Static illumination for the existing display and for the proposed digital display will be set at 600cd/m.

Beyond the enhanced presentation of advertising material, this proposal brings wider benefits which include;

- Energy efficiency. LEDs use up to 70% less power than traditional lighting.
- No printing, printed material disposal or broken tube wastage.
- Reduction in vehicle miles & movements to operate the site.
- LEDs have a longer service life (typically 4 times that of traditional lighting) and can be recycled at the end of their life.

Typically, a technology upgrade should not require a new or amended consent as the substantive nature and terms of the 'deemed consent' remain; however, as there will be a substantial investment made to upgrade this particular site, we are seeking a new formal consent based on the 'application pack'.

The issues for consideration when assessing this application are of course those of Amenity and Public Safety.

With regard to Amenity, the display is located in a predominantly commercial setting. Immediately behind the display and the backdrop to it, are the tram and rail bridges which are large structures that have a dominant effect in the street scene, as does the A57 Carriageway itself, which is a wide concrete featureless structure. This application seeks express consent to enable us to further invest in the advertising site. As there is no difference in the size of display proposed or the existing one, other than the more modern digital way in which the adverts will be displayed, we do not believe that it could be reasonably argued that this proposal would be detrimental to amenity.

With regard to Public Safety, we are not aware that there have been any road safety issues in relation to the existing display, nor with the movement of the 'wave' unit that preceded it. The 'content matter' of the advertisement is currently changed every two weeks whereas the digital display would change approximately once every ten seconds in a one minute 'loop'. However, we do not believe this would make any significant difference as the digital image would be capable of being readily assimilated at good range by the motorist, who is taking reasonable care for their own safety and the safety of others. The carriageway is straight and the road user is not required to undertake any manoeuvres of a particularly complicated nature. PPG 19 accepts that "advertisements will attract people's attention but that it should not automatically be presumed that an advertisement will distract the attention of passers-by". The vital consideration is that the advertisement "should not be so distracting or so confusing that it creates a hazard to or endangers road safety. The digital LED image is of a type which is seen further along this carriageway and where express consent has been granted or allowed at appeal and where digital displays will subsequently installed, as follows:

Application Reference;
097559/AO/2011/C1
097532/AOH/2011/C1
O99795/AOH/2012/N2

We accept that even though there are other digital displays on the same road or that they will be built, that it does not automatically mean express consent should be granted for this proposal, however they are important material considerations!