

Highways Assessment

**Site Address: 71 Bury Old Rd, Whitefield, Prestwich, Manchester
M45 6TB**

**Proposal: Conversion of billboard advertising display to D-Poster
advertising display**

Prepared for Wildstone Estates Limited

Wildstone Ref:	13665
Local Planning Authority:	Bury Council
Application Ref:	70740
Date:	June 2024

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1 Introduction

- 1.1 This Highways Assessment Report is prepared on behalf of Wildstone Estates Limited, in support of its application for express consent at 71 Bury Old Road, Prestwich, M45 6TB
- 1.2 Express consent is sought from Bury Council for the erection of a D-Poster digital advertising display measuring 6m x 3m (D-Poster).
- 1.3 The application site is identified in **Figure 1 - 3** below and the applicants submitted drawing pack.



Figure 1: Site Location



Figure 2a: Street level view of site (Eastern Elevation)



Figure 2b: Street level view of site (Western Elevation)

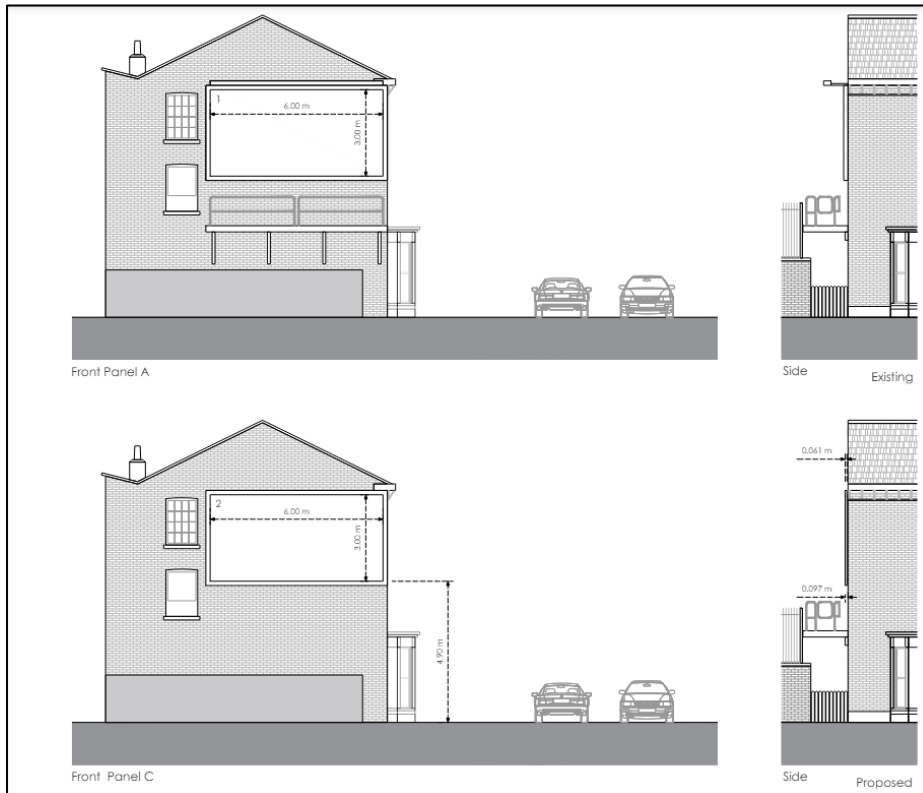


Figure 3a: Elevation and view of proposed D-Poster

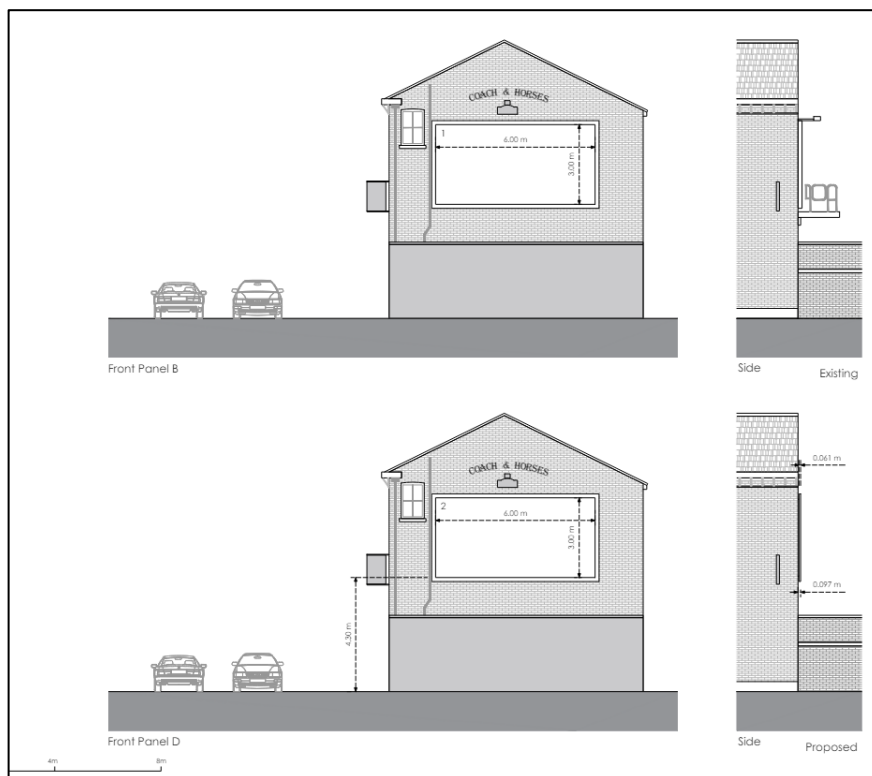


Figure 3b: Elevation and view of proposed D-Poster

2 Advertisements and Planning Policy

- 2.1 Advertisements are controlled with regards to their effect on amenity and public safety. In England, this is set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations).
- 2.2 The National Planning Policy Framework 2023 (NPPF) under paragraph 141 reiterates this approach, with the Planning Practice Guidance (PPG) setting out more detailed advice.
- 2.3 In planning terms, amenity is taken to mean the effect on the visual and aural amenity in the immediate area or site. In terms of public safety, the standard applied is whether an advertisement itself, or the exact location for its display, is likely to be so distracting or confusing that it prevents individuals from exercising a reasonable standard of care for themselves and others in the vicinity.

Digital Advertising Displays

- 2.4 Digital advertising displays are now common features across the UK's towns and cities and are the modern standardized format for presenting large format advertisements. Due to the improvements in technology and the methods for control and monitoring, the digital advertising displays are able to present advertising images on rotation, with a strict control over their illumination.
- 2.5 These methods of control are typically enforced by the imposition planning conditions attached to a grant of express consent issued by the local planning authority. These conditions are underpinned by their requirement to be demonstrably reasonable and necessary in the interests of amenity and public safety.
- 2.6 In light of the above requirements, applications for express advertising consent refer to the guidance and advice published by the Institute of Lighting Professionals (ILP) when considering how to control and operate digital advertising displays. The ILP have produced the following guidance for digital displays 'The Brightness of Illuminated Advertisements Including Digital Displays 2023 (PLG 05) (BIADD).

Supporting Guidance

- 2.7 The guidance recommends how to assess illuminated advertisements and makes a series of recommendations relating to their brightness, intensity, and operation. The ILP guidance states that the uniformity of luminance across a defined illuminated area must be kept within reasonable limits so as to ensure a pleasing and effective result. This is to ensure that the displayed advert is not too bright and remains legible (respectively).
- 2.8 The ILPs recommendations are set out in Section 10 (See **Appendix 1** for excerpt) of its report under the title '*Requirements for illuminated advertisements including digital displays*' Those relevant to digital advertisements are as follows:
- During the night, digital displays in suburban / urban areas (Environmental Zones E3, E4) with a display area greater than 10 square meters should not exceed 300 candela per square meter (Table 10.4 reproduced below). During daylight sign luminance is recommended not to exceed 5,000 candela per square meter (Table 10.5 reproduced below).

Table 10.4 Recommended maximum night time permitted values of display luminance

Light Technical Parameter	Maximum sign luminance (L_s) cd/m^2				
	Environmental zones				
Sign surface area	E0	E1	E2	E3	E4
0 to < 5 m^2	0	25	200	300	300
5 to < 20 m^2	0	0	200	300	300
$\geq 20 \text{ m}^2$	0	0	100	200	300

Table 10.5 Recommended maximum daytime permitted values of sign luminance

Daylight ambient Illuminance (E_h) [lux]	Sign Luminance [cd/m^2]
Up to 3,500	≤ 400
3,501 to 8,500 (overcast day)	$\leq 1,000$
8,501 to 15,000 (bright day with cloud cover)	$\leq 2,500$
15,001 to 25,000 (bright sunny day)	$\leq 3,500$
25,001 to 42,000 (direct sunlight)	$\leq 5,000$
42,001 and above	$> 5,000$

- The ILP also recommends that digital advertisements should not change more than once every five seconds and that, moving images, animation, video, or full motion images should not be displayed at locations where they could present a hazard.
- More general considerations relate to a requirement for a system that controls the luminance, the potential for curfews, and the changing time of sunrise and sunset throughout the year.

2.9 Transport for London (TfL) have also produced nationally accepted guidance for the erection of digital advertising displays¹. The guidance considers that whilst research indicates that digital roadside advertising is not inherently unsafe, moving images or advertising with complex information is likely to add to the level of distraction. The balance is therefore in ensuring that the level of concentration is required from the driver.

2.10 It acknowledges that digital advertisements are highly controllable, and it is therefore possible to adequately limit any potential for distraction by controlling the type, brightness, form of change, and interval between advertisements, as well as providing detailed consideration to appropriate locations and positioning. It is understood that these have been a factor in the applicant's submission, as detailed within applicants cover letter and associated appendices.

¹ Guidance for Digital Roadside Advertising and Proposed Best Practice, Transport for London (2013)

3 Site Background & Existing Highway Conditions

Site and Surroundings

- 3.1 The proposal site is located on the gable ends of 71 Bury Old Road, Manchester. The site surrounds are predominately mixed in character. The proposal site on the western elevation faces west along Bury Old Road (A665), facing towards the garden of the Coach and Horses Public House and an Esso Garage. This advertisement is predominately visible to those travelling east along Bury Old Road. The proposal site on the eastern elevation faces east along Bury Old Road, facing towards Kids Planet Day Nursey. This advertisement is visible to those traveling west along Bury Old Road.
- 3.2 The site is an established location for advertising, having supported advertisements on site since at least 2008, therefore benefitting from deemed consent
- 3.3 The site surroundings of the area mixed in nature. In addition to the petrol station and day nursery, there are some terraces comprising commercial units with some residential units on the upper floors.
- 3.4 The site is not within a Conservation Area, nor is it within close proximity of a Listed Building.
- 3.5 The Council have published a draft local list of buildings which includes the subject site. In accordance with the categorisation set out in the newly published ILP Guide PLG 05/23, the proposal would be classified as within Environmental Zone 4 (Urban).
- 3.6 A review of planning applications in the wider area reveal that the local planning authority have granted express consent (subject to conditions) for near identical displays, in both scale and operation; on Derby Way, and at 61 Rochdale Road to the west, see **Appendix 2** (Application ref: 65338 and 66289 respectively).
- 3.7 The presence of the extant express consents is a material consideration in this assessment. The Regulations state that local planning authorities should ensure that they are consistent in their general approach towards the determination of applications in particular (and similar) locations.

Prevailing Highway Conditions

- 3.8 The proposed displays would occupy the same position as the existing advertisements, ensuring sight lines are maintained and traffic signage is unchanged. The display on the western elevation will be seen by those travelling east along Bury Old Road, which is 30mph and well-lit. The display on the eastern elevation will be seen by those travelling west along Bury Old Road, in this direction, it is also 30mph and also well-lit.
- 3.9 The proposed D-Poster would occupy a setback position from the highway and be seen in forward and offside views; there would be no impact to visibility splays or sight lines. A signalised pedestrian crossing lies of a sufficient distance to the east of the site, so that its usage would not be impacted upon by the proposal; traffic signal visibility and interpretation would remain unaffected by the proposed D-Poster at all times. Highway users would not be distracted from traffic signals or the pedestrian crossing.

Existing Road Safety Record

- 3.10 A review of local accident data has been undertaken using the most recently available data (covering a five-year period – (2018-2024) which was available from Crashmap.
- 3.11 The data revealed that only two incidents has occurred in the preceding 5 year period. One of these as categorised as slight and the other as serious although there were no fatalities. There is nothing to suggest in the data that the presence of an advertisement was a casual factor in either case. The cause here appears to be individuals not exercising the requisite level of care for themselves and others whilst using the road.
- 3.12 The straightforward / uncomplex nature of the highway at this point, determines that the cognitive demand on road users approaching the site would be low, enabling them to readily assimilate advertisements without issue or distraction. As such, drivers would be entirely capable of assimilating advertisements whilst maintaining an awareness of surrounding traffic movements and sighting of the road ahead.
- 3.13 Based on the foregoing, this indicates that the site's use for advertising does not present a materially harmful distraction to users of the adjoining highway, nor is the record of the highway a pressing concern in the context of the proposed D-Poster display.

4 Proposed Advertisement

- 4.1 The proposal seeks to replace two longstanding externally illuminated poster displays on the gable ends of 71 Bury Old Road, Manchester which benefit from Class 13 deemed consent, with two digital poster displays (D-Posters) which will which will enable the presentation of six advertisements over a one minute cycle (1/10s).
- 4.2 The proposed panels have the same dimensions as a standard 48-sheet hoarding, measuring 6m(w) x 3m(h) x 0.1m (d). The panel on the western elevation will be positioned 4.3m above ground. The panel on the eastern elevation will be positioned 4.9m above ground. Both panels will be in the same position as the existing panels. The proposed new display technology is lightweight, durable, efficient and can be easily erected with minimal engineering. The quality of the image produced will mimic that of a traditional poster and paste display.
- 4.3 The D-Poster display would operate with a system of threshold controls, timers, and light sensors to ensure that the luminance never exceeds the Institute of Lighting Professional's (ILP) BIADD guidelines described above.
- 4.4 The BIADD document provides model conditions for digital illuminated displays to which the proposed D-Poster would adhere. The model conditions also form the basis for the proposal's recommended conditions which are included at Appendix 4. Conditions controlling the operation of the proposed digital display are also set out below.

- There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.
- In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone 3 in Table 10.4 of The Institution of Lighting Professionals PLG 05 document 'The Brightness of Illuminated Advertisements including Digital Displays'.
- In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull). It shall at all times be no greater than 5,000cd/m² in accordance with the recommended maximum daytime luminance values set out in Table 10.5 of The Institution of Lighting Professionals PLG 05 document 'The Brightness of Illuminated Advertisements including Digital Displays'.
- Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.
- The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.
- No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

4.5 The applicant details that the proposal is submitted as part of a nation-wide project to upgrade traditional advertising hoardings to a modern digital format. The proposal will enable an overall reduction in advertising displays as multiple campaigns can be supported by single D-Poster.

5 Public Safety & Highway Appraisal

5.1 It is understood that digital advertisements have the potential to be more notable than traditional format advertisements. However, subject to the appropriate controls, calibration, and monitoring, the general appearance of the proposed D-Poster display would not be markedly different to the current traditional format display as highlighted above.

5.2 Advertising displays within the wider locality are common place, and drivers are clearly used to assimilating advertising content without detracting from the safe use of their vehicles or the highway network. This correlates with the advice of the PPG which indicates that there are less likely to be public safety issues where advertisements are located within environments that support commercial features, are adjacent to main roads, are set back from the highway, and where they do not conflict with the sighting of signage, traffic signals, or highway related apparatus. This certainly reflects extant site location and D-Poster proposal.

5.3 Furthermore, industry standards for roadside media dictate that advertisements should ideally contain no more than 7 to 10 words to be effective. Therefore, whilst there are no planning controls governing the content of any advert media, this would significantly reduce the cognitive demand on those viewing the advert, making it simple to process and assimilate.

- 5.4 This is aided by the applicant's willingness to subscribe to a high degree of regulation with regards the D-Poster's operation. With no moving elements or flashing lights, and at a advert frequency of once every 10 seconds, there is an appreciable amount of time for passers-by to assimilate the content of an advertisement without it being onerous or a cause of distraction. This would comply not only with the recommendations of guidance explored elsewhere in this Report, but with other, similar, consents permitted by the local planning authority in the locality – and elsewhere in its administrative area.
- 5.5 The in-built controls proposed to control the luminance of the display area are also significant. Compliance with the ILP guidance and regulation by an ambient sensor and timing schedule are strongly advised in this instance, and accepted by the applicant. This can be secured by an appropriately worded condition in the interests of amenity and public safety (see **Appendix 4**).
- 5.6 As set out in Section 3, the prevailing highway conditions have been demonstrated to be favourable. There are no safety concerns or issues arising from the section of highway network on approach to, or at the site location. The Highway is relatively straightforward and uncomplex, allowing highway users to view the site whilst taking forward views of the highway environment. More over the nature and character of the surrounding area insures that the proposed digital display would not appear alien or jarring.
- 5.7 Overall, subject to the limitations set out by Wildstone Estates Limited it is considered that the proposal for a D-Poster would not detract from the safety of the highway environment surrounding the site location. A driver exercising a reasonable standard of care for their own and others' safety would unlikely experience any material distraction due to the proposed advertising display, so long as advertisements are static, rotate once every 10 seconds, and comply with the ILPs guidance and recommended operational conditions for the control of digital displays. The full set of recommended conditions are contained within **Appendix 4**.

6 Summary & Conclusion

- 6.1 Wildstone Estates Limited seek express consent for the erection of two D-Poster digital advertising displays measuring 6m x 3m (D-Poster) at 71 Bury Old Road, Prestwich, M25 1JF.
- 6.2 The standard is whether the proposed digital advertising display at the above site location is likely to be so distracting or confusing that it creates a hazard to, or endangers people in the vicinity who are taking reasonable care for their own and others safety.
- 6.3 The evidence indicates there are no obvious highway safety concerns within close proximity of the application site, demonstrated by the low level of recorded incidents over the past five years. There is no indication or concern that the surrounding highway environment would be degraded by the proposed digital advertising display.
- 6.4 Advertisements are common place throughout the surrounding area and the local planning authority have granted similar proposals nearby. Such grants have, however, been conditional upon a high degree of regulation, and this should be no different in this case. The applicant has advanced several conditions, chiefly aimed at minimising the potential for distraction as desired by the Regulations and the ancillary PPG.

- 6.5 Subject to the recommended conditions controlling the operation of the proposed advertising display, the proposal to update the existing advertising display on a like for like basis (size, scale, position, elevation, general appearance), would have no material impact upon driver distraction, highway safety, or public safety.

Appendix

1

Professional Lighting Guide

PLG 05/23

The brightness of illuminated advertisements including digital displays

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Requirements for illuminated advertisements including digital displays

10.5 The following details the limiting performance requirements for external and internal outward facing illuminated advertisements, including digital displays.

Vertical illuminance

10.6 This is a measure of the illuminance (measured in Lux) that falls on any vertical surface, in general it is used as a measure when considering obtrusive light / light nuisance from the perspective of an observer within a premises, and the assessment is undertaken on all relevant windows. The night-time limiting values based upon environmental zone and curfew considerations are provided in Table 10.3, reference ILP GN01 Guidance notes on the reduction of obtrusive light.

Table 10.3: (ILP GN01) Maximum values of vertical illuminance on premises.

Light technical parameter	Application conditions	Environmental zone				
		E0	E1	E2	E3	E4
Illuminance in the vertical plane (Ev)	Pre-curfew	0	2 lx	5 lx	10 lx	25 lx

Note:

1. The values indicated in Table 10.3 are the summation of all lighting sources that impact on the surface. If an additional light source has the likelihood of taking the existing illuminance on the surface over the limit, then it may require the designers to consider the other impacting sources, and through design reduce the impact of these to aid the inclusion of the new installation.
2. Curfew times are not defined within the guidance and are for Local Authorities to agree on a case by case basis if required in the interests of amenity. For media owners it is generally considered to be between 00.00hrs and 05.00hrs.

Advertisement luminance

10.7 The luminance of the advertisement needs to relate to ambient lighting levels, as too high a luminance can impact the day and/or night scape unacceptably and cause annoyance, distraction or even visual discomfort, whereas too low a luminance can result in the information, effect or message that it is intended for display being indecipherable.

10.8 Tables 10.4 and 10.5 are derived from research undertaken by the panel members, members of Outsmart and an understanding of research being undertaken by the Commission Internationale De L'Eclairage (CIE), through their technical committee TC4-58 investigating the effects of colourful dynamic lighting (including digital displays) on the day and night-time environment, and the controls that need to be followed to mitigate any adverse impact.

Table 10.4: Recommended maximum night-time permitted values of display luminance

Light Technical Parameter	Maximum sign luminance (L _s) cd/m ²				
	Environmental zones				
Sign surface area	E0	E1	E2	E3	E4
0 to < 5 m ²	0	25	200	300	300
5 to < 20 m ²	0	0	200	300	300
≥ 20 m ²	0	0	100	200	300

Notes:

1. The values in Table 10.4 apply to pre-curfew. The post-curfew levels shall generally be the display being off, unless (in zones E2 to E4 inclusive) the installation is still required to be operational, in which case the performance level shall be 50% of the pre-curfew level.
 2. Where a digital display is split into separate areas, or displays are placed adjacent to each other with differing images, the assessment shall be made on the total possible display area.
 3. The values indicated are recommended maxima, and in practice these may be required to be lower depending upon the proximity of adjacent / opposite premises with a view of the display. The reason is that for premises within fairly close proximity of the display, i.e. across the road, the vertical illuminance on the premises caused by the display, may exceed the limits advised in Table 10.3. A methodology for assessing the impact of display luminance on vertical surfaces is advised in Appendix 2.
 4. The values for signs in Table 10.4 do not apply to signs for traffic control purposes.
- 10.9 During daytime, the background ambient lighting level is generally considerably higher than at night, and therefore the recommended maximum permitted value of sign luminance needs to be increased, as indicated in Table 10.5 below.

Table 10.5 – Recommended maximum daytime permitted values of sign luminance.

Daylight ambient Illuminance (Eh) [lux]	Sign Luminance [cd/m ²]
Up to 3,500	≤ 400
3,501 to 8,500 (overcast day)	≤ 1,000
8,501 to 15,000 (bright day with cloud cover)	≤ 2,500
15,001 to 25,000 (bright sunny day)	≤ 3,500
25,001 to 42,000 (direct sunlight)	≤ 5,000
42,001 and above	> 5,000

7. No advertisement shall be sited or displayed so as to:
 - a) Endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).
 - b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal, or aid to navigation by water or air.
 - c) Hinder the operation of any device used for the purpose of security, or surveillance, or for measuring the speed of any vehicle.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

8. There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

Reason: In the interests of amenity and in order to retain effective planning control.

9. In the hours of darkness, the advertisement display luminance shall be no greater than the recommended maximum night time luminance value set out in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m^2 . The environmental zone to be agreed with the Local Planning Authority.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

10. In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m^2 .

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

11. Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

12. The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

13. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Reason: In the interests of amenity and in order to retain effective planning control.

Appendix 2 Approximate method to calculate illuminance at point facing a sign

- 14.1 It is possible to estimate the illuminance at a point due to an illuminated advertisement by treating the advertisement as a single light source and using the inverse square law. This approach is best when the advertisement is a long distance from the point being illuminated. As most illuminated advertisements provide a diffuse light in all directions, the method is a reasonable approximation if the point being illuminated is more than twice the maximum dimension of the advertisement. In most cases this is taken as the diagonal of the advertisement rectangle.

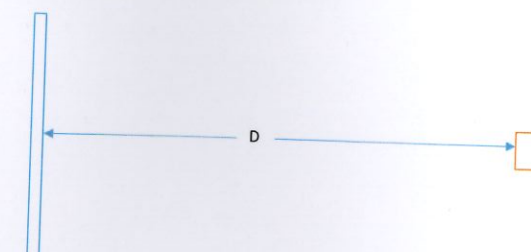
- 14.2 The diagonal (d) may be calculated from the length (L) and width (W) using the following formula:

$$d = \sqrt{L^2 + W^2}$$

- 14.3 Procedure

- Check the 2 to 1 ratio holds
- Calculate the intensity of the sign by multiplying the area by the luminance
- Calculate the illuminance by dividing the intensity by the distance squared
- Correct the results using cosines of the angles involved if the sign and point receiving the light are not facing each other.

- 14.4 Examples



- 14.5 In this example the sign and the surface being illuminated are facing each other. The sign has length 4m and width 3m, the distance between the sign and point being illuminated (D) is 12m. The luminance of the sign is 400 cd/m^2

- 14.6 First check that the distance D is greater than maximum dimension of the sign (d).

$$d = \sqrt{L^2 + W^2} = \sqrt{4^2 + 3^2} = \sqrt{16 + 9} = 5$$

As D is more than twice d the method may be used.

Appendix

2

NOTICE OF CONSENT TO DISPLAY ADVERTISEMENTS

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

To:

Mr Ben Porte
Clear Channel UK
33 Golden Square
Soho
London
W1F 9JT

PART 1 - Particulars of Application

Application Number: 65338

Date of Registration: 17/03/2020

Proposal:

Installation of 1no. freestanding internally
illuminated digital advertising display unit

Location:

Land at Car Depot, Derby Way, Bury, BL9
0NJ

PART 2 - Particulars of Decision

Bury Metropolitan Borough Council hereby give notice in pursuance of the provisions of the Town and Country Planning Act 1990 that permission has been **GRANTED** for the carrying out of the development referred to in Part 1 hereof in accordance with the application and plans submitted subject to the following conditions:-

Standard Conditions

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to -
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason for standard conditions: In the interests of amenity and in accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Specific Conditions (If Applicable):

- 1 The intensity of the illumination of the advertising units permitted by this consent shall at all times accord with the thresholds set out in the Institute of Lighting Professionals publication "The Brightness of Illuminated Advertisements" (PLG05:2015) and be equipped with an ambient/Photo cell sensor which shall monitor ambient light conditions and adjust the brightness accordingly.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 2 The LED screen displays shall not change more frequently than every 10 seconds and the rate of change would be instantaneous.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 3 The sequencing of messages relating to the same product is prohibited.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 4 The interval between successive displays shall be 0.1 seconds or less.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 5 The levels of luminance of the LED screen displays shall not exceed 600cd/m2 during daylight hours or exceed 300cd/m2 during twilight and night hours; as defined by official lighting up times.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 6 The LED screen displays shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs and no messaging should spread across more than one screen image.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 7 The illumination of the LED screen displays shall not at any time be intermittent.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 8 A mechanism shall be in place so that if the LED screens break down, they default to a black screen to avoid any flashing error messages or pixilation.
Reason. To avoid undue distraction to traffic in the interests of road safety pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.

The following policies of the Bury Unitary Development Plan were considered relevant:

EN1/9 EN1/9 - Advertisements
NPPF National Planning Policy Framework

This permission relates only to that required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and does not include any consent or approval under any other enactment or under the Building Regulations. Any other consent or approval which is necessary must be obtained from the appropriate authority.

Applicant Plan Numbers:

PY3761/001 and 002, PY3761/004, PY3761/005

NOTES TO APPLICANT

Not Applicable

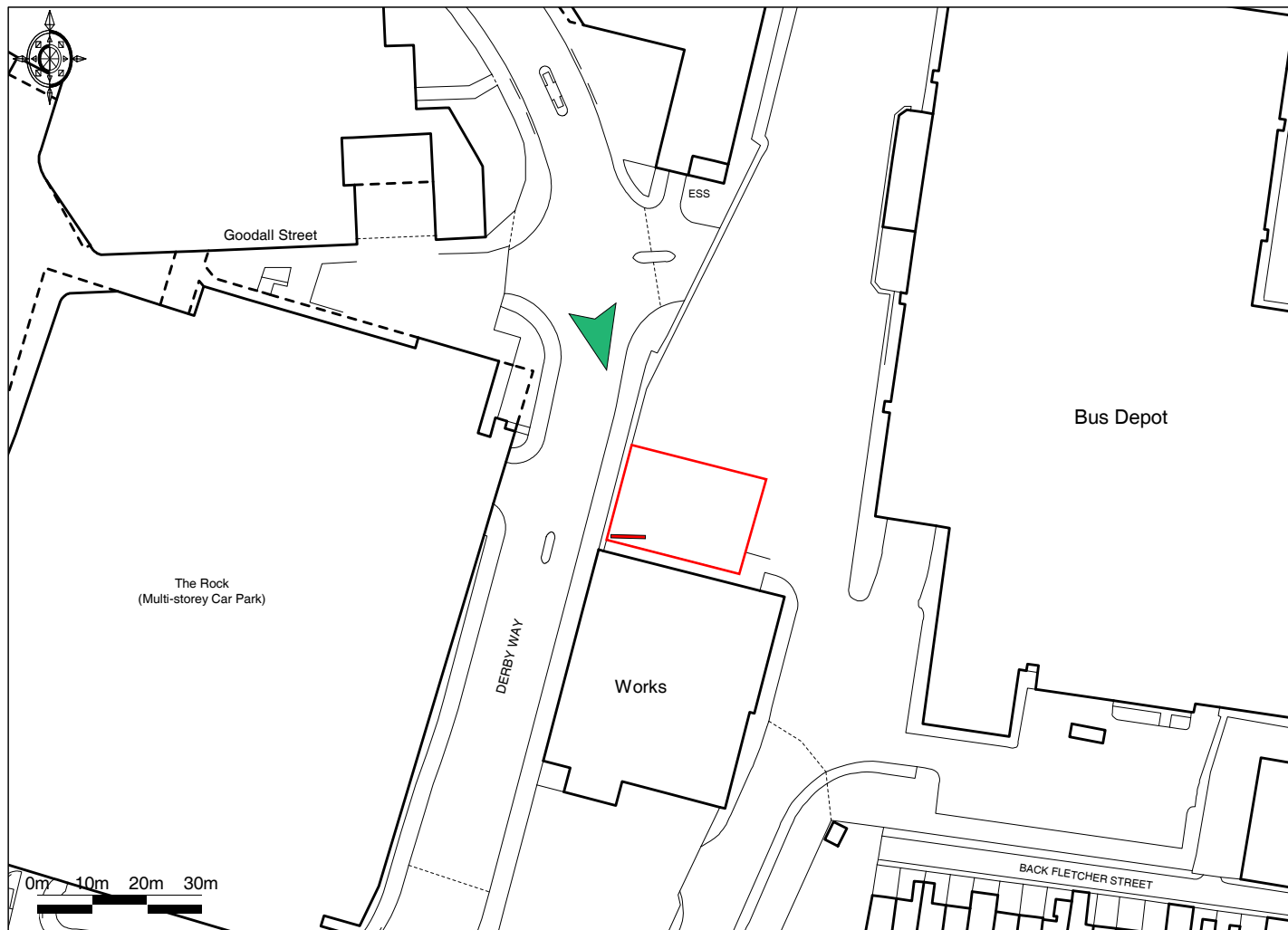
Signed:

A handwritten signature in black ink, appearing to read 'Paul Harris', is written over a horizontal dotted line.

3 of 3

.....
On behalf of the Council

Date of Decision: 30/03/2020



 Proposed LED 48 display

 Site Location

Promap
LANDMARK INFORMATION GROUP

Ordnance Survey © Crown Copyright 2019. All rights reserved. Licence number 100022432. Plotted Scale 1:1250

Site:

Land at Car Depot, Derby Way, Bury BL9 0NJ

Title:

Location Plan

Date:

12/12/2019

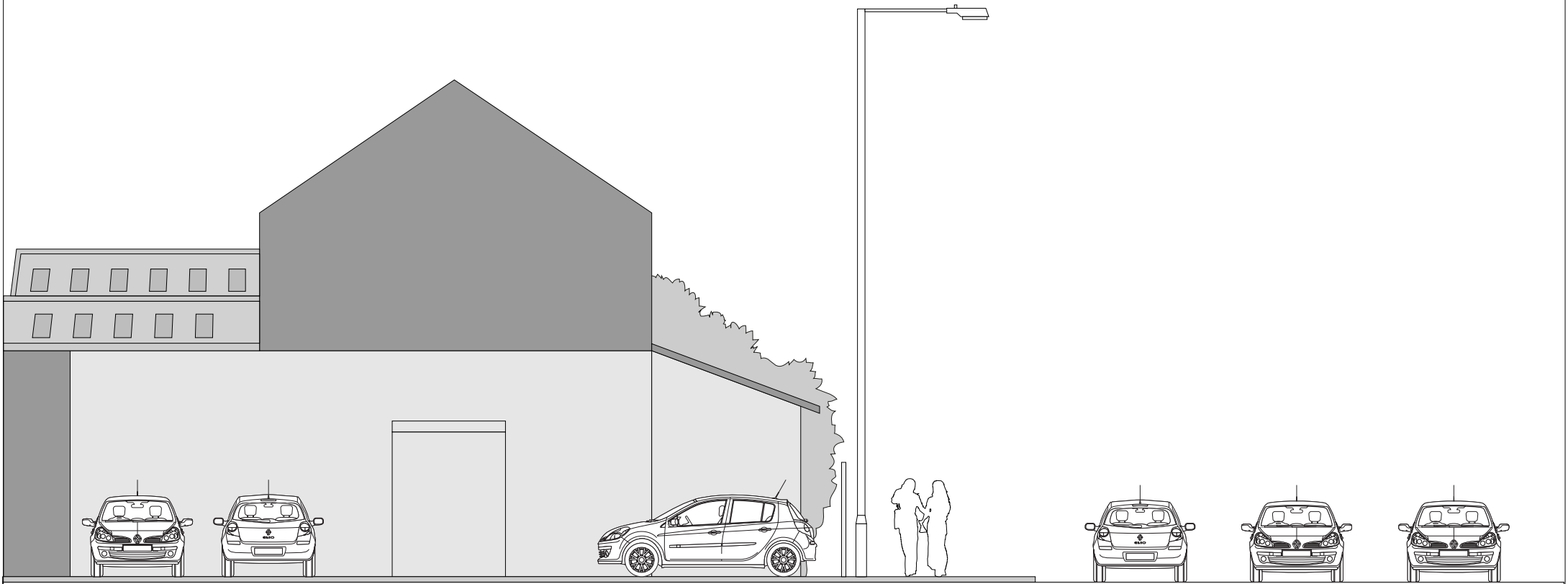
Dwg. No:

PY3761/001

Rev:

Scale: 1:1250@A4





DERBY WAY

Site:

Land at Car Depot, Derby Way, Bury BL9 0NJ

Title:

Elevation Elevation

Date:

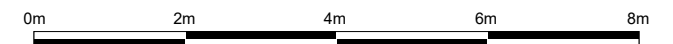
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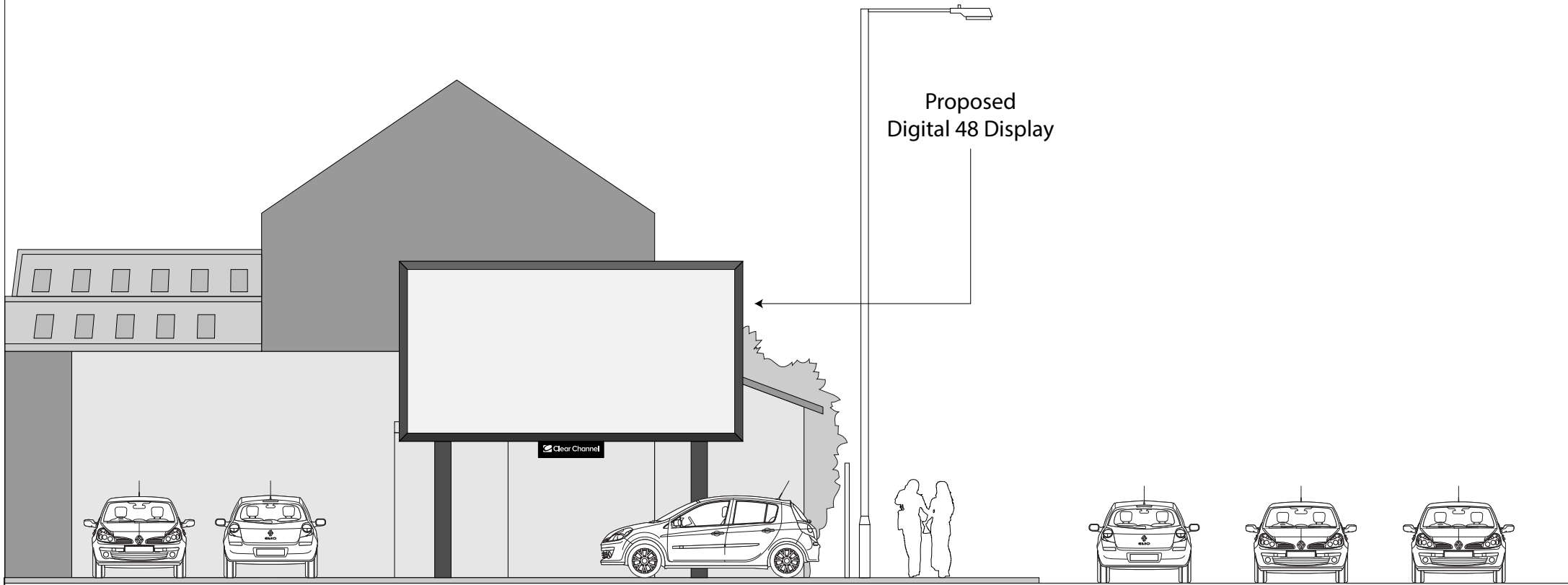
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PY3761/003

Rev:

Scale: 1:100@A4





DERBY WAY

Site:

Land at Car Depot, Derby Way, Bury BL9 0NJ

Title:

Proposed Elevation

Date:

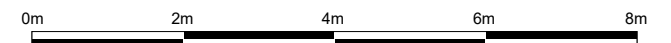
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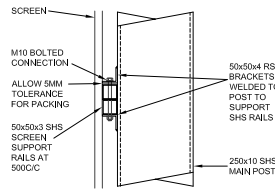
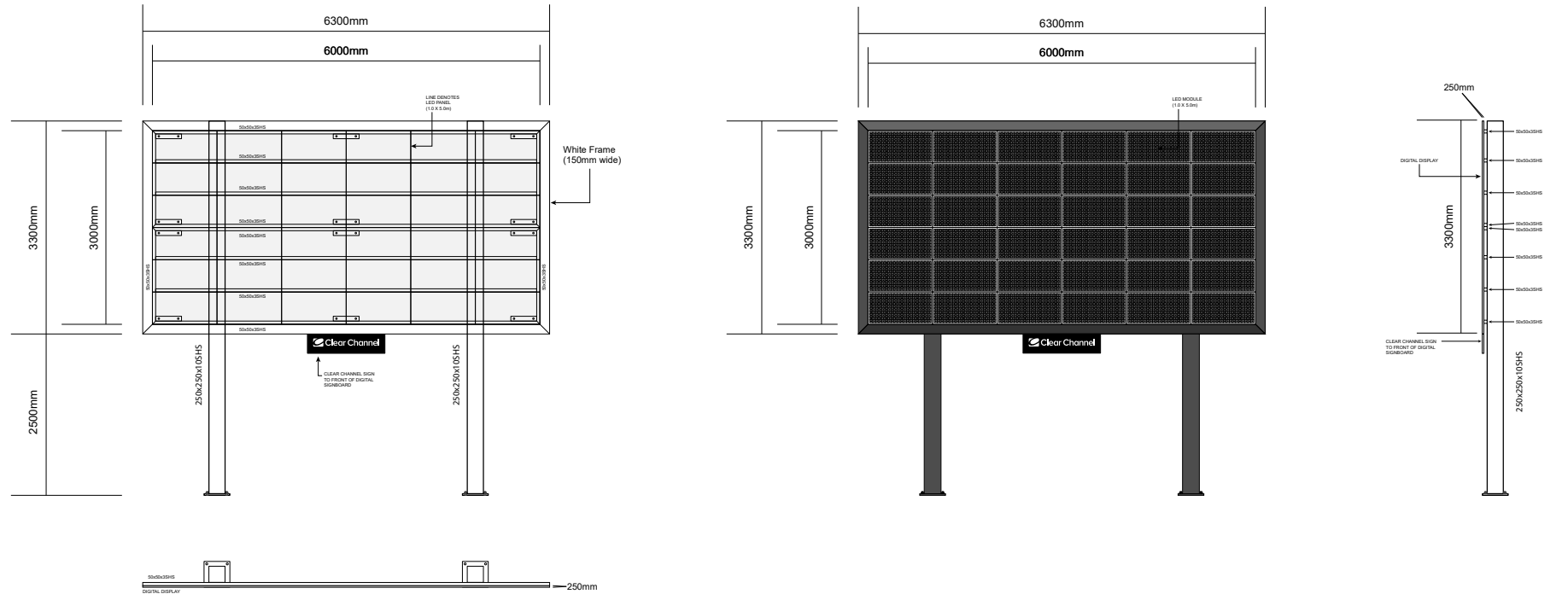
PY3761/004

Rev:

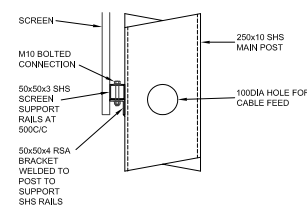
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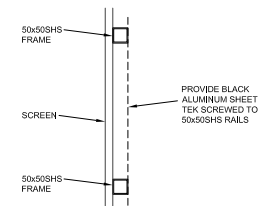
LED DIGITAL 48 SHEET - FREESTANDING (PROPOSED)



PROPOSED DETAIL A
SCALE 1:25



PROPOSED DETAIL B
SCALE 1:25



MESH DETAIL C
SCALE 1:25

Site:

Land at Car Depot, Derby Way, Bury BL9 0NJ

Title:

Standard Specifications

Date:

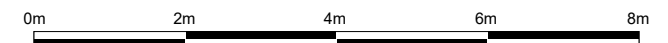
12/12/2019

Dwg. No:

PY3761/005

Rev:

Scale: 1:100@A4



NOTICE OF CONSENT TO DISPLAY ADVERTISEMENTS

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

To:

Mr Ben Porte
Clear Channel UK Ltd
33 Golden Square
London
W1F 9JT

PART 1 - Particulars of Application

Application Number: 66289

Date of Registration: 11/01/2021

Proposal:

Replacement of existing illuminated 48-sheet poster advertisement with internally illuminated 48-sheet D-Poster advertisement

Location:

Gable of 61 Rochdale Road, Bury, BL9 7AX

PART 2 - Particulars of Decision

Bury Metropolitan Borough Council hereby give notice in pursuance of the provisions of the Town and Country Planning Act 1990 that permission has been **GRANTED** for the carrying out of the development referred to in Part 1 hereof in accordance with the application and plans submitted subject to the following conditions:-

Standard Conditions

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to -
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason for standard conditions: In the interests of amenity and in accordance with the

requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Specific Conditions (If Applicable):

- 1 The LED screen displays shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 2 The sequencing of messages relating to the same product is prohibited.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 3 The interval between successive displays shall be 0.1 seconds or less.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 4 The advertising display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 5 The luminance of the advertisement hereby permitted shall comply with the levels and recommendations set out in the Institute of Lighting Professionals publication "The Brightness of Illuminated Advertisements" (PLG05 2015) or any document amending or superseding that report. The level of luminance of the advertisement shall be controlled by light sensors that measure ambient light levels and automatically control the perceived brightness to within these limits, as stated in the submitted Highways Assessment 12492 - Proposed Advertisement at Rochdale Road, Bury, January 2021.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 6 The LED screen displays shall only show two dimensional static images for the lifetime of the development, shall contain no moving images, strobe lighting effects, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs and no messaging should spread across more than one screen image.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 7 The illumination of the LED screen displays shall not at any time be intermittent.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 8 A mechanism shall be in place so that if the LED screens break down, they default to a black screen to avoid any flashing error messages or pixilation.

Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.

The following policies of the Bury Unitary Development Plan were considered relevant:

Area Area BY10 - Rochdale Road/Lord Street/York Street
BY10
S2/3 S2/3 - Secondary Shopping Areas and Frontages
EN1/9 EN1/9 - Advertisements

This permission relates only to that required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and does not include any consent or approval under any other enactment or under the Building Regulations. Any other consent or approval which is necessary must be obtained from the appropriate authority.

Applicant Plan Numbers:

PY3942/001, PY3942/002, PY3942/003, PY3942/004, PY3942/005, PY3942/006, PY3942/007 and Highways Assessment 12492 - Proposed Advertisement at Rochdale Road, Bury, January 2021.

NOTES TO APPLICANT

Not Applicable

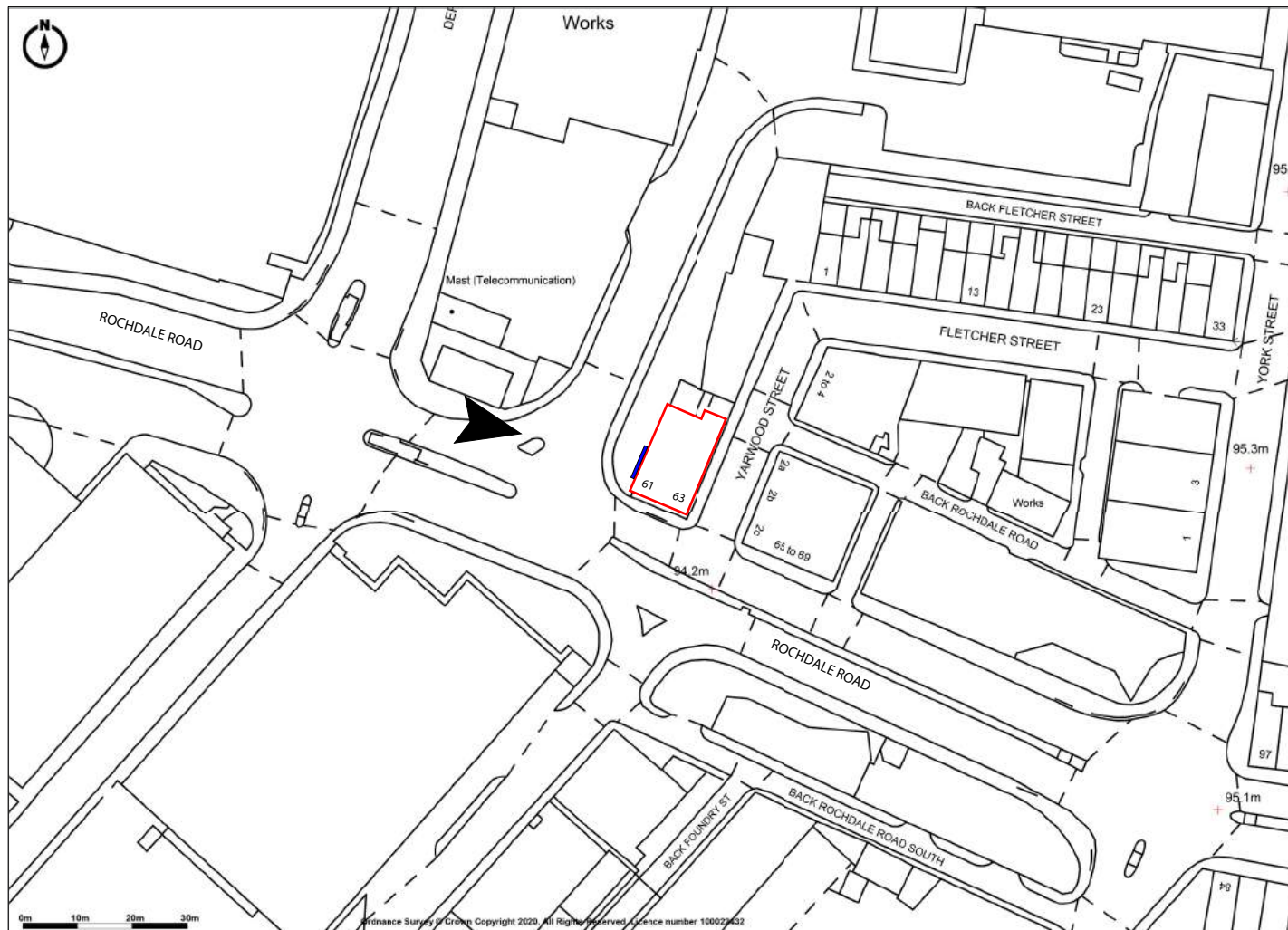
Signed:



3 of 3

.....
On behalf of the Council

Date of Decision: 01/03/2021



Proposed LED 48 display
(to replace existing 48
sheet gable panel)

Site Location

Promap^{v2}
LANDMARK INFORMATION

Ordnance Survey Crown Copyright 2020. All rights reserved.
Licence number 100022432.
Plotted Scale - 1:1250. Paper Size - A4

Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Location Plan

Date:

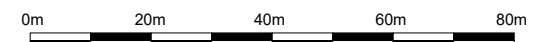
02/12/2020

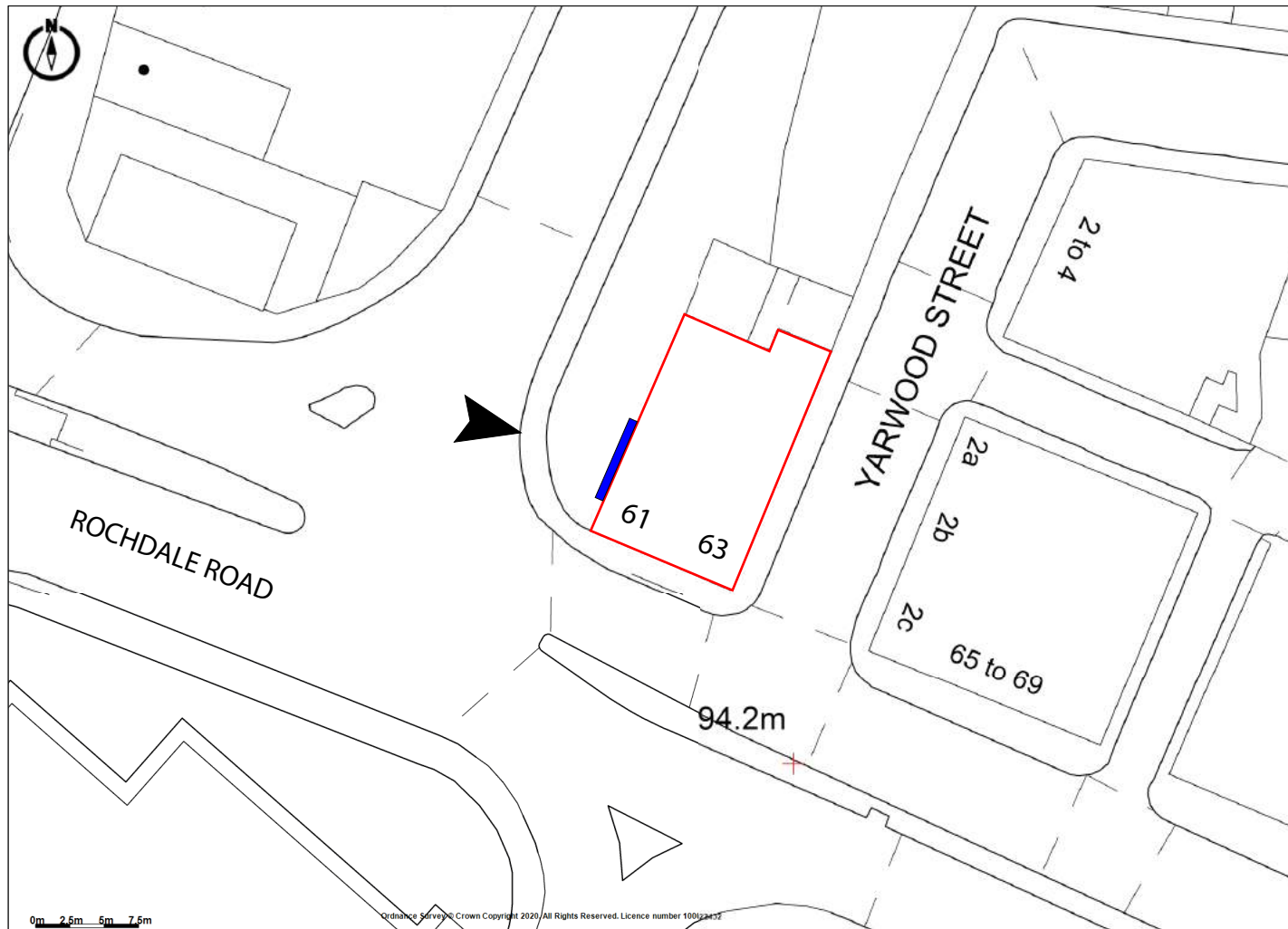
Dwg. No:

PY3942/001

Rev:

Scale: 1:1250@A4





 Proposed LED 48 display
(to replace existing 48
sheet gable panel)

 Site Location

Promap^{v2}
LANDMARK INFORMATION

Ordnance Survey Crown Copyright 2020. All rights reserved.
Licence number 100022432.
Plotted Scale - 1:500. Paper Size - A4

Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Site Plan

Date:

02/12/2020

Dwg. No:

PY3942/002

Rev:

Scale: 1:500@A4

0m 10m 20m 30m 40m



Existing 48 Sheet Panel
to be replaced with Digital 48



Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Existing Elevation

Date:

02/12/2020

Dwg. No:

PY3942/003

Rev:

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Scale: 1:100@A4

0m 2m 4m 6m 8m



Proposed gable Digital 48 Display
(to replace existing 48 sheet panel)



Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Proposed Elevation

Date:

02/12/2020

Dwg. No:

PY3942/004

Rev:

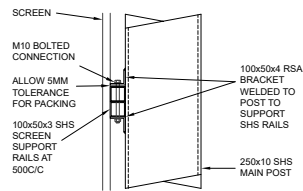
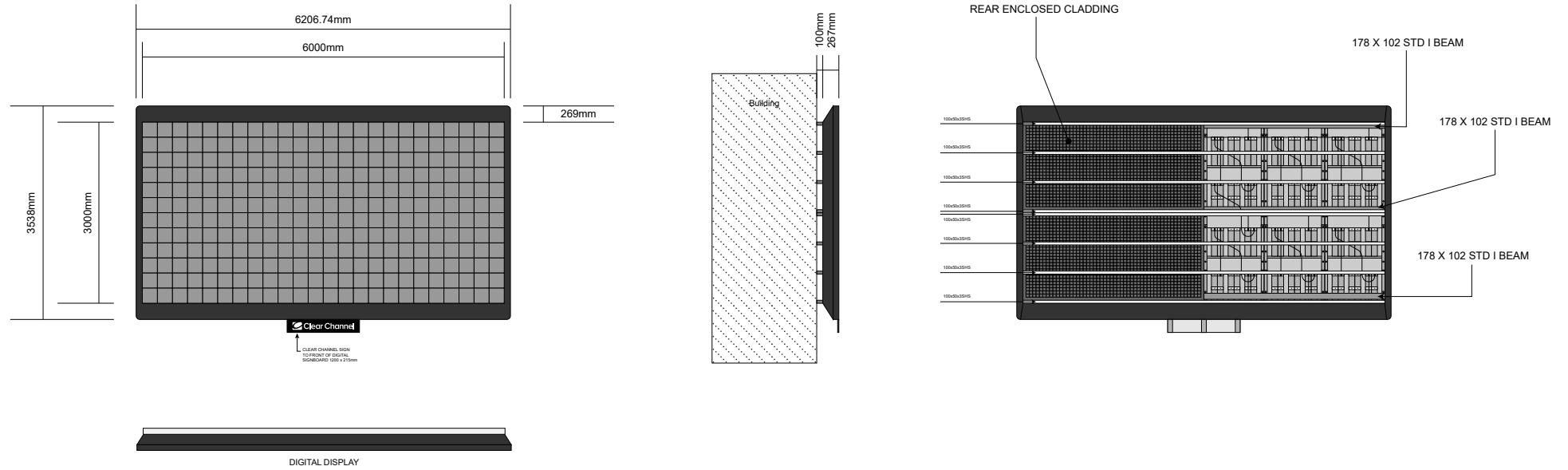
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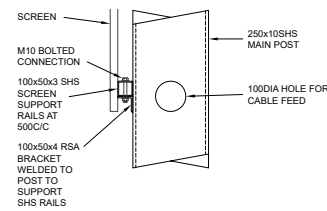
0m 2m 4m 6m 8m



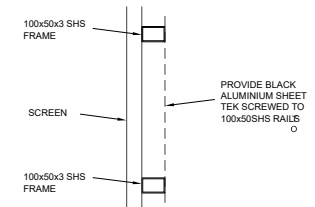
LED DIGITAL 48 SHEET - WALL-MOUNTED



PROPOSED DETAIL A
SCALE 1:25



PROPOSED DETAIL B
SCALE 1:25



MESH DETAIL C
SCALE 1:25

Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Standard Specifications

Date:

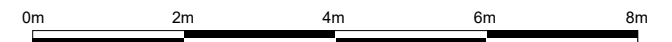
02/12/2020

Dwg. No:

PY3942/005

Rev:

Scale: 1:100@A4



EXISTING VIEW



Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Existing View

Date:

02/12/2020

Dwg. No:

PY3942/006

Rev:

Scale:

Not to scale, indicative only

PROPOSED VIEW



Site:

Gable at 61 Rochdale Rd, Bury BL9 7AX

Title:

Proposed View

Date:

02/12/2020

Dwg. No:

PY3942/007

Rev:

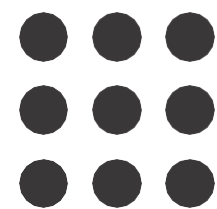
Scale:

Not to scale, indicative only

Appendix

3

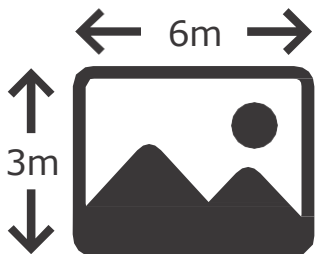
D-POSTER



High resolution LED display



Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness



Sized to match existing poster panels



Reduced depth of 60mm compared to traditional digital panel (300-600mm)

DIGITAL ADVERTISING

A before & after comparison for sites upgraded to a digital format.



BEFORE: Gable mounted 48-sheet paper and paste advertising display.



AFTER: Gable mounted 48-sheet digital advertising display.

The digital advertising display replicates the appearance of the previous paper and paste display; the upgrade of the site to a digital format has a neutral impact upon amenity of the site, street scene, and surrounding area.

There is a neutral impact upon highway and public safety. The cognitive demand of highway users is unaffected, allowing content to be assimilated whilst assessing the road ahead and any upcoming traffic conditions.

**PAPER AND
PASTE PANEL**



**DIGITAL
PANEL**

The image shows a digital display (elevated to flank wall), and a paper and paste display presenting the same advertisement.

The digital advert mimics the appearance of the classic paper and paste display. It does not appear overly bright or prominent within the street scene, nor does its presence impact upon the character of the area.

At night, the screen reduces output to 12% of daylight levels. It remains visible without appearing as a casting light source or as an overly dominant feature.

Appendix

4

Model Conditions

D-Poster slimline digital advertising display

The following model conditions are as set out in Appendix 1 of the Institute of Lighting Professionals (ILP) Technical Note 5 “The Brightness of Illuminated Advertisements including Digital Displays” (PLG05/23).

The model conditions include the standard conditions set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 [The Regulations].

The first condition relates to the standard time period of a consent, which unless otherwise specified should be five years, as set out on Part 3 of The Regulations. Please note, following the expiry of the time period an application would benefit from Deemed consent under Class 14 Schedule 3 of the Regulations. As set out in National Planning Practice Guidance (NPPG), conditions cannot be used to prevent the operation of Class 14 unless supported by specific and relevant planning considerations.

The second condition seeks to ensure that the application is implemented in accordance with the approved plans and application documents.

Conditions 3 to 7 represent the five “standard conditions” attached to all applications for advertisement consent, set out in Schedule 2 of the Regulations.

Conditions 7 to 13 are commonly applied to digital consents and have been standardised by ILP with reference to the updated guidance document.

These conditions can be adapted to suite the application proposal, with additional conditions added where they pass the standard tests set out in the National Planning Policy Framework (NPPF).

Time Period

1. The consent now granted is limited to a period of five years from the date hereof.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Application Documents

2. The development shall be undertaken in strict accordance with the approved documents for this Advertisement Consent which comprise:

Reason: To define the permission and for the avoidance of doubt and in the interest of proper planning procedures.

Standard Conditions

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in

a condition that does not impair the visual amenity of the site.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. No advertisement shall be sited or displayed so as to:

- a) Endanger persons using any highway, railway, waterway, dock, harbor or aerodrome (civil or military).
- b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal, or aid to navigation by water or air.
- c) Hinder the operation of any device used for the purpose of security, or surveillance, or for measuring the speed of any vehicle.

Reason: To accord with Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Digital consents

8. There shall be no moving images, animation, video or full motion images displayed unless otherwise permitted by this consent.

Reason: In the interests of amenity and in order to retain effective planning control.

9. In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out for Environmental Zone 3 in Table 10.4 of The Institution of Lighting Professionals PLG 05 document 'The Brightness of

Illuminated Advertisements including Digital Displays'.

10. *Reason: In the interests of amenity, public safety and in order to retain effective planning control.*

11. In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull). It shall at all times be no greater than 5,000cd/m² in accordance with the recommended maximum daytime luminance values set out in Table 10.5 of The Institution of Lighting Professionals PLG 05 document 'The Brightness of Illuminated Advertisements including Digital Displays'.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

12. Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

13. The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display to include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interests of amenity, public safety and in order to retain effective planning control.

14. No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

Reason: In the interests of amenity and in order to retain effective planning control.