

8 Recommendations

The maximum value of luminance anywhere on the surface of an advertisement at any time during the night is given in Table 4. This guide makes no recommendations about the luminance distribution across the advertisement as this is a matter of design and the message that the sign has to convey.

Table 4: Maximum permitted recommended luminance (cdm^{-2})					
Illuminated area (m^2)	Zone E0	Zone E1	Zone E2	Zone E3	Zone E4
Up to 10	0	100	400	600	600
Over 10	0	n/a	200	300	300

Note:

1. For digital signs when the content may change then the rate of change should be limited to once every five seconds. Moving images, animation, video or full motion images should not be displayed at locations where they could present a hazard for example if they could be seen by drivers in moving traffic. During the daytime sign luminance should never exceed $5,000\text{cdm}^{-2}$.
2. LPAs may wish to impose additional controls by setting limits on the times when the illuminated advertisement may be lit.
3. The above recommendations for maximum luminance may not apply to recognised display centres, such as Piccadilly Circus, which must be considered as special cases. Recognised display centres usually exhibit the following features:
 - a. concentration of illuminated advertisements, some of which do not relate to the business premises on which they are erected.
 - b. extensive use of animation.