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TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

PROPOSED REPLACEMENT DIGITAL POSTER PANEL

EXISTING POSTER ADVERTISING LOCATION, LAND ADJACENT WILLIAMS ROCHDALE BMW GARAGE
GORRELS WAY OL11 2PX

Dear Sir/madam,

The site of this application comprises an existing longstanding poster advertising location consisting of 2 x 96 sheet size poster panels each measuring 12 x 3 metres on land to the west of Williams Rochdale BMW garage at the end of the A627(M).

Attached with the application is a photo of the site back in 2012 although the use of the site in this way extends further back in time.

The proposal is to remove the 2 current poster units and replace them with a single 96 sheet size digital poster panel.

The existing poster panels



The poster designs, as now, will be of simple and commonly seen poster images normally seen on billboards.

The latest technology enables the images to be created digitally on a computer and transferred remotely to the poster site thus avoiding the need for manual posting of printed sheets by hand as has been the traditional method of billposting for many years.

This would create a more modern look to the site more appropriate within a modern and vibrant city area and at the same reduce the density with a solus display only.

Only static images or poster stills (with no moving displays or animated displays) will be displayed.

The following conditions are proposed which are normal for digital poster displays,

Conditions

- 1) The maximum luminance of the advertisement shall not exceed that recommended in the Institute of Lighting Professionals Technical Report No 5 (or successor publication) and the maximum luminance shall not exceed 300cd/m² during darkness (dusk to dawn);
- 2) The minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features or equipment which would permit interactive messages/advertisements to be displayed;
- 3) The interval between successive displays shall be 0.1 second or less and the complete display screen shall change without visual effects (including fading, swiping or other animated transition methods) between each advertisement;
- 4) The advertisement shall display static images only and not contain any animation or special effects, flashing, scrolling, three-dimensional images, intermittent or video elements. No images that resemble official road traffic signs, traffic lights or traffic matrix signs shall be displayed.
- 5) Period of consent 5 years.

Yours faithfully,