

Items to add to Planning Application

- Illumination for the panels will be below the limit set out in the Institute of Lighting Engineers (ILE) technical note number 5 “The brightness of illuminated advertisement”, to ensure drivers are not distracted and so there is no adverse impact on highway safety. The intensity of the luminance of the advertisement shall be no greater than 1000Cdm² during daylight hours and 300Cdm² during the hours of darkness. This will be limited by the use of an appropriately calibrated and programmed light sensor attached to the controller system.
- The proposed panels will not have any intermittent light source, moving feature, animation or exposed cold cathode tubing, to ensure drivers are not distracted and so there is no adverse impact on highway safety.
- The frequency of change in the displayed image is no greater than 10 seconds, and a transition from one image to another whereby the ending display is phased out and its replacement phased in over a period a period of no more than 3 seconds, to ensure drivers are not distracted and so there is no adverse impact on highway safety.
- No visual effects of any kind to be permitted to accompany the transition between any two successive messages. The replacement image must not incorporate any fading, swiping or other animated transitional method.

Items to review:

Planning subject to the requirements of Regulation 14(7)(b) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 which states that every grant of express consent is subject to the following standard conditions stipulated in Schedule 2 to the said Regulations:-

(i) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

(ii) no advertisement shall be sited or displayed so as to endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).

(iii) no advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air.

(iv) no advertisement shall be sited or displayed so as to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(v) any advertisement displayed, 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.

(vi) 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

(vii) where an advertisement is required under the Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To conform with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

3 The proposed illuminated signs shall not have any intermittent light source, moving feature, animation or exposed cold cathode tubing unless such features are subsequently agreed in writing by the Local Planning Authority.

Reason: To ensure that the signage is not detrimental to public safety or local amenity

4 At all times when vehicles are attending the site for the purpose of installing, servicing or maintaining the signage hereby approved, the attending vehicles shall park, load and unload within the site boundary and away from the public highway.

Reason: To ensure that the installation of the signage does not disturb the safe and free flow of traffic along the public highway.

5 Illumination for the panels will be below the limit set out in the Institute of Lighting Engineers (ILE) technical note number 5 "The brightness of illuminated advertisement", to ensure drivers are not distracted and so there is no adverse impact on highway safety. The intensity of the luminance of the advertisement shall be no greater than 1000Cdm² during daylight hours and 300Cdm² during the hours of darkness. This will be limited by the use of an appropriately calibrated and programmed light sensor attached to the controller system.

Reason: To ensure that the proposed display does not prejudice the amenities of the locality or the conditions of general safety along the neighbouring highway.

6 The sequential advertisements will not change more than once every 10 seconds and any sequential change between advertisements will take place over a period no greater than one second.

Reason: To ensure that the signage is not detrimental to public safety or local amenity