

Heard, Julie

From: Davies, Liam (Highways)
Sent: 19 September 2024 11:11
To: Glover, Kate
Subject: P/24/0214

Hi Kate,

I'm not sure who this application is allocated too as there's no officer on the consultation letter I received.

Sorry if you're the wrong person but are you able to forward it onto the correct officer for me please?

My response is below:

The proposed application is to replace existing non-illuminated hording with one, which will include internal illumination – (light sensitive LED) and also display advertising that changes every 10 seconds

The adverting sign is 6m x 3m and sits to the back of the highway verge adjacent to Three Horse Shoes Pub, Dynevor Street, Georgetown, Merthyr. Tydfil, CF48 1AY. This location is on the junction of Aberdare Rd / Dynevor Street where vehicles will be both travelling along Dynevor Street but more importantly in terms of highway safety going into and out of the Aberdare Rd junction.

Upon reviewing the accident data, it appears that this junction has a localised cluster of 3+no accidents which have occurred at the Dynervor Street/Aberdare Road junction within the last 5 years.

The highway authority believe that the introduction of an LED advertisement board and the associated moving images will divert the attention of drivers and introduce additional highway safety concerns with the potential of further increasing the risk of future accidents.

Highway objection is raised for the following reason(s):

1. Driver Distraction and Road Safety

REASON: The proposed LED board, due to it illuminated and dynamic nature, it would likely cause a distraction to drivers/pedestrians.

As this area already has a cluster of accidents, the advertisement board may divert the attention of drivers/pedestrians and can increase the likelihood of an accident