff Cox Car Sales 120 - 122 Derby Road Denby Ripley Derbyshire DE5 8LG
  Advertisement Consent: To display signage for Car dealership consisting of 2 illuminated and 1 non-illuminated fascia signs and 2 illuminated free-standing signs
  Application Approval 15-February-2011

- AVA-2009-1033
  Geoff Cox Car Sales 120 - 122 Derby Road Denby Ripley Derbyshire DE5 8LG
  Extension to existing building
  Application Approval 17-December-2009

- AVA-2005-0294
  Geoff Cox Motors 122 Derby Road Denby Ripley Derbyshire DE5 8LG
  Demolish existing framed office unit and replace with new maintenance building for motor homes
  Application Approval 3-May-2005

- AVA-2004-1386
  Central Service Station 122 Derby Road Denby Ripley Derbyshire DE5 8LG
  Demolish existing framed office unit and replace with new maintenance building for motor homes
  Application Withdrawn 18-January-2005

- AVA-2001-0995
  122 Derby Road Denby Ripley Derbyshire DE5 8LG
  Outline permission for erection of building for Class A3 use
  Application Approval 10-June-2002

Section 4

THE PROPOSAL

4.1 This full planning and advertisement consent application seeks permission for the installation of 2 no. 65-inch portrait digital display screens.

ABOUT THE APPLICANT

4.2 Geoff Cox Car Sales Ltd is a long-established, family-owned car dealership and service centre that has operated from Derby Road, Denby for over 40 years, having originally been established in 1967. The company operates from two locations along Derby Road, with the current planning application specifically relating to the Kilburn Tollbar site at 122 Derby Road, Denby, Derbyshire (DE5 8LG).

4.3 The business operates Monday to Friday 08:30-17:30, Saturdays 09:00-16:00, and is closed on Sundays. The primary activities undertaken at the site comprise new and used vehicle sales, vehicle servicing and repairs, and operation of an MOT testing centre. Customer parking is provided on site and would remain unaffected by the proposal.

BUSINESS CASE & NEED

4.4 Geoff Cox Car Sales Ltd operates from the site as an authorised franchised dealer for both Subaru and Mitsubishi, with Mitsubishi scheduled to relaunch in the UK market in 2026. As part of these manufacturer relationships, the Applicant is required to meet and maintain stringent brand presentation standards, including the clear and effective display of vehicles, customer services, and associated marketing materials.

4.5 The application site occupies a prominent roadside position on Derby Road and is subject to a high volume of passing vehicular traffic. Historically, this visibility has been utilised not only for the promotion of the Applicant's business but also to support local organisations. This has included the provision of perimeter advertising space for local businesses, community groups and charitable organisations, typically by way of temporary PVC banner signage.



Figure 3: Example of previous banner signage used at the site



Figure 4: Example of previous banner signage used at the site



Figure 5: Example of previous banner signage used at the site

4.6 Evolving manufacturer branding requirements—particularly in anticipation of Mitsubishi's return to the UK market—combined with the Applicant's ongoing desire to support local advertising and community initiatives, have resulted in an increased need for a more cohesive, adaptable and visually appropriate signage solution.

4.7 The proposed development seeks to address these identified requirements through the installation of 2 no. 65-inch outdoor digital display screens. These would provide a modern and controlled means of presenting manufacturer-compliant branding, while continuing to offer a flexible platform for the promotion of local businesses, services and community initiatives, in a manner appropriate to the site's commercial context.

SITING

4.8 The proposed installation comprises a freestanding 'totem-style' form, which measures approximately 2m tall, 1m wide, and will be positioned along the perimeter of the site and oriented towards the roads. The digital display screens will be located on a small concreate base, in areas already used for advertising and temporary signage, ensuring that the proposal utilises established display positions rather than introducing signage into new or sensitive parts of the site.

4.9 The units will be commercial-grade outdoor displays, specifically designed for external use, with appropriate durability, weather resistance, and brightness control to ensure visibility in varying conditions. The screens will be fixed installations with a clean and consistent appearance, replacing the need for multiple temporary banner advertisements.



Figure 6: Example of digital display screen

SIGNAGE SPECIFICATION

4.10 The screens will operate without sound and will display static content only, with no full-motion video, flashing imagery, or rapid transitions. Content will change at controlled intervals of approximately 10 seconds, ensuring that displays remain clear and legible without causing distraction to passing drivers.

4.11 The outdoor displays are fitted with an ambient light sensor, which automatically adjusts the brightness continuously based on surrounding light levels. This means the screens operate at higher brightness during the day for visibility, but reduce significantly in low-light and night-time conditions.

4.12 Brightness levels will be appropriately controlled. In terms of typical output, the screens reduce in brightness to approximately 450 cd/m^2 in darker conditions, which is a substantial reduction from their daytime brightness and is intended to minimise glare and light spill and avoid adverse impact on highway safety. During daylight hours the luminance will be 2500 cd/m^2.

ADVERTISING CONTENT

4.13 All advertising content will comply with applicable Advertising Standards Authority (ASA) and Committee of Advertising Practice (CAP) guidelines, ensuring that material is suitable, responsible and appropriate for a roadside setting.

4.14 Advertisements will not include references to body imagery, adult entertainment, violent content, offensive weapons, political material, or matters of public controversy or sensitivity.

4.15 All display content will be subject to prior approval by the Applicant and must adhere to established creative guidelines. Content must not replicate or resemble traffic signals, road signs, or warning symbols, including the use of red, amber and green in circular configurations. Visual material must be clear and immediately understandable within a short viewing period, ensuring minimal distraction to passing motorists. All content must comply with the company's terms and conditions, avoid conflicts with competing businesses, and maintain clear relevance to the local community.

4.16 The digital display screens will present a defined and controlled mix of content, primarily related to the lawful operation of the site and the promotion of local community interests. The anticipated content split is as follows:

4.16.1 Approximately 20% will comprise Mitsubishi-branded content, and 20% will comprise Subaru-branded content, promoting authorised products and services in accordance with manufacturer requirements.

4.16.2 Approximately 20% will be Geoff Cox Car Sales Ltd branded content, promoting the Applicant's own products and services.

4.16.3 Approximately 30% will be allocated to advertising and promotional content for local businesses, charities and community groups.

4.17 Any remaining screen time will be used flexibly for operational messages or transitional content, with all material subject to the agreed content controls and approval procedures.

Section 5

PLANNING POLICY FRAMEWORK

5.1 In accordance with S.38 of the Planning and Compulsory Purchase Act 2004 and section 70(2) of the Town and Country Planning Act 1990, this planning application should be determined in accordance with the relevant Development Plan policies unless material considerations indicate otherwise. For the purposes of this determination, the Development Plan comprises:

- Amber Valley Borough Local Plan 2022-2040 (adopted 2 March 2026)
- Supplementary Planning Documents
    - Shop Fronts and Advertisements SPD (April 2007)

5.2 This section provides the background to the development plan and identifies the relevant policies below.

AMBER VALLEY BOROUGH LOCAL PLAN 2022-2040

5.3 **Policy SS1 Presumption in favour of Sustainable Development** supports a presumption in favour of sustainable development, requiring the Borough Council to take a positive approach to proposals that accord with the Local Plan. It states that the Council will work proactively with applicants to find solutions so that compliant proposals can be approved wherever possible and without delay. Where relevant policies are absent or out-of-date, permission should be granted unless adverse impacts would significantly and demonstrably outweigh benefits.

5.4 **Policy SS3 Settlement Hierarchy** sets out the settlement hierarchy and directs development to the most sustainable locations, with the primary focus in and around the main urban areas and accessible locations. It supports more limited development in key villages, and restricts development in other settlements and the countryside. The policy resists proposals that would cause disproportionate growth, conflict with settlement function, lack necessary infrastructure, or undermine key services and facilities.

5.5 **Policy SS4 Supporting Centres of Economic Growth** supports retail, office, leisure, entertainment and cultural proposals where they maintain and enhance the vitality and viability of defined centres. It directs major town centre uses to the four Town Centres as the preferred locations, and sets criteria to secure balanced growth, improved accessibility, an appropriate mix of uses, reuse and regeneration, and high-quality design responding to character and heritage. It also supports appropriate provision in district, local and neighbourhood centres where justified.

5.6 **Policy EN3 Flood Risk** requires a sequential approach to flood risk, prioritising sites at the lowest risk and requiring the Sequential Test and, where necessary, the Exception Test. For sites at greater flood risk, it mandates that development is resilient through design and layout and incorporates appropriate mitigation measures. It expects surface water to be managed to minimise impacts, seeks net decreases in run-off where appropriate, and promotes SuDS which

mimic natural drainage and can improve water quality, biodiversity and green infrastructure connectivity.

5.7 **Policy EN14 Advertisements** permits new advertisements where they do not compromise highway safety and where design quality is sympathetic to the site and its setting, including any buildings. It also expects directional signage, where proposed, to replace or be incorporated within an existing advertisement in the locality. The policy is principally concerned with ensuring advertisements are appropriately designed and sited, and do not create safety impacts for highway users.

NATIONAL PLANNING POLICY FRAMEWORK

5.8 The National Planning Policy Framework (NPPF) was published in 2012 and last revised in December 2024. The aim of the NPPF is to ensure there is a presumption in favour of sustainable development and that positive planning solutions are found to ensure development is brought forward. The NPPF is a material consideration in planning decisions as outlined in Paragraph 2 of the NPPF and Section 38(6) of the Planning and Compulsory Purchase Act 2004.

5.9 Sustainable development is broadly defined in Paragraph 8 of the NPPF as having three overarching objectives which are independent and need to be pursued in mutually supportive ways:

a) An economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

b) A social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and

c) An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

5.10 The NPPF sets out Government planning policies for England and how these are expected to be applied. Paragraph 11 of the NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development and that a presumption in favour of sustainable development is at the heart of the NPPF. For decision-taking this means:

- Approving development proposals that accord with the development plan without delay; and
- Where the development plan is absent, silent or relevant policies are out of date, grant planning permission unless:
  - Any adverse impacts of doing so would significantly and demonstrably outweigh the benefits when assessed against the policies in the framework as a whole, having particular regard to key policies for directing development to sustainable locations, making effective use of land, securing well-designed places and providing affordable homes, individually or in combination; or
  - Specific policies in the Framework indicate development should be restricted.

5.11 Paragraph 39 states that local planning authorities should approach decisions on proposed development in a positive and creative way and should work proactively with applicants to secure development that will improve the economic, social and environmental conditions of the area. Furthermore, Decision-makers should seek to approve applications for sustainable developments where possible.

5.12 Paragraph 48 states that planning law requires that applications for planning permission be determined in accordance with the development plan unless material considerations indicate otherwise.

5.13 Paragraph 56 states that local planning authorities should consider whether otherwise unacceptable development could be made acceptable through the use of conditions.

5.14 Paragraph 128 states that local planning authorities should take a positive approach to applications for alternative uses of land which is currently developed but not allocated for a specific purpose in plans, where this would help to meet identified development needs.

5.15 Paragraph 135 (f) states that developments should ‘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 and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

5.16 Paragraph 141 states that the planning system should ensure that developments are visually attractive, sympathetic to local character and history, and contribute positively to a strong sense of place. It expects proposals to function well over their lifetime and be supported by appropriate and effective landscaping so that development adds to the overall quality of an area.

5.17 Promoting sustainable development is a key component of the NPPF and a substantial weight is given to encouraging economic growth with planning authorities being required to apply the presumption in favour of sustainable development.

Section 6

SCHEME ASSESSMENT

6.1 The following section will consider the compliance of the proposal with the Development Plan policies and material considerations for the application. It provides an analysis of the main planning matters related to the principle and a more detailed, policy-orientated assessment of planning considerations.

PRINCIPLE OF DEVELOPMENT

6.2 *Considering the NPPF as a whole, it is important to note that the main purpose of the NPPF is to contribute to the achievement of sustainable development. Paragraph 8 states that "Achieving sustainable development means that the planning system has three overarching objectives which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives)".*

6.3 At Paragraph 7, the NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development. Paragraph 7 further states that, at a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs.

6.4 At Paragraph 11, the NPPF sets out a presumption in favour of sustainable development, which requires decision-makers to approve applications that accord with the Development Plan without delay.

6.5 As noted in the NPPF paragraph 141 the key issues for consideration in this application are the impact of the advertisements on amenity and public safety taking account of cumulative impacts.

6.6 In this case, the proposal relates to modest advertisement infrastructure associated with an established commercial use, and is therefore considered compatible with the presumption in favour of sustainable development in Policy SS1 and the decision-taking approach in NPPF paragraph 11.

VISUAL AMENITY

6.7 The application site occupies a prominent position at the crossroads of the A609 (Rawson Green) and B6179 Derby Road, a well-trafficked junction in a commercial area. The existing site has a long history of temporary signage installations, advertising both the Applicant's business, and local community events, which can present a cluttered and unsightly display, especially with multiple banners and extended periods of display.

6.8 The existing site already benefits from illuminated signage associated with the dealership, along with external lighting serving the car display and parking areas, and as such it is suggested that the proposal would not be out of character within the context of the existing commercial site.

6.9 It is suggested that the proposed digital display screens would create a more controlled, consistent and higher-quality format for advertisements at the site and would relate well to the commercial setting.

6.10 Within the local area there is a range of other street furniture, including non-illuminated signage totems, bus stop shelters, and freestanding digital information signage at the bus stop. It is suggested that the introduction of two digital display screens would not have an unacceptable impact on the visual amenity of the local area and would be read in conjunction with other signage in the locality.

6.11 Policy EN14 of the Amber Valley Borough Local Plan requires that the "quality of the design is sympathetic to the site and its setting", and Policy SS4 requires that development "maintain or enhance the quality of the built environment, having regard to local character, townscape and cultural heritage." NPPF paragraph 135 requires development to be sympathetic to local character and to add to the overall quality of the area, while paragraph 141 similarly emphasises visual quality and a strong sense of place.

6.12 It is suggested that the screens are of a proportionate size and positioned on site to avoid undue dominance. The use of industry standard illumination levels along with automated dimming regimes will avoid excessive contrast or rapid image changes, and ensure the development remains visually contained within the commercial roadside environment. In addition, the established commercial context and the presence of the adjoining road network mean that baseline lighting and activity levels are not those of a wholly quiet residential environment, and therefore the magnitude of any change is relatively small.

6.13 It is considered that the proposal would not result in unacceptable harm to the character or visual amenity of the locality and would align with policies SS1, SS4 and EN14 of the Amber Valley Borough Local Plan and the design expectations of NPPF paragraphs 135 and 141.

PUBLIC SAFETY

6.14 Policy EN14 of the Amber Valley Borough Local Plan is explicit that "*New advertisements that do not compromise highway safety will be permitted*". This is the primary local policy test. NPPF paragraph 115 requires it to be ensured that "*safe and suitable access to the site can be achieved for all users*" and that "*any significant impacts from the development on the transport network… or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach*."

6.15 The signage would be clearly visible to stationary traffic at the junction of Derby Road and Rawson Green, however it is suggested that the luminance levels, static nature of the displays, and control of

advertising will not distract attention or cause any risk to highway safety.

6.16 It is suggested that vehicular speeds in the vicinity are moderated by the traffic lights at the junction, and driver attention is already focused on the controlled junction and surrounding signage.

6.17 The proposal does not alter access arrangements to the site. As the signage would be set back from the highway and would not alter pedestrian routes, it is considered unlikely to give rise to any material risk to pedestrian safety.

6.18 It is considered that the proposal would comply with Policy EN14 of the Amber Valley Borough Local Plan and would be consistent with the NPPF's requirement to ensure safe and suitable conditions for highway users, including paragraph 115.

CHARACTER OF THE AREA

6.19 The site lies within the settlement boundary of Denby Bottles, which is defined as a key village by policy SS3 of the Amber Valley Borough Local Plan. It is suggested that the proposal would not result in disproportionate growth of the settlement, or conflict with the function of the settlement, or result in a loss of key services within the local community, and as such the proposals are in accordance with policy SS3.

6.20 Policy SS4 of the Amber Valley Borough Local Plan seeks that new development "maintain or enhance the quality of the built environment, having regard to local character, townscape and cultural heritage."

6.21 At national level, NPPF paragraph 135 requires that developments "will function well and add to the overall quality of the area" and "are visually attractive as a result of good architecture, layout and appropriate and effective landscaping" and are "sympathetic to local character and history". Paragraph 141 reinforces the importance of visual attractiveness, a strong sense of place, and appropriate landscaping.

6.22 The proposed signage would be read within the context of the commercial car dealership site. Although located at the perimeter of the site, the signage is clearly related to the commercial premises, with 60% of the advertisements relating to the application site. To the south and east of the application site is Green Belt land, however it is suggested that the development would not have a detrimental impact on the openness of the nearby Green Belt.

6.23 In this context, it is suggested that the proposal can be appropriately assimilated within the commercial character of the area. The detailed specification of the proposed digital display presents a restrained and coherent appearance, and the siting of each of the structures reads

as part of the established commercial presentation of the site rather than introducing visual clutter.

6.24 It is suggested that the proposals are in accordance with policies SS3 and SS4 of the Amber Valley Borough Local Plan.

FLOOD RISK AND DRAINAGE

6.25 The site is located within Flood Zones 2 and 3. Policy EN3 of the Amber Valley Borough Local Plan requires the Council to "follow a sequential approach to flood risk management, giving priority to the development of sites with the lowest risk of flooding." It further states that, where it has been demonstrated that the Sequential Test and Exception Test have been satisfied, development must "be resilient to flooding through design and layout" and "incorporate appropriate mitigation measures". The policy also expects that "Suitable measures to deal with surface water arising from development proposals will be required" and that developments should manage surface water through minimising non-permeable areas and incorporating SuDS where appropriate.

6.26 It is suggested that for this proposal, the flood risk considerations principally relate to ensuring that the screens and associated equipment, power supplies and connections are designed to be resilient and safe in flood conditions, and that operational measures allow the equipment to be shut down and made safe ahead of flood events. Given that the proposal is not expected to materially increase impermeable area or change site drainage characteristics, surface water impacts are likely to be limited.

6.27 Subject to the final specification of the equipment and any necessary mitigation secured by condition, it is considered that the proposal could be made appropriately resilient to flood risk in accordance with Policy EN3 of the Amber Valley Borough Local Plan.

ECOLOGY AND BIODIVERSITY

6.28 The proposal comprises the installation of digital screens within an existing hard-surfaced commercial site. While a concrete base is required for each digital display screen of a footprint size of c. 1.28x0.75m, it is suggested that each screen will be located in an existing area of hardstanding, and therefore the development is unlikely to result in ecological impacts.

6.29 It is therefore suggested that the proposal would be consistent with the broader objectives of policy SS1 of the Amber Valley Borough Local Plan in securing sustainable development.

ENVIRONMENTAL SUSTAINABILITY

6.30 The proposal supports the operational requirements of an existing business through modernised signage infrastructure. While the development is not of a scale that typically triggers broad sustainability measures, it is noted that digital screens can be energy efficient relative to some traditional illuminated advertisement forms, depending on specification and operation.

6.31 It is suggested that the recent installation of solar panels at the site in 2025 will offset any additional power requirements of the signage. In addition, the works to further improve the electrification of the site will allow for improved electric car support and more electric vehicle charging points, which are encouraged by the manufacturers.

6.32 The provision of digital signs will also remove the requirement for temporary, disposable plastic display signage at the site.

6.33 Policy SS1 of the Amber Valley Borough Local Plan promotes development that improves “the economic, social, cultural and environmental conditions in the Borough.” It is suggested that, through appropriate specification and luminance control, the proposal can operate responsibly and without undue environmental effects, aligning with the sustainable development approach in Policy SS1 and the NPPF’s positive decision-making objective in paragraph 39.

6.34 It is therefore proposed that the installation of 2 no. 65-inch portrait digital display screens conforms to the relevant Local Plan Policies generally and should be considered acceptable given its location.

Section 7

CONCLUSION

7.1 The proposed development seeks planning permission and advertisement consent for the installation of 2 no. 65-inch portrait digital display screens at 122 Derby Road, Denby, Denby DE5 8LG.

7.2 The proposal is considered acceptable in principle within an established commercial roadside context and aligns with the positive approach to sustainable development in Policy SS1 and NPPF paragraph 39.

7.3 Overall, the proposal represents a modest and well-contained addition to an established roadside commercial site, with its scale, siting and method of operation ensuring that it would sit comfortably within its surroundings without causing unacceptable amenity or safety impacts.

7.4 Flood risk considerations arising from the site's location within Flood Zones 2 and 3 are addressed through resilient design and operational isolation measures consistent with Policy EN3.

7.5 For the reasons set out above, it is considered that the development would not give rise to unacceptable effects on visual amenity, nearby residential amenity or highway safety. Taken together, the proposal is considered to accord with Policies SS1, SS3, SS4, EN3 and EN14 of the Amber Valley Local Plan, together with the relevant design and decision-taking principles of the NPPF.

7.6 It is therefore respectfully requested that the planning application is approved. Should Amber Valley Borough Council not agree with this view, the applicant would seek to engage with the authority to secure a solution, in line with the NPPF.

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