

Appendix

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Recommended Conditions: D-poster portrait slimline digital advertising display

1. Express consent shall expire 5 years from the date of this notice;
2. Illumination of the digital display permitted by this consent shall be:
 - a. No greater than 300cd/sqm in the hours of darkness and 5000cd/sqm during daylight.
 - b. Controlled by ambient sensors, timing clocks and lighting schedules to reflect real time ambient light conditions during daylight.
 - c. Operated at all times in accordance with the Institute of Lighting Professionals Lighting Guide 05 (PLG 05) '*The Brightness of Illuminated Advertisements*'.

Reason: In the interests of amenity and in order to retain effective planning control.

3. The minimum display time for each advertisement shall be no less than 10 seconds;

Reason: In accordance with industry code of practice and in the interests of amenity and public safety in order to retain effective planning control.

4. Changes between advertisements to take place instantly with fade effect and no other sequencing, fading, swiping or merging effects;

Reason: In the interests of amenity and public safety in order to retain effective planning control.

5. No individual advertisement displayed shall at any time contain moving images, animation, intermittent or full motion video images, audio, directional symbols or any images that resemble road signs or traffic signals.

Reason: In the interests of amenity and public safety in order to retain effective planning control.

6. The advertisement display shall at all times contain a feature that will turn the display off (showing a black/blank screen) in the event of malfunction or error.

Reason: In the interests of amenity and public safety in order to retain effective planning control.