

BURY COUNCIL
DEPARTMENT FOR OPERATIONS

REF NO: 22/135

FROM: Head of Engineering

TO: Head of Development Management

Planning Application No: 68402

Location: 10 Tottington Road, Bury, BL8 1LH

Development: 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

RECOMMENDATION

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

1. The development hereby approved shall not be commenced unless and until full, dimensioned details of the position of the proposed installation relative to the limits of the adopted highway along with a method statement/traffic management plan for the erection of the digital LED screen immediately adjacent to the B6213 Tottington Road, incorporating appropriate traffic management arrangements, pedestrian protection measures and retention of adequate pedestrian facilities/access arrangements on the Tottington Road footway that abuts the site, has been submitted to and approved by the Local Planning Authority. The details and measures subsequently approved shall be implemented to the satisfaction of the Local Planning Authority and maintained for the duration of the works that affect the adjacent adopted highway.
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 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.
3. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site.
4. Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public.
5. 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.

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6. The intensity of the illumination of the advertising unit(s) 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 brightness accordingly.
7. The LED screen displays shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.
8. The sequencing of messages relating to the same product is prohibited.
9. The interval between successive displays shall be 0.1 seconds or less.
10. The advertising display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.
11. The level of the illuminance of the LED screen display shall not exceed 600cd/m² during daylight hours as stated in the approved Highway Assessment reference CT/200519/HA/00, or exceed 300cd/m² during twilight and night hours; as defined by official lighting up times.
12. The LED screen display 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.
13. The illumination of the LED screen display shall not at any time be intermittent.
14. A mechanism shall be in place so that if the LED screen break down, it defaults to a black screen to avoid any flashing error messages or pixilation.

Reasons

1. In the interests of pedestrian and road safety.
- 2-14. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers.

Comments and Observations

The applicant's attention is drawn to the need to consult the Department for Operations in order to obtain any highway permits that may be required prior to works affecting the adopted highway commencing. The cost of any permits and necessary works/measures will be the responsibility of the applicant.

Date: 07 October 2022

Signed: **A Southgate**

(pp) Head of Engineering

HIGHWAYS ASPECTS ONLY