

**Item 6. ADV/22/00807 APPLICATION FOR ADVERTISING CONSENT, LAND AT STANLEY ROAD, BIRKENHEAD CH41 7AZ**

**Ward Member Comments**

Cllr Grey raised the following concerns:

Concerned that these digital displays will proliferate and cause a visual amenity nuisance generally, but specifically to those who live nearby. Light pollution is something that causes many residents to complain and changing LED displays may well add to this problem.

Main concern is road safety. Merseyside has some of the worst records for road safety in the whole country. Have spoken to road safety specialists and a retired police officer working in road safety in Merseyside. They echo my concerns that digital displays pose an increased distraction to motorists and represent a real hazard to road danger reduction.