

WARD: Easton CONTACT OFFICER: Rob McGovern

SITE ADDRESS: 420 Stapleton Road Easton Bristol BS5 6NQ

APPLICATION NO: 15/04407/A Advertisement

EXPIRY DATE: 22 October 2015

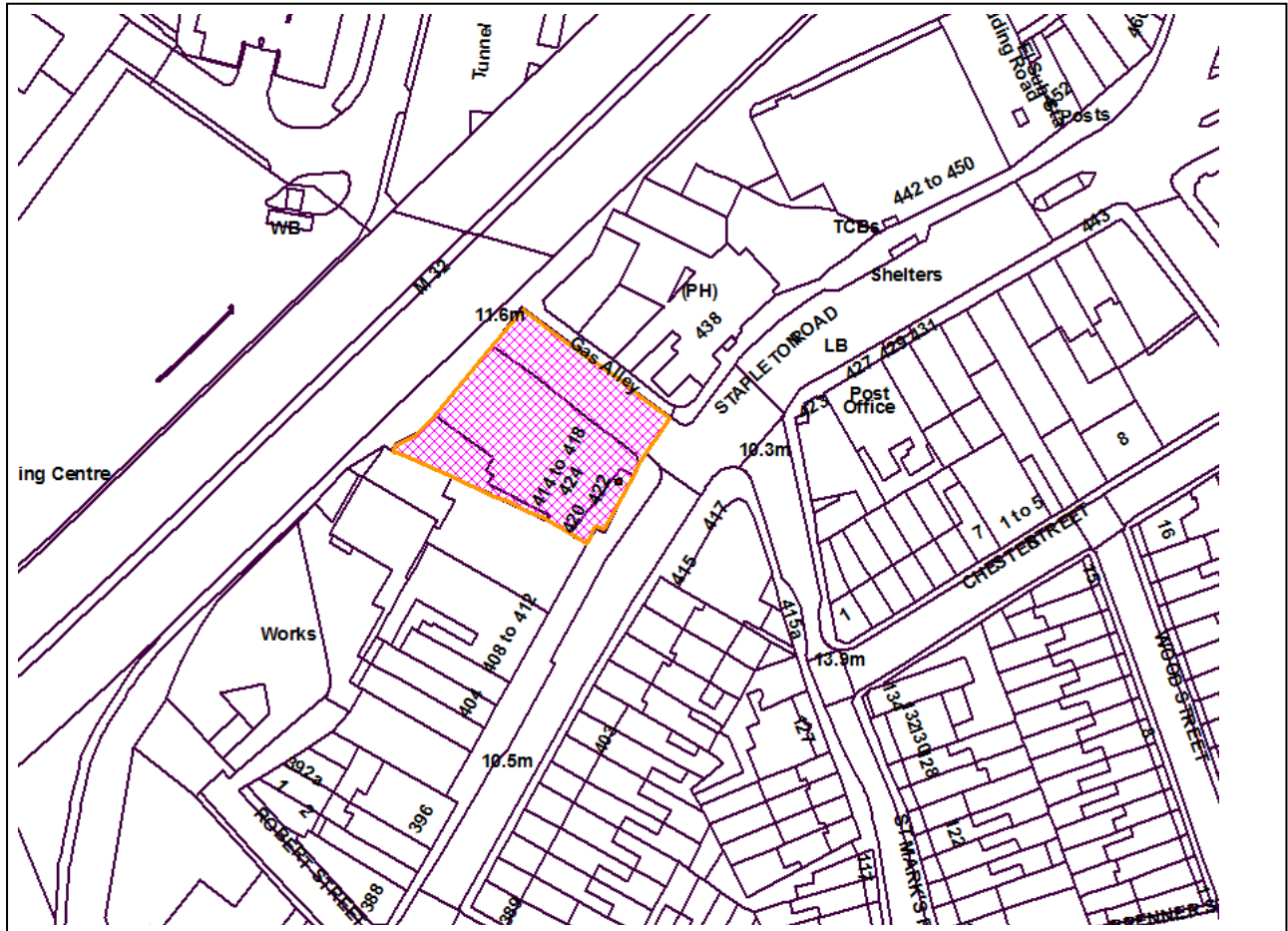
**Removal of the existing advertising and replace with one free standing digital adverting board (5m x 7.5m) and one wall mounted digital advertising board (14m x 3.5m) with associated logo boxes.**

RECOMMENDATION: Split Decision

AGENT: APPLICANT: Vision Sites  
Cerney House  
Stocks Hill  
Silverstone  
Northamptonshire  
NN12 8UW

*The following plan is for illustrative purposes only, and cannot be guaranteed to be up to date.*

LOCATION PLAN:



**Development Control Committee B – 16 March 2016**  
**Application No. 15/04407/A: 420 Stapleton Road Easton Bristol BS5 6NQ**

## BACKGROUND

The application brought before Committee is for advertisement consent of 2no. LED displays located adjacent to the M32.

It is requested that the application is considered by Committee due to the highly prominent location on the M32 - a very busy gateway for visitors into the city centre.

The application follows a previous refusal for a similar proposal, which was refused on the grounds of the impact of highway safety on the M32 and the impact on the visual amenity of the area.

Since the refusal the applicant has made amendments the scale of the signage and has held extensive discussions with Highways England (as the Highway Authority for the motorway) in an effort to overcome the previous reasons for refusal.

From the Council's consultation, one objection has been received from the Bristol Civic Society.

Your officers are minded to recommend a split decision - approval of the landscape display in Location 1 facing the southbound carriageway and refusal of the totem display in Location 2 facing outbound traffic on the grounds of a detrimental impact on highway safety.

## SITE DESCRIPTION AND APPLICATION

The application site currently displays 5no. poster hoardings attached to the rear of 420-422 Stapleton Road, adjacent to the Frome Valley Walkway and M32.

The proposals seek to replace the existing advert on north east elevation to an LED display with a new frame and replace 3no existing displays on the northwest elevation with 1no totem LED display. The hoarding currently closest to Stapleton Road is also proposed to be removed.

The site is not within a conservation area and there are no nearby listed buildings.

## RELEVANT HISTORY

There appears to be no specific advertisement consent for the existing displays, but given the amount of time they have been in place, it is assumed they now benefit from deemed consent.

As stated above, the application follows a previous similar application for advertisement consent:

15/03159/A - One free standing digital advertising board (5m x 7.5m) and one wall mounted digital advertising board (14m x 3.5m) with associated logo boxes.

This application was refused on the basis of an assessed adverse impact upon highway safety and visual amenity, with the following 2 reasons given:

1. The proposed advertisement screen and associated cladding, by virtue of its excessive size and scale, illuminated and permanent nature and very prominent siting would create an unnecessary distraction to road users in an area containing a complex junctions and high traffic and pedestrian volumes. This would be to the detriment of highway safety, and thus contrary to guidance contained within the National Planning Policy Framework 2012; the Town and Country Planning (Control of Advertisements) England) Regulations 2007; policy BCS10 of the Bristol Local Core Strategy (2011); and policy DM23 of the Site Allocations and Development Management Policies (2014).

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2. The proposed advertisement screen and surrounds, by virtue of its very prominent siting, excessive size and scale and nature of illumination would create an overly dominant and intrusive feature to the detriment of the street scene and wider area. The proposal is therefore contrary to advice contained within the National Planning Policy Framework 2012; the Town and Country Planning (Control of Advertisements) England) Regulations 2007; policy BCS21 of the Bristol Core Strategy (2011); policies DM26, DM27 and DM28 of the Site Allocations and Development Management Policies (2014); and policy BCAP39 of the Bristol Central Area Plan (2015).

Other sites with recent decisions on LED advertisements include;

Old Market Roundabout - 15/02939/A - Upgrade of Existing 48-sheet Advertising Hoarding to 48-sheet LED Advertising Display.

Refused on the grounds of highway safety and visual appearance and subsequently dismissed at appeal (ref: Z/15/3135140), on solely highway grounds.

Junction Of Jamaica Street And Stokes Croft - 14/05063/A - Replacement of the 18 sq. m (48-sheet), internally illuminated light-box display with an 18 sq. m (48-sheet), internally illuminated LED screen with the provision of a 'Percy Design' supporting structure.

Refused on the grounds of highway safety, visual appearance and impact on adjacent listed building and subsequently dismissed at appeal (ref: Z/15/3003711) in agreement to all refusal reasons.

Colston Tower, Colston Street - 14/01118/A - Digital LED screen

Refused on the grounds of highway safety, visual appearance and impact on adjacent listed building and subsequently dismissed at appeal (ref: Z/15/3003711) in agreement to all refusal reasons.

**RESPONSE TO CONSULTATION**

The application was advertised via a press advertisement and site notice, which expired for comments on 16.09.2015. This elicited one objection one from the Bristol Civic Society, citing the following concerns:

- Threat to highway safety
- Nature of lighting results in an overly dominant feature

**Transport Development Management** has commented as follows:-

Concerns about the signs arise from any potential impact on the local highway network arising from accidents occurring on the motorway.

I recognise that Highways England (HE) have now retracted their objection to the application and recommended a series of conditions. I have not had sight of the additional information submitted to HE.

I note the condition which requires an accident report be submitted within the third year, and the permission is limited to a three year period. However, such a condition will not prevent accidents from taking place on the highway in the interim.

The applicants have shown 'similar' sites where accidents have not increased. This is because the highway authority had allowed such signs at locations that were not considered unsafe in the

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first place. In any case, where accidents take place, it is highly unlikely that the sign will be cited by drivers as the cause of the accident (thereby admitting their own error).

These advertising signs are, by their nature, intended to attract attention. The signs are both located at points where merging and lane changes take place. Whilst I can appreciate that the advert on the inbound side is in the eye line, so will be less distracting to those travelling in this direction, sign B (facing the outbound section) is likely to draw the attention of drivers away from the highway. Accident records show several accidents on the outbound lane within 150m of each other. Queuing often occurs on this section of road. This sign is, in my view, unacceptable and unsafe for this reason.

**Highways England** has commented as follows:-

02/10/15 - Summarised response - please see background papers for full response.

The location of the proposed signs is adjacent to a critical weaving point on the M32 currently and there will be additional weaving introduced by the provision of the extension of the south bound bus lane - due to be constructed in 2016. Added distraction here will exacerbate the risks to the travelling public.

Vertical and horizontal alignment constraints [ground level changes from slip road/ bridge] could result in a sudden appearance of a prominent feature just as cars may need to reposition to merge or allow another vehicle to diverge.

A number of accidents in the locality and the introduction of an additional distraction is not advisable.

Lack of detail in relation to the structure - maintenance/technical detail.

Recommended that the proposal is refused.

02/12/15 - further comments

Since the original objection, the applicant has provided information and accident data, from which it would appear that the introduction of such advertising does not have a demonstrable adverse impact on accident frequency.

Additionally the applicants have offered a Unilateral Undertaking to ensure that no more advertising, either digital or billboard will be placed within the red line boundary area.

Based on the above observations, we are minded to change our recommendation from one the this proposal is refused to one of no objection - subject to the imposition of conditions to minimise the impacts of the proposal on the users of the M32.

**City Design Group** has commented as follows:-

Verbal consultation - We have no objection to the scheme on visual amenity grounds. Currently the site is very scrappy and in a state of disrepair and dominated by the existing poster hoardings. The cumulative reduction in advertising and restoration of the site would benefit the visual amenity of the area.

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## KEY ISSUES

## (A) DO THE PROPOSALS REPRESENT A THREAT TO HIGHWAY SAFETY?

National Planning Practice Guidance states the main types of advertisement which may cause danger to road users are;

- those which impair sight-lines at corners, bends or at a junction, or at any point of access to a highway
- those which, because of their size or siting, would obstruct or confuse a road-user's view, or reduce the clarity or effectiveness of a traffic sign or signal
- those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology:
  - i. where the means of illumination is directly visible from any part of the road;
  - ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals;
  - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; or
  - iv. which are subject to frequent changes of the display;
- those which incorporate moving or apparently moving elements in their display, or successive individual advertisements which do not display the whole message;

The LED displays will directly face traffic passing along the M32, as such Highways England were consulted upon the scheme as the motorway falls under their authority. A detailed objection was received as a result due to the potential impact upon highway safety (the summarised comments are above).

However, after further information was submitted to Highways England by the applicant, which included detailed accident reports and assurance that no further advertisements would be displayed at the site, this objection was retracted on the basis that a number of conditions are placed on any approval. These include the submission of a scheme to monitor the effect upon highway safety, a scheme to control luminance levels, restrictions on how the display operates and further details of the structure.

With these controls in place, Highways England are satisfied that the proposals will not cause significant harm to highway safety of users of the M32.

Although the signs do not directly affect the Local Highway Authority road network, Transport Development Management (TDM) were also consulted for an assessment on the implications to the wider highway network. The Council's own assessment differs somewhat from that of Highways England and queries the relevance of accident data in this instance - as adverts are rarely cited by drivers as the cause of accidents - and that the assessment should be based upon the potential impact the adverts represent.

While there is broad acceptance that the advert in Location A (facing inbound traffic) is in the general eye line of drivers, meaning that it represents less of a distraction from the road itself, the advert proposed in Location B is of more substantial concern.

Given its position on the opposite side of the M32 to the direction of travel, it is considered that the advert would encourage drivers to move their concentration away from the road ahead and, therefore, poses a significant risk to highway safety. In a location where vehicles are changing direction to move to enter and exit the motorway, an accident here would have serious implications on the wider highway network.

As such, the proposed totem advert at Location B is considered to be a significant threat to the road safety of routes entering and exiting the M32.

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Therefore for this reason this advert is contrary to the National Planning Practice Guidance, the NPPF, policy BCS10 of the Bristol Local Plan Core Strategy, and policy DM23 of the Site Allocations and Development Management Policies and refusal is recommended on these grounds.

However, the advert proposed in Location A is considered to acceptable and no substantial objection is made to its installation, subject to conditions imposed on the recommendation of Highways England to ensure the display and surrounding structure are controlled satisfactorily. It is unlikely, given the characteristics of the site, that the installation and maintenance of a display here would physically impact upon the M32 in terms of lane closures etc.

Your officers therefore recommend a split decision based on the impact to highway safety - refusal of the sign proposed in Location B due to the reason given above and approval of the sign proposed in Location A.

**(B) IS THE PROPOSED SIGNAGE VISUALLY ACCEPTABLE?**

The existing adverts are located on the side of a building adjacent to the M32 and Frome Valley walkway and in a very prominent location on one of the main arterial routes and a gateway location into the city centre. The scheme proposes to remove all 5no. existing adverts in favour of introducing the 2no. proposed LED displays with a new mesh surround. The mesh surround is created from a grey lattice cladding structure, which is described as 'rear illuminated' and would allow an ambient glow from the lattice.

The City Design Team were verbally consulted upon the scheme and offered no objection.

The proposals represent a reduction in the number of advertising panels from five to two, meaning that the overall display area is reduced from approximately 90sqm to 77sqm, although it is recognised that the overall structures of both the landscape and totem display are substantially bulkier than the existing poster hoarding signs. The site is located within a mixed commercial area, away from the main streetscene of Stapleton Road and is relatively dilapidated in appearance, however, the displays will be highly visible from a number of viewpoints. It is also recognised that the nature of digital displays are substantially different in character to traditional poster hoardings due to the illuminated nature and motion capabilities.

As mentioned above, a previous scheme was refused on the grounds of visual amenity, due to the overall impact of the displays and surrounding structures being excessively dominant. In response to this, the applicant has reduced the size of the landscape display by roughly 14.5sqm.

With this reduction in size of the landscape sign and given the split recommendation, while the combined impact of both adverts would have a more substantial impact, the visual bearing of the landscape sign in isolation is considered to be acceptable. The removal of the existing adverts is considered to be of great benefit to the area, particularly to the Stapleton Road streetscene, and it is recommended to secure the removal by condition attached to any approval.

**CONCLUSION**

A split decision is recommended.

The totem sign proposed at Location B is considered to be a substantial threat to highway safety and would distract outbound drivers using the M32 at what is a complex part of the highway. Refusal of advertisement consent for this sign is therefore recommended.

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The landscape sign proposed in Location A is considered to have an acceptable visual impact and, subject to the conditions attached to any approval relating to highway safety recommended by Highways England, is satisfactory on these grounds. Advertisement consent is recommended for this display.

**COMMUNITY INFRASTRUCTURE LEVY**

How much Community Infrastructure Levy (CIL) will the development be required to pay?

Development of less than 100 square metres of new build that does not result in the creation of a new dwelling; development of buildings that people do not normally go into, and conversions of buildings in lawful use, are exempt from CIL. This application falls into one of these categories and therefore no CIL is payable.

**RECOMMENDED      Split Decision****Recommended approval of sign in Location 1.****Permission is granted subject to the following condition(s)**

1. This consent shall be restricted to a period of five years from the date of this consent, at which time the display and all associated structures shall be removed, unless otherwise agreed in writing by the Local Planning Authority.

Reason: In the interests of highway safety.

2. Standard advertisement conditions

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

2. No advertisement shall be sited or displayed so as to:-

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or

- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: These conditions are specified by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

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3. Prior to first use of the advert, a scheme to control the maximum luminance of the display during daytime and the hours of darkness shall be submitted to and agreed in writing by the Local Planning Authority. The scheme shall be implemented as approved.

Reason: In the interests of highway safety.

4. Prior to first use of the advertisement, a monitoring scheme to assess the effect on highway safety shall be submitted to and approved in writing by the local planning authority. Monitoring shall be carried out in accordance with the approved scheme.

Reason: In the interests of highway safety.

5. Prior to development taking place, further details relating to surrounding structure including but not limited to fixings, foundations, proximity to the M32, structural integrity, effects of wind and maintenance and construction methods shall be submitted to and approved in writing by the Local Planning Authority.

Reason: In the interests of highway safety.

6. The intensity of illumination shall not exceed 300cd/sqm from dusk to dawn.

Reason: In the interests of highway safety.

7. Notwithstanding the consent time restriction set out in Condition 11, within 3 months following the third year of operation, a comprehensive highway safety audit that compares and analyses accident data covering a period of 6 years (three years prior to operation and three years post operation) shall be submitted to the Local Planning Authority and Highways England. Any alterations required by Highways England, including the removal of the display entirely, resulting from the analysis shall be implemented with an agreed programme.

Reason: In the interests of highway safety.

8. Any change in advertisement display shall be instantaneous.

Reason: In the interests of highway safety.

9. The sign shall not display any moving or apparently moving images; nor shall they display any telephone number, website or other social media messages.

Reason: In the interests of highway safety.

10. The advertisements displayed shall not change more frequently than once every 30 seconds.

Reason: In the interests of highway safety.

11. Any images displayed shall not resemble road signs.

Reason: In the interests of highway safety.

12. Within 1 month following the erection of the LED screen hereby approved, the poster hoardings marked as 1-5 on drawing number PP003 - Existing Site Location Plan - and associated structures shall be removed and the site returned to a satisfactory and safe state.



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Reason: To protect the visual amenity of the area.

**Recommended refusal of sign in Location 2.**

**Permission is refused**

The following reason(s) for refusal are associated with this decision:

1. The proposed advertisement screen and associated cladding in Location 2 facing outbound traffic, by virtue of its siting across potentially 6 lanes of traffic from its desired audience would create an unnecessary distraction to road users in an area containing complex high speed manoeuvres and high traffic volumes. This would be to the detriment of highway and public safety, and thus contrary to guidance contained within the National Planning Policy Framework 2012 and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

**List of plans and drawings**

The following plans and drawings were considered as part of the above application:

- PP001 Site Location Plan, received 27 August 2015
- PP002 Proposed Site Location Plan, received 27 August 2015
- PP003 Existing Site Location Plan, received 27 August 2015
- PP004 Existing & Proposed North East Elevation, received 27 August 2015
- PP005 Existing & Proposed North West Elevation, received 27 August 2015
- PP006 Existing & Proposed West Elevation, received 27 August 2015
- PP007 Existing & Proposed South Elevation, received 27 August 2015
- PP008 Portrait Display, received 27 August 2015
- PP009 Landscape Display, received 27 August 2015
- PP010 Design Sheet, received 27 August 2015

**BACKGROUND PAPERS**

Transport Development Management  
Highways England  
City Design Group

18 January 2015  
2 October 2015  
16 September 2015



	<b>Site:</b> Stapleton Road_Bristol	<b>Date:</b> 26.08.2015
	<b>Drawing:</b> Existing Site Location Plan <b>Job No:</b> 0014	<b>Key:</b> — 1. Existing Advertisement signs to be removed
	<b>Drawing Number</b> PP003	



Our ref:  
Your ref: 15/4407/A

Rob McGovern  
Bristol City Council  
Brunel House  
PO Box 3176  
Bristol BS39FS

Sean Walsh  
Temple Quay house  
2 The Square  
Temple Quay  
Bristol BS2 6HA

2 October 2015

Dear Mr McGovern

### **15/4407/A 420 STAPLETON RD DIGITAL ADVERTISING SIGNS**

Thank you for consulting Highways England on these digital advertising signs that are proposed in very close proximity to the M32. The proposal is similar to 15/03159/A that you recently refused.

Following review of the application proposal and the associated Public Safety Report I offer the following.

The proposal is to erect a tower to support digital advertising boards at 420-22 Stapleton Rd.

Although the proposal will replace 5 existing advertising boards, it's supporting report does not mention there are nine active and one abandoned boards adjacent to the motorway here. It is not clear if the rights associated with the removed board's localities will be extinguished and if they could be re-established.

While the proposed signs are larger than the existing boards it does not follow they are necessarily more legible. This is dependent on many factors including visibility, detail text height etc. It is not clear where the signs Zone of influence are. The current signs are of the static poster variety that a driver can glance at and assess and instantly prioritise their driving over the message. The proposal signs could allow the driver do the same as above and then in the event of an advert change, reverse that decision at a point where concentration on the driving task is crucial.

The report makes reference to the Governments Planning Practice Guidance. This document lists the type of sign that may cause public safety issues including externally illuminated signs or those utilising LED technology as potentially causing such risks in terms of visibility from the road, colour, size and changing displays.

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Example of comparable signs that have been previously been erected close to the motorway network are provided, specifically the M4, M5 and M6. These localities appear to be different to that of the M32, in terms of type and character of sign and environment, lack of weaving, merge and diverge manoeuvres or in some cases limited consents.

The location of the proposed signs is adjacent to a critical weaving point on the M32 currently and there will be additional weaving introduced by the provision of the extension of the south bound bus lane. This is due to construct in 2016. Added distraction here will exacerbate the risks to the traveling public.

It is stated that the signs are visible from at least 350 metres in both directions, It would appear that the south bound on slip road at junction two is well within this “envelope” and vertical and horizontal alignment constraints could result in a sudden appearance of a prominent feature just as they may need to reposition to merge or allow another vehicle to diverge

Additionally Street lighting has been removed and it is intended this will be a permanent measure with the potential for accentuated brightness becoming an additional distraction.

It is noted that the accident profile includes a number of rear end shunts in the locality that could be indicative of current loss of concentration. On that basis it is considered that the introduction of an additional distraction here is not advisable and adds to the hazards faced by the traveling public

There is no information provided on the following:

- Details of the sign tower foundations and construction
- An assessment of any noise generated by the structure and sign
- Maintenance and cleaning regime of the signs

In light of the above comments I recommend that the proposal is refused consent. If however you are minded to grant permission we recommend the following conditions be attached.

**1. Prior to the advertisement being displayed, a scheme to control the maximum luminance of the display during the daytime and the hours of darkness shall be submitted to and agreed in writing by the local planning authority. The scheme shall be implemented as approved**

**Reason: In the interests of highway safety.**

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2. Before the advertisement is displayed, a monitoring scheme to assess the effect on highway safety, to include with proposed corrective action if required, shall be submitted to and agreed in writing by the local planning authority. The scheme shall be implemented as approved.

Reason: In the interests of highway safety.

3. Prior to the display tower being constructed details of the design to include, but not be limited to the foundations, fixings, proximity to the M32, structural integrity, effects of wind, maintenance and construction methods shall be submitted to and approved in writing by the local planning authority prior to the start of works.

Reason: In the interests of highway safety and to ensure the structural integrity of the proposal in close proximity to the M32

I trust this information is of use

Yours sincerely



Sean Walsh  
Asset Manager West of England  
Highways England

Our ref: M32  
Your ref: 15/04407/A

Bristol City Council  
Brunel House  
PO Box 3176  
Bristol  
BS3 9FS

Sean Walsh  
Asset Manager  
2/08K  
Temple Quay House  
2 The Square, Temple Quay  
Bristol BS1 6HA

Direct Line: 0117 372 6101  
2 December 2015

**For the attention of Rob McGovern**

Dear Mr McGovern

#### **420 STAPLETON ROAD - DIGITAL ADVERTISING SIGNS**

Since our letter to you dated 21 July 2015 recommending refusal of this application for digital advertising the applicants have contacted us on several occasions seeking to provide information that would demonstrate that the safety concerns of Highways England can be addressed.

The applicants have provided information and accident data from other sites where similar digital advertising signs have been installed. From this further information it would appear that the introduction of such advertising does not have a demonstrable adverse impact on the accident frequency or severity on the adjacent road network.

Additionally the applicants have offered a Unilateral Undertaking to ensure that no more advertising, either digital or billboard will be place within the red line boundary area.

Based on the above observations we are minded to change our recommendation from one of that this proposal is refused consent to one of no objections subject to the imposition of conditions to minimise the impacts of the proposals on the users of the M32. We recommend that conditions are attached to that consent as follows:

1. This consent shall expire at the end of the period of three years from the date the first advertisement is displayed.

Reason: In the interests of highway safety.

2. Before the advertisement is displayed a scheme to control the maximum luminance of the display during the daytime and the hours of darkness shall be submitted to and agreed in writing by the Local Planning Authority. The scheme shall be implemented as approved.

Reason: In the interests of highway safety and local amenity



3. Before the advertisement is displayed a monitoring scheme to assess the effect on highway safety shall be submitted to and approved in writing by the Local planning Authority. Monitoring shall be carried out in accordance with the approved scheme.

Reason: In the interests of highway safety

4. Prior to the displays being constructed details of the design of the said structures, to include but not limited to: the foundations, fixings, proximity to the M32, structural integrity, effects of wind, maintenance and construction methods shall be submitted to and approved in writing by the Local Planning Authority.

Reason: In the interests of highway safety and to ensure the structural integrity of the proposed signs.

5. The intensity of the illumination of the signs shall not exceed 300 cd/sqm from dusk to dawn.

Reason: In the interests of highway safety.

6. Any change in advertisement display shall be instantaneous.

Reason: In the interests of highway safety

7. The signs shall not display any moving or apparently moving images; nor shall they display any telephone number, website, email or other social media details.

Reason: In the Interests of highway safety.

8. The advertisements displayed on any one panel shall not change more frequently than once every 30 seconds.

Reason: In the interests of highway safety.

9. Any Images displayed shall not resemble road signs.

Reason: In the interests of highway safety.

10. Within three months following the third year of operation a report comparing and analysing accident data from the previous six years (three years prior to operation and three years post operation) shall be submitted to and approved by the local planning authority in consultation with Highways England (HE). Any revisions to the control and operation of the displays required by HE as a result of the analysis including changes to levels of luminance, rate and speed of change and sequencing of advertisements will be agreed in writing and implemented in accordance with an agreed programme.

Reason: In the interests of highway safety.

I trust that this letter clearly sets out the position of highways England in relation to these proposals. Please contact me if you wish to discuss.

Yours sincerely

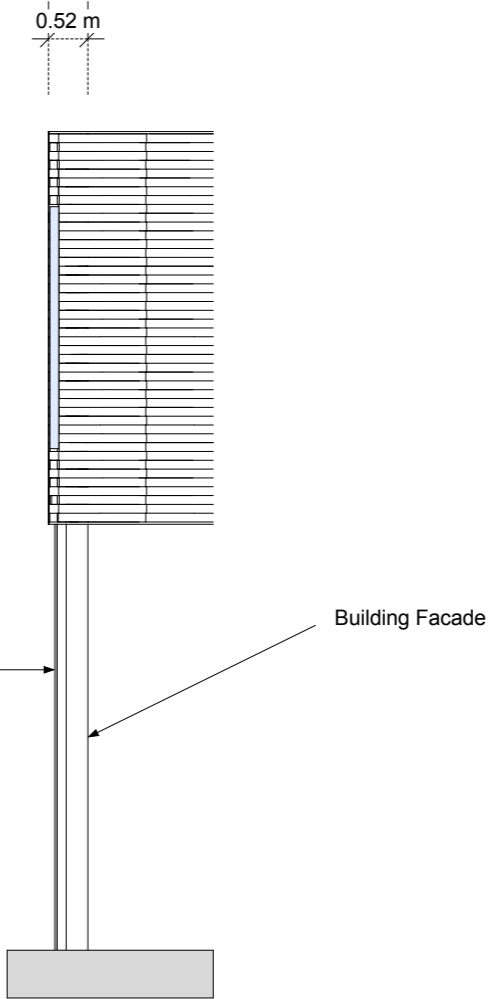
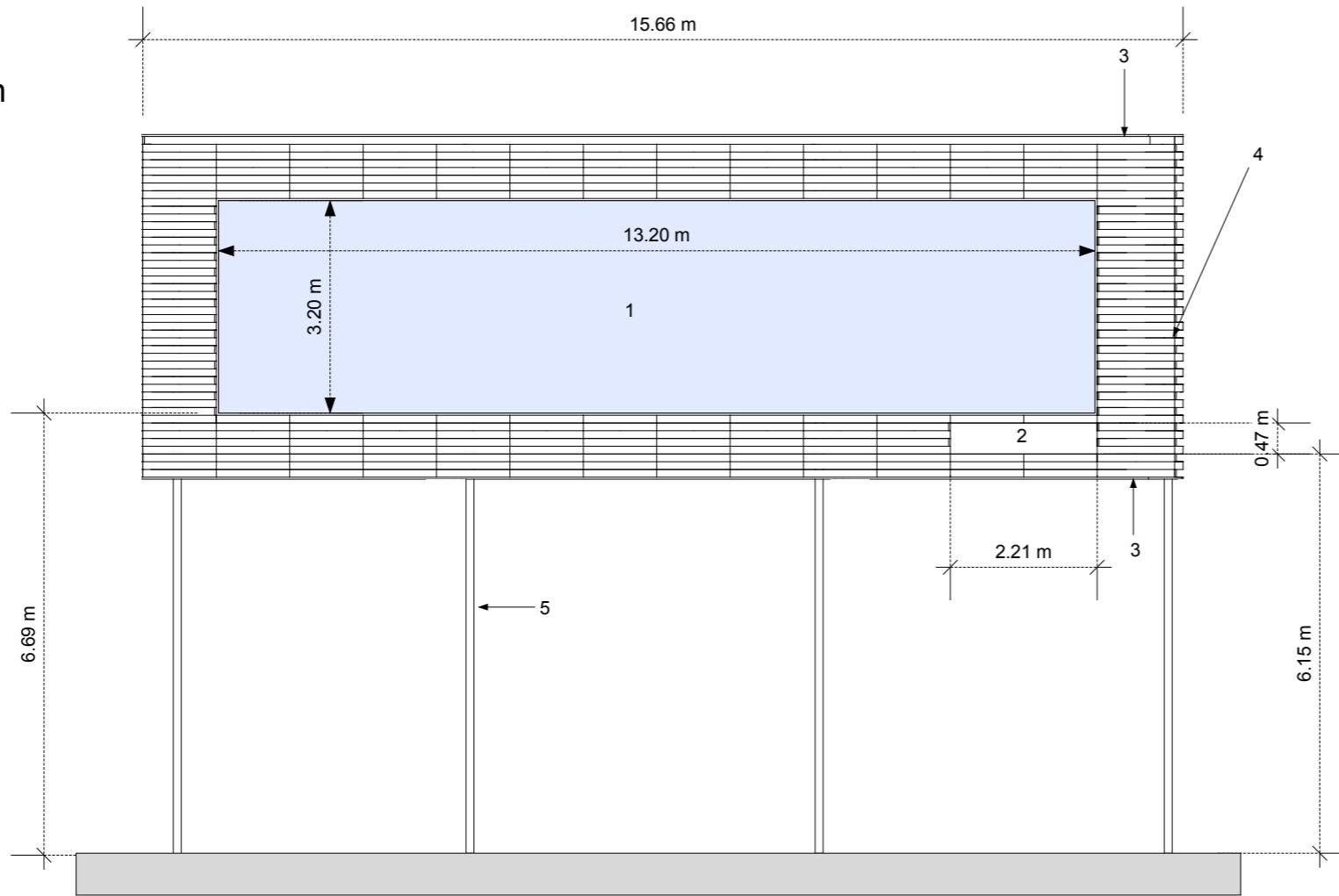


Sean Walsh  
Network Delivery & Development (South West)  
Email: [sean.walsh@highwaysengland.co.uk](mailto:sean.walsh@highwaysengland.co.uk)

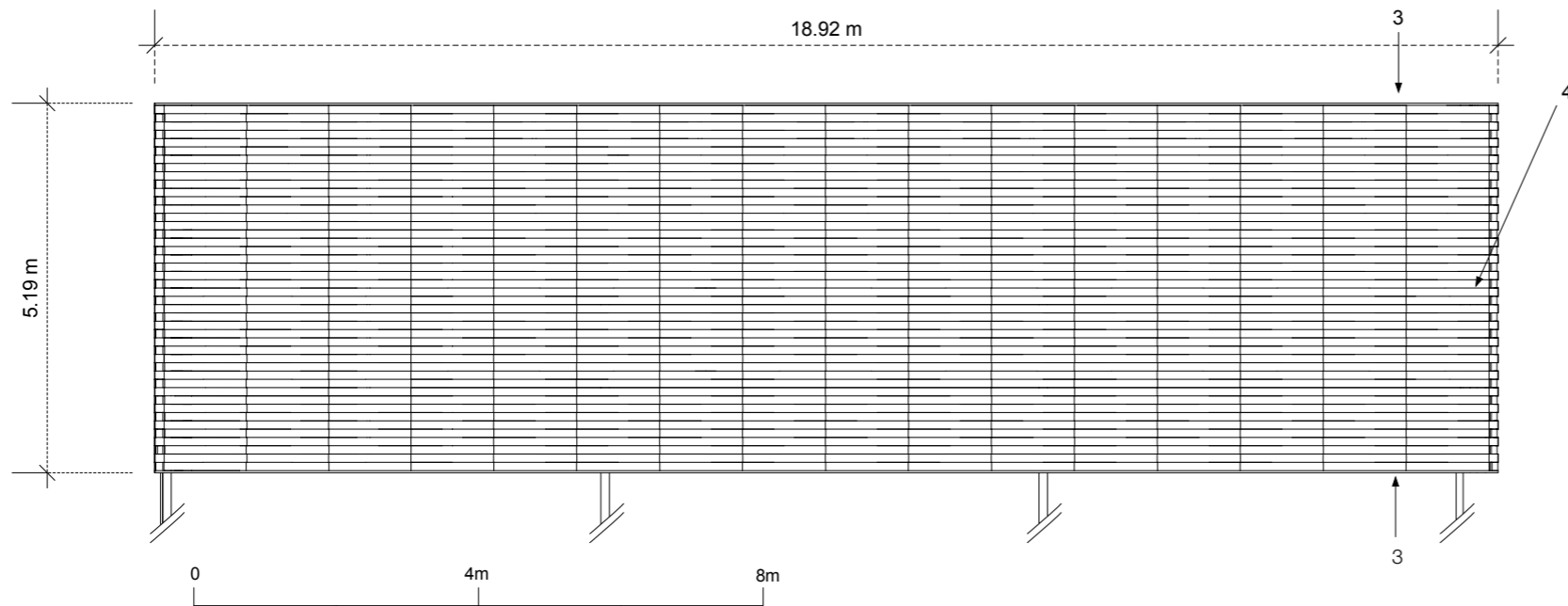
cc: Mike Newport Skanska



South Elevation



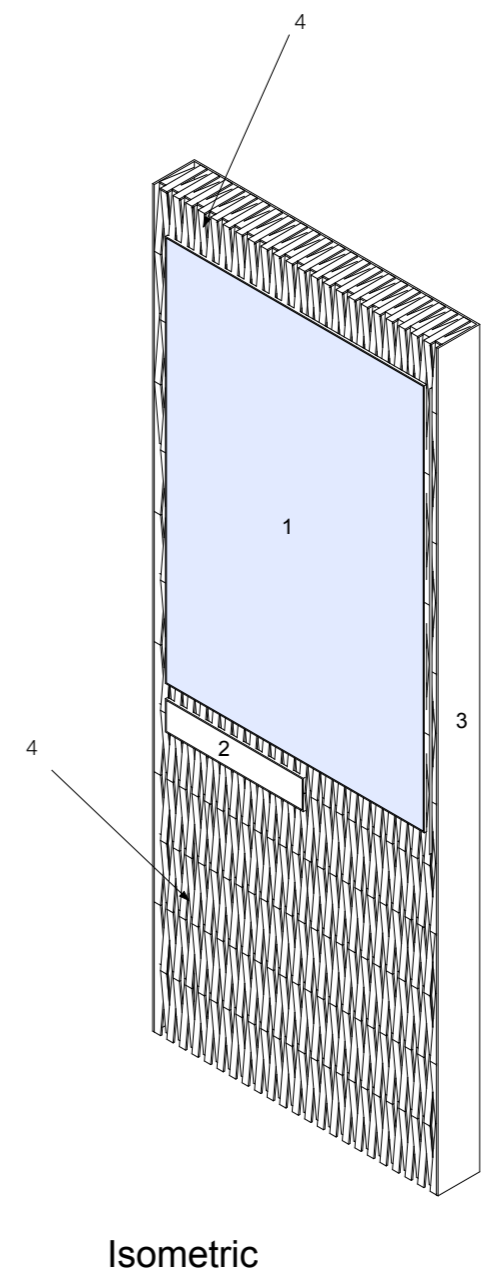
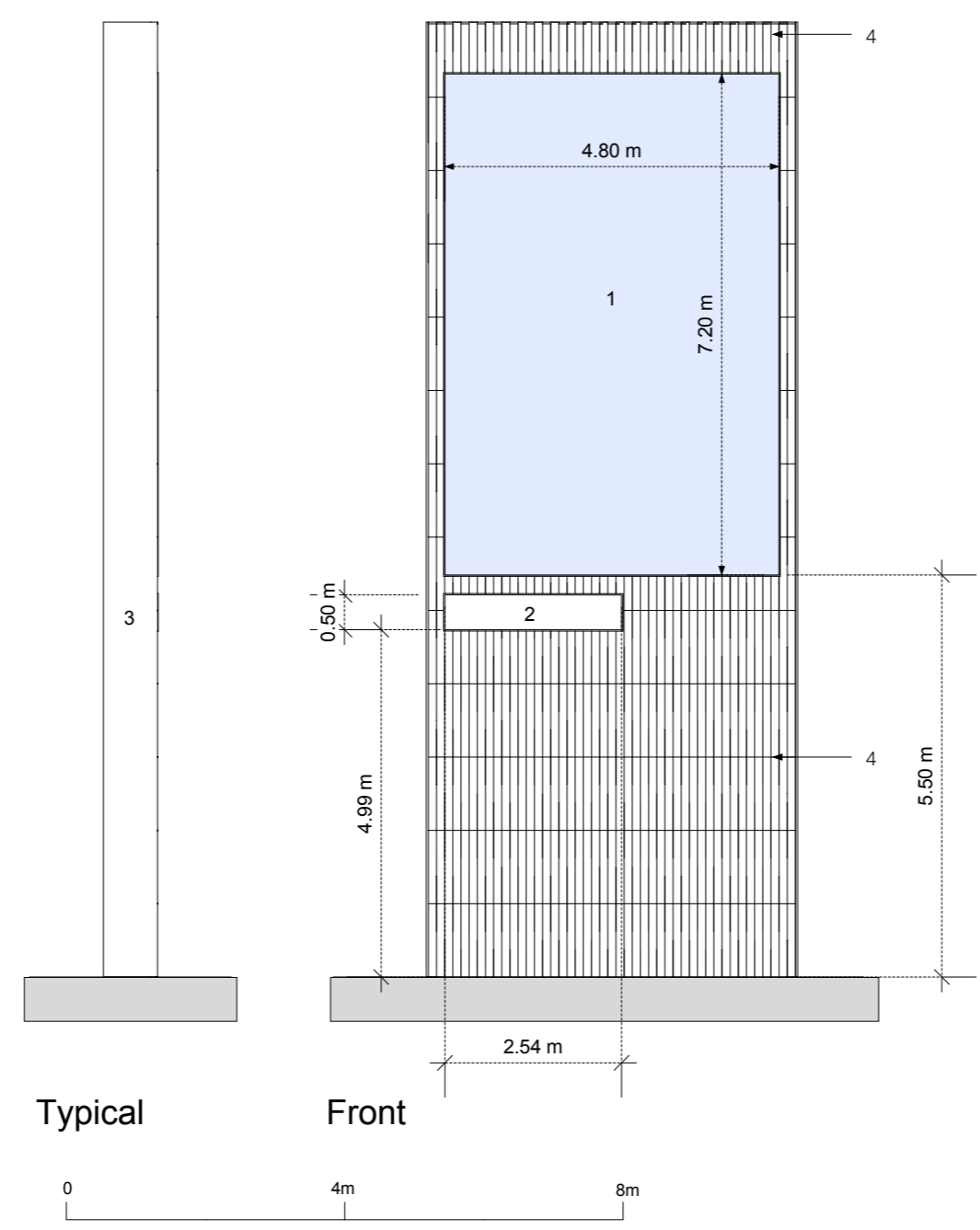
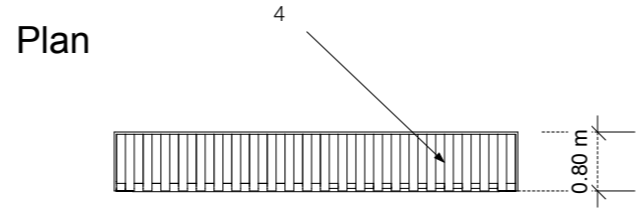
Side



Max Projection

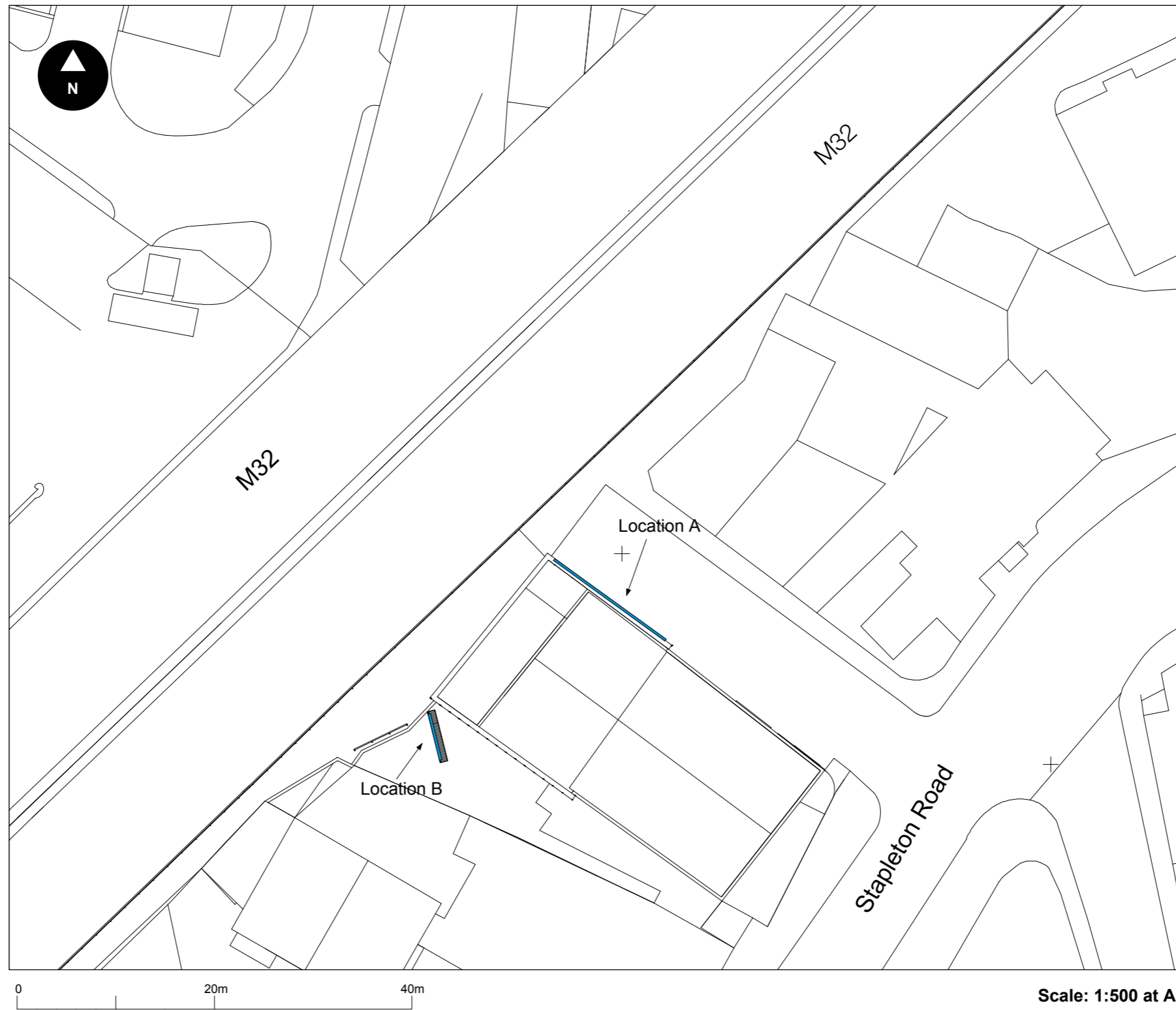
Scale: 1:100 at A3

<b>Site:</b>	Stapleton Road_Bristol	<b>Date:</b>	26.08.2015
<b>Drawing:</b>	Landscape Display	<b>Key:</b>	<ul style="list-style-type: none"> <li>1. Media Screen</li> <li>2. Logo Box</li> <li>3. Dark Grey Metal Cladding</li> <li>4. Light Grey Lattice Cladding</li> <li>5. Dark Grey Steel Supports</li> </ul>
<b>Job No:</b>	0014		
<b>Drawing Number</b>	PP009		



Scale: 1:100 at A3

Site:	Stapleton Road_Bristol	Date:	26.08.2015
Drawing:	Portrait Display	Key:	1. Media Screen
Job No:	0014		2. Logo Box
			3. Dark Grey Metal Cladding
			4. Light Grey Lattice Cladding
Drawing Number	PP008		



	<b>Site:</b> Stapleton Road_Bristol	<b>Date:</b>	26.08.2015
	<b>Drawing:</b> Proposed Site Location Plan <b>Job No:</b> 0014  <b>Drawing Number</b> PP002	<b>Key:</b>	— 1. Media Screen Locations





Render showing rear Illuminated Lattice Cladding



CGI



Lattice Detail

Scale: NTS

<b>Site:</b>	<b>Stapleton Road_Bristol</b>	<b>Date:</b>	<b>26.08.2015</b>
<b>Drawing:</b>	<b>Design Sheet</b>		
<b>Job No:</b>	<b>0014</b>		
<b>Drawing Number</b>	<b>PP010</b>		