

BURY COUNCIL
DEPARTMENT OF OPERATIONS

REF NO: 24/126

FROM: Head of Engineering

TO: Head of Development Management

Planning Application No: 70740

Location: 71 Bury Old Road, Whitefield, Manchester, M45 6TB

Development: Replacement of 2 No. poster advertising displays to 2 No. D-Poster illuminated advertising displays

RECOMMENDATION

I recommend that any planning permission given shall include the following conditions:

1. 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 otherwise make hazardous the use of these types of transport;
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
2. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site.
3. Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public.
4. If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.
5. The LED screen displays shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.
6. The sequencing of messages relating to the same product is prohibited.
7. The interval between successive displays shall be 0.1 seconds or less.
8. The advertising display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.

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9. 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. The luminance of the LED screen display shall not exceed 300cd/m² during twilight and night hours.
10. 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.
11. The illumination of the LED screen displays shall not at any time be intermittent.
12. 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.

Reasons

- 1-12. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers.

Comments and Observations

Date: 10 July 2024

Signed: **A Southgate**
(pp) Head of Engineering

HIGHWAYS ASPECTS ONLY