

Statement from Bristol Walking Alliance to Development Control Committee B Meeting to be held on 11 July 2018

Objection to digital advertising screens planned for Temple Way and Bond Street South

Bristol Walking Alliance (BWA) urge the Committee to reject the applications for large digital advertising screens on Bond Street South (**18/01892/A**) and on Temple Way (**18/01897/A**).

We have co-signed a separate statement on the overall impact of advertising on visual amenity and public safety with Adblock Bristol and others. In addition, BWA would like to make the following specific points.

BWA have previously objected to the siting of Advertising/Phone kiosks, including 23 proposed by Euro Payphone Ltd of which 5 were to be situated on this part of Temple Way and Bond Street South. These applications were rejected by the Council and are now pending appeal with the Planning Inspectorate. The cumulative effect of these proposed advertising signs in a small area is not only detrimental to the urban scene for all city centre residents and visitors, but also a safety risk to pedestrians.

In particular, we note the following impact on the pedestrian environment of the proposals currently under consideration.

Site A (Bond Street South)

(i) The excessively large (11m x 5m) advertising sign is directed at motorists approaching the pedestrian crossing from the south on this very busy road. The sign is proposed to be approximately 15m before the four-lane crossing. The intention of advertising is to capture the attention of the passer-by. By doing so, this sign will take the attention of the motorist away from the road and in particular the pedestrian crossing lights and roadway. It will therefore **put in jeopardy all pedestrians crossing the road at this point**.

(ii) The space for erecting this sign is proposed to be taken by filling in approximately 10m of the existing bus layby. In the pre-application responses, BCC Highways considers any loss of layby to be unacceptable, and suggests reallocation of some of the footway to the south of the layby to compensate for the loss. In other words there will be a net loss of pedestrian space which we consider unacceptable. In particular, this is **likely to create a pinch-point in the footway at the exit from the Cabot Circus Service Area**. This is not shown on the planning application, so it appears this pre-application advice has been ignored.

Site B (Temple Way)

(i) This equally large (11m x 5m) advertising sign is directed at motorists travelling south when approaching the junction with Temple Back. The sign is proposed to be on the central reservation within 5m of the traffic lights controlling this junction, which also protect a three-lane pedestrian crossing at this point. Because the purpose of advertising is to attract attention, it will distract motorists from the lights and the crossing, again **putting the safety of pedestrians at risk**.

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