

Christopher Harrison

From: Michelle Williamson
Sent: 27 September 2024 14:25
To: Christopher Harrison
Subject: RE: App. Ref. 4/24/2274/0A1 - Application for consent to display 1 no internally illuminated SMD LED digital displays - Central Motor Company, Distington, Cumbria.
Attachments: Light_Polution_Diagram.pdf; Peter_Tyson_Content_Example_.mp4

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Hi Christopher,

I hope you are well.

Please find comments below in red and requested documents attached.

I hope I have covered everything, if there is any further information you require please let me know.

Kindest Regards,

Michelle

Michelle Williamson
PA to Managing Director



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From: Christopher Harrison
Sent: 20 September 2024 15:42
To: Michelle Williamson
Subject: App. Ref. 4/24/2274/0A1 - Application for consent to display 1 no internally illuminated SMD LED digital displays - Central Motor Company, Distington, Cumbria.

Dear Michelle,

I write with reference to the above application for consent to display advertisements that you have recently submitted on behalf of Peter Tyson.

Consultation

I can confirm that the statutory consultation period for this application has now expired.

Copies of the relevant consultation responses are attached for your reference.

No objections have been received from Cumberland Council Highways and National Highways, which is positive.

Objections are however raised by Cumberland Council Environmental Health in relation to the impacts of light spill from the proposed displays, with particular regard to the impacts of the residential amenity of the residents of Tollbar Houses.

Assessment and Additional Information Required

Amenity

The submitted Lighting Assessment is welcomed; however, given the level of information and detail contained within the Assessment, it is extremely difficult to fully understand and quantify the impacts of the development upon general amenity and the residential amenity of the residents of Tollbar Houses.

Please can you provide the following:

- Further information/assessment that demonstrates the levels of light spill that will result from the operation of the proposed displays. This should include a presentation of how far from the building that light spill will occur and at what intensity. **Please find attached**
- The proposed hours of operation. **During opening hours only**
- Examples of the proposed content to be shown. **Please find attached**

Without prejudice, would the Applicant be agreeable to the signage operating during the proposed opening hours for the premises only? **Agreed**

Highways

Whilst it is noted that Cumberland Council Highways and National Highways have raised no objections to the development or commented on the "smooth transition between static images every 15-20 seconds", Officers are conscious that during peak periods, traffic on the surrounding highway network can become congested at which time vehicles are required to wait at the junctions of the roundabout for extended periods. The signage is also directly visible when approaching the roundabout from the A597. Images transitioning four times each minute has the potential to act as a considerable distraction for vehicles, particularly those using the A597, increasing the potential for collision. It is considered that reducing the number of transitions could reduce the potential to road users to become distracted by the signage.

In the context of the above and without prejudice would the Applicant to agreeable to the following limitations:

- None of the adverts hereby approved shall contain any moving images. **Agreed**
- The digital LED advertisements shall be programmed to change not more than once every 5 minutes. **Agreed**
- The illumination shall not be intermittent and there shall be no changing lighting patterns. **Agreed**

I trust that the above is clear; however, if you have any queries, please do not hesitate to contact me.

Yours sincerely,

Chris

Please note that the advice in this email is given in good faith on the basis of the information available at the present time. The advice may be subject to revision following further examination or consultation, or where additional information comes to light, and is therefore not binding on any future recommendation which may be made to the Council or any formal decision by the Council.

Chris Harrison

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