

Bury Council
Planning Services
3 Knowsley Place
Duke Street
Bury
BL9 0EJ

Our ref TRA/22/171

Your ref:

25th May 2022

Dear Sir / Madam

Application Number: **68402**

Location: **10 Tottington Road, Bury, BL8 1LH**

Proposal: **Installation of wall-mounted illuminated 48-sheet D-Poster (digital) display - Illuminated external 3m x 6m, Frequency of images to be no greater than once every ten seconds**

Thank you for consulting Transport for Greater Manchester (TfGM) on the above planning application. The following comments are offered as advice on transport issues for you to balance against other factors in determining the application and are made in the context of TfGM's role in the planning process, as set out in the footnote below.¹

Background

The application seeks approval for the replacement of an existing advertisement hoarding with a digital display, located on Tottington Road, on land opposite the junction of Walshaw Road.

¹TfGM does not have any planning powers and is not a statutory consultee in the planning process. The purpose of the advice offered is to suggest the best way to improve land use / transport integration through the development proposals. Advice is based on the information provided by the applicant, and it is not TfGM's role to undertake detailed verification unless specifically commissioned to do so.

²TfGM control and manage the traffic signals in Greater Manchester, as such any schemes that alter signalised junctions need to be agreed with TfGM. Additionally, where developments impact on signalised junctions, TfGM have a duty of care to ensure that these impacts are satisfactorily mitigated as part of the planning process.

Highways Overview

Colleagues within TFGM have reviewed the submitted signage proposals. It is noted that there are no signals or crossings within the vicinity which will be impacted by the digital display. Additionally, the position of the digital sign is such that it will be offset and not within the direct eyeline of drivers.

Site observations have confirmed that the position of the sign is adjacent to an existing bus stop and opposite a busy junction. There may therefore be the potential for driver distraction due to the increased cognitive demands required at this location. However, TfGM would refer to the Local Highway Authority (LHA) to determine the suitability of the location in this regard, given there is no impact upon any traffic signals.

In light of the above, TfGM would note the following recommendations:

- The LED screens should not feature any moving images.
- The images should not change too frequently, (no greater than once every 10 seconds).
- The luminance levels should be in accordance with recommendations contained within the Institute of Lighting Professionals Lighting Guide – Technical Report Number 5.

I hope you find these comments useful in the determination of this planning application. Should you wish to discuss any matter further please do not hesitate to contact me.

Yours faithfully

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