With regard to the display of full motion advertisements; express consent was granted at appeal; reference 102189/AOH/2013/C2 in 2013, for two full motion portrait displays on Portland Street. Again we accept that this is only a material consideration however in the appeal statement the Inspector makes reference to the Annex to Circular 03/2007 and states;

"*that the types of adverts that may cause a danger to road users include those which incorporate moving, or apparently moving, elements to their display*". The Inspector goes onto state, "*However, there is no suggestion that all such adverts are, by definition dangerous, and the Circular also highlights that road safety problems are likely to be less within commercial and industrial areas. The nature of the surrounding area in this case is commercial, and there are numerous pedestrian crossings, junctions, and signs on the buildings in the area. As a result, drivers are already alert to distractions and unexpected occurrences and the moving images would be unlikely to have a significantly adverse additional effect on the attention of drivers.*"

The Inspector then commented;

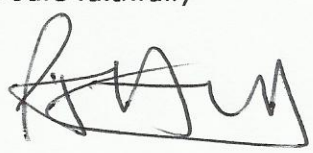
"*that full motion signs, can be operated without them necessarily having an adverse impact on public safety. Furthermore, as these signs become more commonplace, it means that they become more accepted and less of a distraction.*

In the case of the application site there are significantly fewer pedestrians and the streetscape is much more open and easy to assimilate. The flow of traffic and what pedestrians there are is traffic signal controlled. The carriageway itself is straight and uncomplicated and we believe that moving images would also be unlikely to have a significantly additional effect on the drivers attention.

Having regard to the above and the advice contained in Appendix B to Annex to Communities and Local Government Circular 03/2007, I do not believe that the proposed upgrade of the existing display to a digital format could be held to be against the interests of public safety.

We look forward to receiving your acknowledgment in due course. Please do not hesitate to contact us if you require any additional information or wish to discuss any aspect in further detail.

Yours faithfully



Paul Hardy
Vivid Outdoor Media Ltd.