

Clear Channel UK Ltd

CONVERSION OF ROADSIDE ADVERTISING POSTER BILLBOARDS TO D-POSTER

Public Safety Considerations

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Appendix A

D-Poster Specification Sheet

1 INTRODUCTION

1.1 Introduction

1.1.1 Vectos have been commissioned by Clear Channel UK to provide a report that sets out and addresses the public safety considerations relating to the upgrade of traditional 48 sheet poster and paste roadside advertising to a more modern digital format known as a “D-Poster”. A specification sheet for the proposed D-Poster format has been included as **Appendix A** to this report.

1.1.2 The purpose of this document is to inform the consideration of advertising applications for converting existing poster and paste sites to digital format across the UK.

1.1.3 It is worth noting that between August 2018 and August 2019 there have been a total of 86 approvals of poster and paste sites to digital format in the UK, and it is understood that at least 19 of these have been 48 sheet adverts.

1.2 Existing Sites

1.2.1 The sites identified by Clear Channel for upgrade comprise of locations where poster advertising is already well established. This means that the sites either benefit from Express Consent or Deemed Consent under Class 13 or 14 of the Town and Country Planning (Control of Advertisement Regulations) 2007. Class 13 allows advertisements to be displayed on a site that has been used continually for the preceding 10 years and Class 14 allows the continued display of adverts after the expiry of express consent. The principle of advertising being acceptable in road safety terms is therefore already established on all of the sites in question.

1.3 Key Considerations

1.3.1 Each scheme will be replacing an advertising display that is currently in operation, and therefore in the consideration of the proposals during the planning process it should be noted that there is already a precedent with regard to roadside advertising being in view to traffic. In some cases the digital advertisement will be replacing multiple existing advertisements.

1.3.2 It is proposed that the digital screens will still be displaying static adverts on rotation and as such the effect of video motion is not considered in any detail within this document. The only material change will instead relate to the digital LED illumination and the sequential change of adverts.

1.3.3 Accordingly, these are the key factors that will be subject to detailed analysis to ensure that no conflicts will arise as a result of each proposal.

1.3.4 This report hypothesises that there should be no material difference in road safety terms between static poster and paste sites and digital advertising sites, provided the proposed replacement digital screens are subject to the appropriate controls.

1.4 Report Structure

1.4.1 Following the introduction, the structure of this report is as follows:

- **Chapter 2** considers the relevant policy and guidance within which the proposals to convert existing poster and paste sites to digital format are being brought forward;
- **Chapter 3** draws on supportive research and established best practice with regard to the acceptable form of digital roadside advertising;
- **Chapter 4** reviews the key technical considerations relevant to the proposals, and recommends a standard set of conditions that can be applied by Local Authorities to control the operation of the digital advertising displays;
- **Chapter 5** provides some details on comparable sites of approvals for static display panels being converted to digital advertising screens throughout the UK; and
- **Chapter 6** sets out the summary and conclusion of the report.

2 POLICY CONTEXT

2.1 Introduction

- 2.1.1 This chapter considers the relevant policy and guidance within which the proposals to convert existing poster and paste sites to digital format are being brought forward.

2.2 National Planning Policy Framework, February 2019

- 2.2.1 In relation to advertising, paragraph 132 in the National Planning Policy Framework (NPPF) states that:

“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”.

- 2.2.2 The overarching presumption in favour of sustainable development also covers a proposal having an acceptable safety impact, and this is applicable in the case of an application for roadside advertising and the public safety impact.

- 2.2.3 Paragraph 109 of the NPPF states:

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe”.

- 2.2.4 Accordingly, whether the proposals are likely to be so distracting that these create unacceptable hazards is considered to be the key policy test.

2.3 Planning Practice Guidance: Advertisements, March 2014

- 2.3.1 This guidance from the Ministry of Housing, Communities and Local Government (MHCLG) replaces a number of older guidance notes and complements the NPPF. It recognises that where advertisements are more likely to effect public safety on the

roads they will require more careful consideration, but this does not necessarily mean that advertising will be unacceptable in these locations.

“All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to effect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline”.

- 2.3.2 The Clear Channel proposal sites are all existing poster panel adverts that either benefit from Express or Deemed Consent, having been in situ for ten or more years without discontinuance. Therefore, the baseline position is that they are acceptable locations for advertising in public safety terms in line with this MHCLG guidance. As such, provided the level of distraction is controlled, the proposals can be considered unlikely to cause road safety problems in the locations selected.

2.4 Planning Policy Guidance (PPG) 19: Outdoor Advertising Control

- 2.4.1 Though now withdrawn and superseded by NPPF, previous guidance provided in paragraph 15 of PPG19 ‘*Outdoor Advertising Control*’ provided useful insight into how to approach the assessment of advertisement applications in a positive manner:

“The vital consideration, in assessing advertisement’s impact, is whether the advertisement itself, or the exact location proposed for its display is likely to be so distracting, or so confusing, that it creates a hazard to or endanger people in the vicinity who are taking reasonable care for their own or others safety”.

- 2.4.2 This indicates a presumption in favour of allowing advertising unless there are particular circumstances that give rise to a significant risk above those normally associated with driving in general.

2.5 Transport for London (TfL): Guidance for Digital Roadside Advertising and Proposed Best Practice

2.5.1 The TfL document '*Guidance for Digital Roadside Advertising and Proposed Best Practice*' (2013) provides clear advice regarding the acceptable form of, or location for, digital roadside advertising.

2.5.2 The guidance acknowledges that there is no demonstrable proof that advertisements cause traffic collisions or are inherently unsafe. Importantly and in support of the proposals by Clear Channel to convert existing poster and paste sites to digital format across the UK, it recognises that static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted. It also concludes that with the use of appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising such as poster and paste.

2.5.3 Although the TfL guidance relates to Greater London, it is considered that the guidance document provides a good framework for assessing the suitability of sites for digital roadside advertising throughout the UK. It should be noted that it is fully endorsed by TfL, and this document is applied by London Boroughs as well as TfL.

2.6 Summary

2.6.1 The above policy review has described the framework within which the acceptability of the proposals needs to be assessed.

2.6.2 The overarching message from policy and guidance is that there is not a presumption against roadside digital advertising, however where advertisements are more likely to effect public safety on roads they will require more careful consideration and detailed analysis to ensure that no unacceptable conflicts will arise. However, as the Clear Channel sites are all existing poster panel adverts that have been in situ for ten or more years, it is considered that the digital upgrade proposals represent a minimal risk in terms of creating an unacceptable change in driver distraction.

- 2.6.3 In addition, the TfL guidance document points in favour of static digital advertising being acceptable in locations where existing advertising exists and that once subject to control, digital format is no more or less dangerous than any other type of advert.

3 RESEARCH ON ROAD SAFETY AND ADVERTISING

3.1 Introduction

3.1.1 This section draws on available research and established best practice in relation to digital advertising.

3.2 Research

3.2.1 As set out in the previous section, the '***TfL Guidance for Digital Roadside Advertising and Proposed Best Practice***' recognises that static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted. The Best Practice approach addresses preferred locations for advertising and preferred controls over the displays, including over illumination, rate of change and speed of change of adverts, and information displayed on the screen.

3.2.2 The recommendation on the minimum message display duration for digital screens is that this should ensure that approaching drivers do not see more than one or two messages to avoid an unacceptable level of distraction in anticipation of the next image. The guidance advocates that digital advertising should not contain moving or sequencing of images and that the rate of change between advertisements should be instantaneous.

3.2.3 The guidance supports the approach to lighting set out in '***The Institute of Lighting Professionals Technical Note 5: Brightness of Illuminated Advertisements***'. Night time levels should be in the range of 100-300cd/m² and daytime levels will be higher to ensure the signs remain visible. Light sensors and other display controls are recommended.

3.2.4 The guidance also acknowledges that digital advertisements are highly controllable and concludes that with the use of appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising such as poster and paste.

3.2.5 It is important to recognise that unusual roadway features will attract a driver's attention. However, roadside advertising has been a familiar feature on UK roads going

back many years. It is therefore considered that the majority of drivers observing a static roadside advert would be very unlikely to undertake atypical extended glances to a display, whether printed or digital.

- 3.2.6 The presence of advertising screens and the connection with accidents has been explored by numerous researchers (for example, **McMonagle, 1952; Cairney & Gunatillake, 2000; Yannis, Papadimitriou, Papantoniou, & Voulgari, 2013; Wallis, 2003**), and based on the available evidence there is considered to be no causal relationship. This is an important point in relation to the proposals as the screens will still be showing static adverts but just a better image quality, and therefore existing accident rates on approaches to sites should not be detrimentally impacted.
- 3.2.7 A report published by the Transport Research Laboratory (TRL) in June 2009 '***Published Project PPR409, Investigating Driver Distraction: The Effects of Video and Static Advertising – A Driving Simulator Study***', contains meaningful data on eye dwell time of drivers in respect of adverts. The dwell time is the period of time the eye rests on an object in the visual field. The study considered the effect of advert type on driver performance in detail, and identified that static adverts induce significantly less driver distraction than full motion adverts in terms of speed variation on approach as well dwell time. The findings also highlighted that the change from static (poster and paste or digital sites) to full motion advertising resulted in changes in driver behaviour across four areas that are key to the safe control of a vehicle: speed selection, speed control, braking and collision avoidance and eye movement; which is a strong effect on driver performance. The study also consisted of advertisement reaction tests of drivers approaching static and full motion advertising, and there were no collisions in the static advertising tests.
- 3.2.8 The effect of advert exposure time on driver performance was also examined and in the main this revealed that drivers view full motion adverts for a significantly longer percentage of time than with static adverts. The proposals under consideration in this report comprise of the conversion of existing poster and paste sites to static digital advertising displays. As examined in detail as part of the TRL study, static forms of

advertising are considered to have a minimal and acceptable impact in terms of driver distraction.

3.2.9 In November 2018 the Australian Road Research Board (ARRB) published the report ***'On-road evaluation of the driving performance impact of digital billboards at intersections'***. The study assessed the impact on driving performance of new digital advertising installations through video surveys of vehicle control. The video survey data collected information on lane discipline, encroachment of stop lines and incidents at two sites. The key study findings were that no incidents occurred both in the 'without' and 'with' the presence of a digital advertising displays, and that vehicle lane discipline and encroachment of stop line performance data was not negatively effected with the introduction of digital advertising over a range of different dwell times.

3.2.10 As part of the Conference of European Directors of Roads Transnational Road Research Programme Call Safety 2016, an assessment of the distraction of vehicle drivers in Europe from roadside technology-based signage was undertaken. This led to the production of the report ***'Minimising distraction from roadside advertising – Recommendations for road authorities'*** in February 2019. The overall aim of the project was to provide evidence-based recommendations for road authorities on how to minimise negative safety impacts of roadside advertising. The report makes ten recommendations as follows:

1. Billboards which can be confused with road signs (e.g. size, shape, colour, content or a combination of these) should never be allowed;
2. Advertisements with moving images and animations should not be used;
3. Billboards should never be located in such a way as to obstruct or hinder road users' view of road signs, traffic signals, or any road infrastructure (including the road) critical to their understanding of the road system;
4. Billboards should be avoided in complex driving situations such as intersections and motorway exits or entrances;
5. Billboards should never display content that encourages drivers to look for information or to perform some action which is not relevant to driving;

6. Any advertisement on a billboard should be concise, legible and simple to understand;
7. Billboards which switch between adverts can be allowed, but the duration of display should be maximised so that the number of transitions is minimised;
8. Billboards which dazzle road users, or which are excessively bright or reflective should never be allowed;
9. Billboards with flashing, intermittent, modulating or moving lights or moving parts should never be allowed; and
10. Very large billboards, where the size itself will draw attention, should be avoided.

3.2.11 Of these ten recommendations it is considered that a large majority of them relate to the operation of the advertising display and the potentially conflicting features can be controlled / prevented through planning conditions. In respect of the recommendation that, '*Very large billboards.....should be avoided*', it should be noted that the proposed Clear Channel sites for the static digital format upgrades are all existing 48 sheet advertising panels, which are standard sizes of large format advertising.

3.3 Summary

3.3.1 This section has summarised key literature in relation to demonstrating the acceptability of introducing static digital advertising in place of existing poster and paste billboards in road safety terms. The following chapter uses these findings to address the technical considerations relevant to converting existing poster and paste sites to digital format, with the recommendation of a standard set of conditions to apply to each proposal.

4 TECHNICAL CONSIDERATIONS

4.1 Introduction

- 4.1.1 This section brings together the key technical considerations relevant to the proposals and recommends a standard set of conditions that can be applied by Local Authorities to control the operation of the static digital advertising displays.

4.2 Converting Existing Poster and Paste Sites to Digital Format

- 4.2.1 The proposal sites will comprise of locations where existing poster and paste advertising has been in situ for ten or more years without discontinuance, and therefore it is considered that the principle of advertising being acceptable in road safety terms is already established. As identified and set out in the previous chapter, with the use of appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising such as poster and paste.
- 4.2.2 All of the proposal sites are identified for static digital advertising content and the sites proposed for upgrades are all existing 48 sheet advertising panels. It is possible to control the size, brightness and type / form of the digital advertising so that the effects of the proposal sites are not materially different compared to their continued operation as poster and paste advertising. These operational issues are addressed later in Section 4.3.
- 4.2.3 It is considered that the minimum message display duration for the static digital advertising and the rate of change between advertisements require further assessment. There has been some research undertaken by Bellamy Roberts LLP (May 2016) with regard to appropriate time intervals between changeover of roadside advertising displays. The evidence involved calculating the time interval between changes for a 50mph speed limit and an assessment of the distance at which an advertisement is legible and therefore has the potential to attract a driver's attention.
- 4.2.4 To establish some factual basis for the calculation Bellamy Roberts conducted a video survey in a car along the elevated section of the M4 motorway in West London, where there are a number of roadside digital advertising sites. The survey captured the timing

of the locations on the approach to each display when it was first considered to be sufficiently legible to possibly attract a driver's attention, and then timing when the car passed each display.

4.2.5 The results were calculated based on an 85%ile approach to establish a "typical" legibility distance given that the data collected was variable for a number of reasons, including the size of the media screen and the content of the advert. For the advertisements surveyed alongside the M4, the 85%ile legibility distance was 314m. This meant that for an approach speed towards a site of 50mph (22.35m per second) that the 314m legibility distance was covered in approximately 14 seconds. It was subsequently calculated that for a driver to see no more than one change of the display, the time interval between changes cannot be less than half the time taken to cover the legibility distance. On this basis, seven seconds equates to half the time taken to cover the 314m legibility distance at 50mph.

4.2.6 Applying the same methodology, the values for half the time to cover the 314m legibility distance travel time at 30mph, 40mph and 60mph road speeds have been calculated, with the average value for the four road speeds of 8.341 seconds. Recommending a constant proposed changeover rate for the proposal sites of once every 10 seconds would be in line with the findings from the research undertaken by Bellamy Roberts LLP, so that drivers generally see no more than one change of the display on approach to static digital advertising displays at speeds between 30 and 60mph. It should be noted that every 10 seconds is a typical changeover rate that is applied to roadside digital advertising sites across the UK. It should also be taken into consideration that the legibility distance is likely to be much shorter for a 48 sheet advert in a typical urban area, meaning that there is even less potential for drivers to witness more than one changeover on the approach at this changeover rate.

4.2.7 The speed of transition between two advertisements is another consideration. If the changeover is not instantaneous and there are fades, swipes or slow merges, there is potential for increased eye dwell time. It is important to note that scrolling billboard advertising has been in operation in the UK for many years, with the principle of sequential advertising being acceptable in road safety terms therefore already

established. The proposed upgrade of the Clear Channel sites to static digital format will permit the changeover between adverts to be silent and instantaneous, which is not the case with scrolling billboard displays. Therefore, it must be considered that the impact on driver distraction of the proposals will be less than that of a traditional scrolling billboard.

4.3 Recommended Conditions

4.3.1 Taking into consideration the earlier findings in this chapter, the following planning conditions are proposed to append to any future applications to control the operation of the digital advertising displays to ensure that the screens operate in a safe manner:

- The display will be controlled by conditions in accordance with the Institution of Lighting Professionals '*Brightness of Illuminated Advertisements*' (2015) guidance, with luminance limited to 300cd/m² so as not to cause glare;
- The advertising screen shall not display any moving, or apparently moving images, or sequencing of images over more than one advert; and
- The advertisements shall not change more than once every 10 seconds, with an instantaneous changeover between adverts (of no greater than one second unless otherwise agreed with the relevant Local Authority).

5 EXAMPLE ASSESSMENTS

5.1 Introduction

5.1.1 Digital advertising is now common place in shop windows on high streets, on public transport and on fascia signs. The upgrade of traditional 48 sheet adverts to digital format is also becoming common place, with at least 19 conversions permitted across the UK in the last year alone.

5.1.2 This chapter provides examples of a handful of these sites in order to highlight how these applications have been assessed.

5.2 Northgate Arena, Chester

5.2.1 This advertising application is for the conversion of a static display panel located on the east side of the Northgate Arena in Chester City Centre to a digital advertising screen, as shown in **Figures 5.1 and 5.2**. The proposal site faces towards the eastbound carriageway of St Oswalds Way, is adjacent to the left in / left out junction with Victoria Road and is a short distance upstream from the St Anne Street traffic signal junction. St Oswalds Way is part of the Chester Inner Ring Road, which is a major orbital route and these site characteristics are not considered to provide unacceptable conflicts in road safety terms in relation to the proposed conversion of the advertising display to a digital format.

5.2.2 At the time of writing this report it is understood that this advertising application (Cheshire West and Chester Council application reference 19/00586/ADV) had not been determined but it had been recommended for approval by officers.

Figure 5.1 – Site Location



Figure 5.2 – Existing Advertising Display



5.3 Ings Road, Wakefield

- 5.3.1 This advertising application (Wakefield Council application reference 18/00489/ADV) comprised of the digitalisation of two existing advertising hoardings into one free standing 48 sheet advertising screen. The site is located adjacent to the Ings Road / Ings Road / Grove Street / B&M Homestore signalised junction in Wakefield, as shown in **Figures 5.3 and 5.4**. Wakefield Council refused the application, and the reasons for refusal included concerns around public safety on the roads given the site's close proximity to the adjacent signalised junction and the low bridge.
- 5.3.2 The applicant successfully appealed against the decision by Wakefield Council to refuse the application (appeal reference APP/X4725/Z/18/3205903). In the Appeal Decision the Inspector concluded that proposals would not cause unacceptable effects in terms of public safety, and that there was no evidence to support the view that the existing display of hoardings had contributed in any way to accidents due to driver distraction.
- 5.3.3 The Inspector took a systematic approach towards the assessment, considering the layout of the surrounding junctions and traffic movements through them and concluding that there would be opportunities for drivers to assimilate the content of the proposed display without demonstrably increasing the risk of accidents.
- 5.3.4 The Inspector noted that the Council produced no specific evidence to support its reason for refusal, such as reference to accident records around the site. It should be noted in this regard that the appellant was successful with an application for costs against the Council.
- 5.3.5 This is an important example to note, as it supports the approach set out at a national level to support advertising in principle, unless there is an evidence based reason for control to be exerted to prevent an unacceptable impact on public safety.
- 5.3.6 The proposed digital advertising screen is shown in **Figure 5.5**.

Figure 5.3 – Site Location

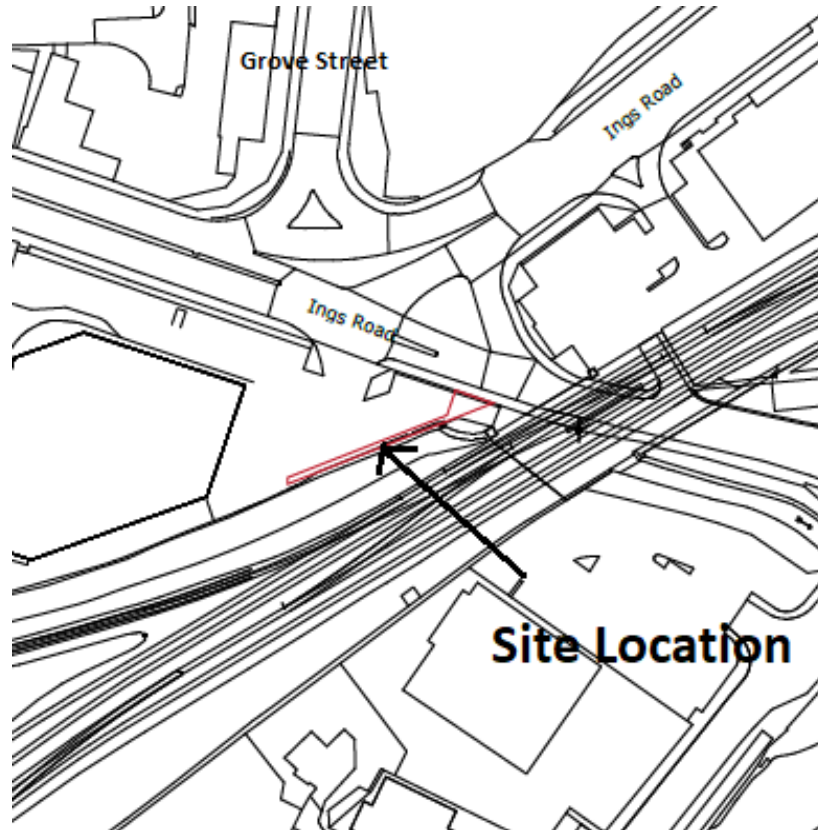


Figure 5.4 – Advertising Hoardings



Figure 5.5 – Ings Road Digital Advertising Screen



5.4 39 Pembroke Place, Liverpool

- 5.4.1 This advertising application (Liverpool City Council application reference 17A/3533) sought express consent for the replacement of a 48 sheet static advertisement with a modern digital LED display of the same size. The application had already been considered by Liverpool City Council and been approved for a period of five years, but this application was instead for a period of ten years to allow sufficient time for the applicant to recoup the capital cost of the upgrade.
- 5.4.2 The site is located adjacent to Pembroke Place in Liverpool City Centre and the advertising display faces towards the westbound carriageway of Pembroke Place, and is a short distance downstream from the Pembroke Place / Daulby Street traffic signal junction, as shown in **Figures 5.6 and 5.7**. Liverpool City Council approved the application subject to conditions, which included Condition 1 that required the development to be removed upon expiry of the 10-year period of consent. The applicant successfully appealed for the variation of Condition 1 by Liverpool City Council (appeal reference APP/Z4310/H/3195304) so that the advertising display does not have to be removed and that the use does not have to be discontinued at the end of the 10 year period of the express consent.

5.4.3 It is important to note that in the Officer’s Delegated Report for the original advertising application no highways objections were raised in relation to this proposal at 39 Pembroke Place, provided that the replacement digital screen was subject to appropriate controls to avoid unacceptable distractions to passing motorists in the interests of road safety. The controls were imposed through a series of planning conditions as set out in the Decision Notice.

5.4.4 The proposed digital advertising screen is shown in **Figure 5.8**.

Figure 5.6 – Site Location



Figure 5.7 – 48 Sheet Static Advertising Display



Figure 5.8 – 39 Pembroke Place Digital Advertising Screen



5.1 8 Kinmel Street, Rhyl

5.1.1 This advertising application (Denbighshire County Council application reference 45/2018/1155/AD) sought express consent for the replacement of a 48 sheet static advertisement with a modern digital LED display of the same size on the gable wall at this site. The site is located adjacent to Kinmel Street and the entrance to the bus station in Rhyl Town Centre. The advertising display faces towards two lanes of oncoming traffic and is a short distance downstream from the Kinmel Street / High Street traffic signal junction, as shown in **Figures 5.9 and 5.10**. Denbighshire County Council approved the application in February 2019.

5.1.2 It is important to note that in the Consultation Response on this application from Denbighshire County Council Highways, it stated that the Highway Authority had no objection to the proposals provided that the replacement digital screen was subject to appropriate controls in the interests of highway safety. The controls were imposed through a series of planning conditions as set out in the Certificate of Decision.

5.1.3 The proposed digital advertising screen is shown in **Figure 5.11**.

Figure 5.9 – Site Location

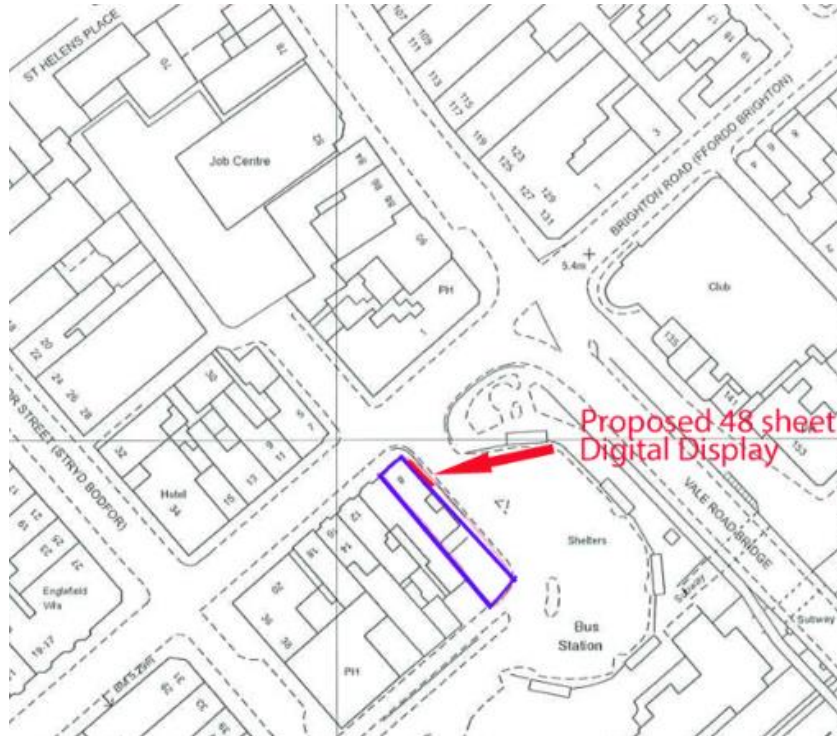


Figure 5.10 – 48 Sheet Static Advertising Display



Figure 5.11 – 8 Kinmel Street Digital Advertising Screen



5.2 111 Fore Street, Devonport, Plymouth

5.2.1 This advertising application (Plymouth City Council application reference 19/00029/ADV) sought advertising consent for the replacement of a 48 sheet static advertisement with a modern digital LED display of the same size on the gable wall at this site in Devonport, Plymouth. The site is located adjacent to Fore Street and the advertising display faces towards the westbound carriageway on the approach to the Fore Street / Chapel Street / Park Avenue traffic signal junction, as shown in **Figure 5.12**. Plymouth City Council approved the application in March 2019. The former 48 sheet static advertisement and proposed digital advertising screen are shown in **Figures 5.13 and 5.14**.

5.2.2 It is important to note that in the Consultation Response on this application from Plymouth City Council Highways, it stated that the Highway Authority had no objection to the proposals from a highway viewpoint. The Planning Decision Notice included a series of planning conditions in relation to controlling the operation of the proposed replacement digital screen to ensure that there are no resulting unacceptable highway safety impacts.

Figure 5.12 – Site Location



Figure 5.13 – 48 Sheet Static Advertising Display



Figure 5.14 – 111 Fore Street Digital Advertising Screen



5.3 178 Huntingdon Street, Nottingham

5.3.1 This advertising application (Nottingham City Council application reference 18/00213/ADV2) sought advertising consent for the replacement of a 48 sheet static advertisement with a modern digital LED display of the same size on the gable wall at this site in Nottingham City Centre. The site is located adjacent to Huntingdon Street and the advertising display faces towards the northbound carriageway on the approach to the Huntingdon Street / Cairns Street / Great Freeman Street traffic signal junction, as shown in **Figures 5.15 and 5.16**. Nottingham City Council approved the application in March 2018. The proposed digital advertising screen is shown in **Figure 5.17**.

5.3.2 It is important to note that for this advertising application no highways objections were raised in relation to this proposal.

Figure 5.15 – Site Location

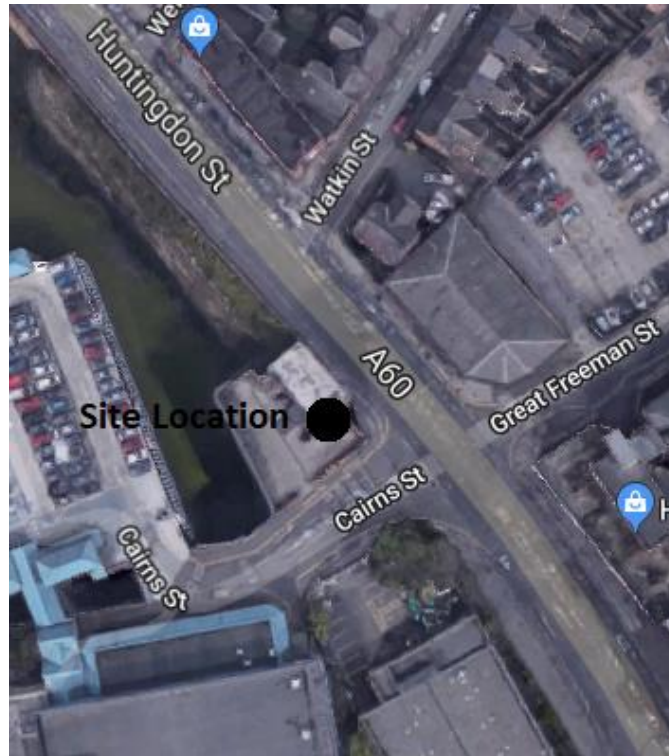


Figure 5.16 – 48 Sheet Static Advertising Display



Figure 5.17 – 178 Huntingdon Street Digital Advertising Screen



5.4 Land Adjacent to 64 Manchester Road, Tameside

5.4.1 This advertising application (Tameside Metropolitan Borough Council application reference 17/00954/ADV) sought express consent for the replacement of two 48 sheet static advertisements with one digital LED display of the same size. The site is located adjacent to A57 Manchester Road / Robert Street / Clark Way signalised junction in Hyde Town Centre, and the advertising display faces towards the westbound carriageway of the A57 as shown in **Figures 5.18 and 5.19**.

5.4.2 Tameside Metropolitan Borough Council refused the application in January 2018, and the main reason for refusal was the concern around the effect of the proposed advertisement on public safety. The applicant successfully appealed against the decision by Tameside Metropolitan Borough Council to refuse the application (appeal reference APP/G4240/Z/18/3198296). The Appeal Decision acknowledged that the proposal would replace two existing poster displays with one LED digital display, and it would be of a similar size and in a similar position to one of the existing advertisements. As a result, the proposed LED digital display would not appear as an unusual or unexpected feature to drivers passing through this area. In addition, the brightness of the display, form of advertising, minimum message display duration and rate of change were all subject to operational control through use of conditions. The Inspector concluded that the proposed LED digital display would not have unacceptable implications on driver and pedestrian safety at the site.

Figure 5.18 – Site Location

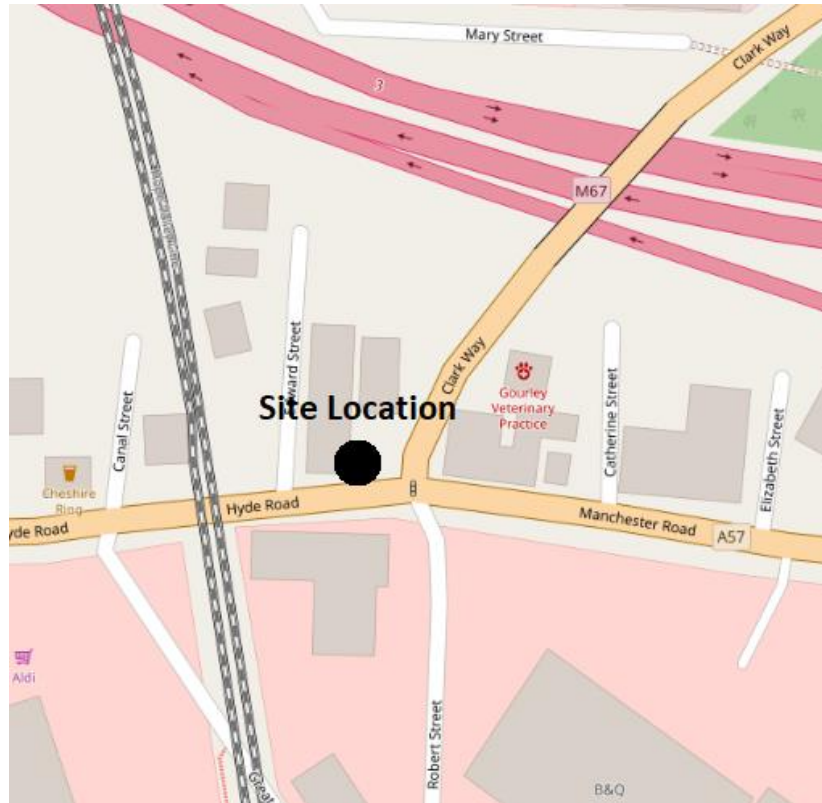


Figure 5.19 – 48 Sheet Static Advertising Displays



5.5 Summary

- 5.5.1 This chapter has reviewed existing sites and advertising applications for the conversion static display panels to digital LED screens across the UK. It has been shown that there are numerous examples of historical 48 sheet static advertisements where applications were made to upgrade the existing sites to display static digital advertisements on panels of the same size and same position, which were all approved.

6 CONCLUSION

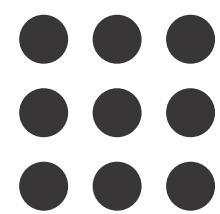
- 6.1.1 Vectos have been commissioned by Clear Channel UK to assess and address the public safety considerations relating to roadside advertising and proposals for upgrading existing 48 sheet advertising panels to digital advertising display panels.
- 6.1.2 The purpose of this document is to be used to support advertising applications for converting existing poster and paste sites to digital format across the UK.
- 6.1.3 The principle of advertising at the sites under consideration has long been established, as the existing billboards have been in situ for a number of years without discontinuance.
- 6.1.4 There is not a presumption against roadside digital advertising in the relevant planning policy and guidance.
- 6.1.5 The literature review undertaken in this report demonstrates that there should be no material difference between poster and paste sites and static digital advertising sites, if the proposed replacement digital screens are subject to the appropriate controls.
- 6.1.6 Accordingly, a series of planning conditions are proposed by the applicant to control the operation of each upgraded digital advertising display to ensure that the screens operate in a safe manner:
- The display will be controlled by conditions in accordance with the Institution of Lighting Professionals '*Brightness of Illuminated Advertisements*' (2015) guidance, with luminance limited to 300cd/m² so as not to cause glare;
 - The advertising screen shall not display any moving, or apparently moving images, or sequencing of images over more than one advert; and
 - The advertisements shall not change more than once every 10 seconds, with an instantaneous changeover between adverts (of no greater than one second unless otherwise agreed with the relevant Local Authority).

- 6.1.7 There are numerous examples set out in this report from across the UK of historical 48 sheet static advertisements where applications were made to upgrade the existing sites to display static digital advertisements on panels of the same size and same position, which were all approved.
- 6.1.8 Taking into account the findings of this report, the applicant considers that installing replacement proposed digital advertising screens with the use of appropriate controls at the existing billboard sites would not have an unacceptable or severe impact on highway safety, and therefore the proposals are not contrary to paragraph 109 and 132 of the NPPF (February 2019).

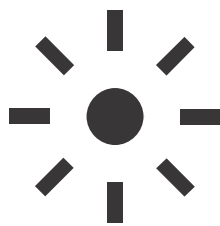
APPENDICES

APPENDIX A – D-POSTER SPECIFICATION SHEET

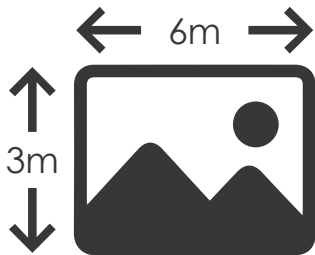
D-POSTER



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)