

Highways Safety Assessment

Installation of 1No. Billboard

**Manchester Motor Mart
115 Bolton Road
Bury
BL8 2NW**

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Written by: Matthew Dowley
m.dowley@dpaplanning.co.uk

Checked by: Sam Dewar
s.dewar@dpaplanning.co.uk

Office Tel: 07799 095 613 / 0113 397 0310

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1 INTRODUCTION

Context

- 1.1 This Highway Safety Assessment has been prepared by DPA Planning Ltd on behalf of Elite Billboards (the “Applicant”) to accompany a planning application for the erection of a 6 meter by 3 metre advertising board (the “Proposed Development”) at Manchester Motor Mart, Bolton Road, Bury (the “Application Site”).



Figure 1.1 Application site in context

The proposed development

- 1.2 This application is submitted for a single advertisement billboard 6 meters wide and 3 meters tall, mounted to the wall with the base of the billboard 2.5 metres above ground level.
- 1.3 The billboard will be used to show the advertisements from a backlit LED screen. The position and size of the advertisements will not change, only the means by which the messages are shown. As the proposal seeks to install digital adverts that mimic the appearance of the existing paper adverts, there is minimal impact upon the visual amenity.
- 1.4 This form of technology provides quality images to be applied to roadside advertising and provides a more sustainable advertising option with better

opportunities for local businesses to advertise, with lower costs than traditional paper adverts which require printing and installation.

- 1.5 Proposed materials are standard in construction. A steel frame would be fixed to the wall and then the panels fixed to the frame. This way of installation is less likely to be restricted by the location of installation or by the size of the display.
- 1.6 There will be a protective black casing around the outside of the LED screen to provide accessibility and security.
- 1.7 The advertising images can be changed remotely by means of a secure feed. The transition from one image to another will be instantaneous. No moving images will be shown on the screens, all advertising will be static imagery.
- 1.8 The advertisements will be maintained at their elevation to the carriageway and affixed to a display structure which will not rotate.

2 HIGHWAY SAFETY ASSESSMENT

Advertisement regulations

- 2.1 This application is submitted under the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007 for consent to display an advertisement at the application site. The planning definition 'advertisement' is defined in section 336 of the Town and Country Planning Act 1990 (as amended) as: *'any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of and employed wholly or partly for the purposes of advertisements, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used or designed, or adopted for use and anything else principally used, or designed or adopted principally, for the display of advertisements'*
- 2.2 Regulation 3 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.
- 2.3 Factors relevant to public safety include;
- the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
 - Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 2.4 The overarching presumption in favour of sustainable development also covers a proposal having an acceptable safety impact, and this is applicable in the case of an application for roadside advertising and the public safety impact.

Accordingly, whether the proposal site is likely to be so distracting that it creates an unacceptable hazard is considered to be the key policy test and this report assesses the highway safety implications of the proposal to install a wall mounted billboard on the south west elevation of 109 Bolton Road, Bury.

Road Traffic Accident History

- 2.5 The application site is located on land east of Bolton Road (A58). The position of the billboard is landscape and it set back from the highways facing northbound traffic flows
- 2.6 The proposed location is not located near road signals and the position of the billboard would maintain visibility of highways and existing signage. The advertisement will be viewed within the visual context the commercial uses and buildings found within this area.
- 2.7 A review of the road traffic accident history for the five years 2018-2022 details two slight accidents recorded in the areas south and north of the application site. It is not considered that the site is unsafe.

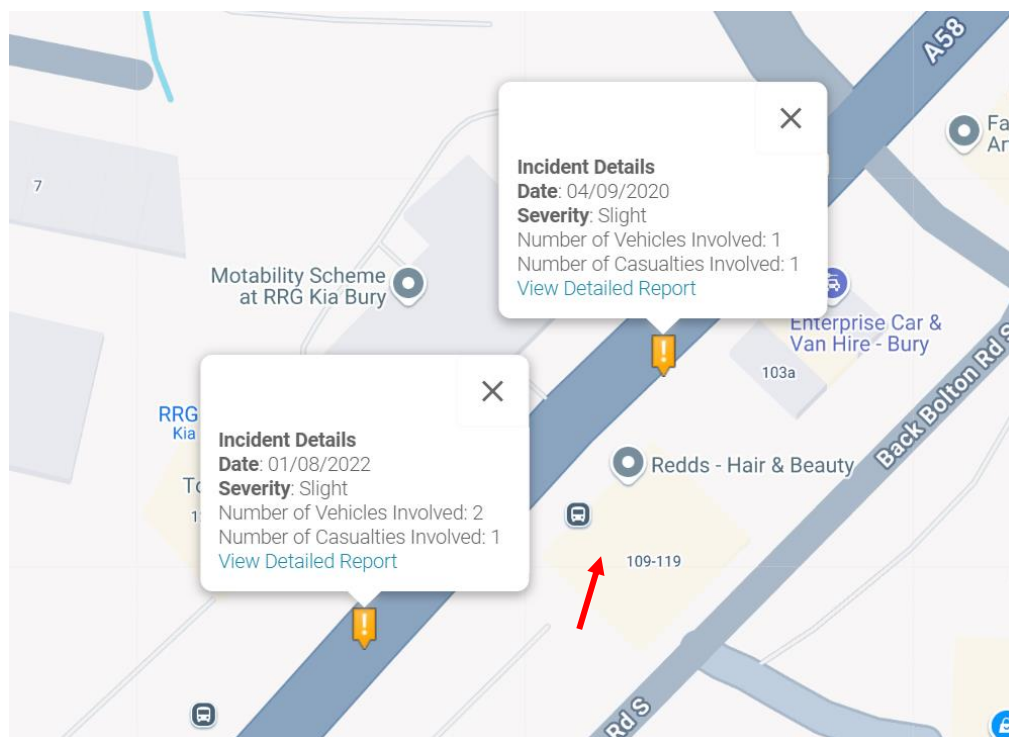


Figure 1.2: Accident history in vicinity of the application site (red arrow)

- 2.8 Drivers using Bolton Road, heading northbound would unlikely experience any material distraction due to the proposed display. The site accident history demonstrates that the site is not accident prone and a new billboard would not adversely impact on driver distraction and therefore does not introduce an unacceptable risk to road safety.

3 CONCLUSION

- 3.1 The provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007 identify two areas of consideration in applications for consent, being the likely impact of the advertisement display on the interests of public safety and visual amenity.
- 3.2 It is considered that the proposed development is in a location where static advertising already exists and is commercial in character. The proposed development is set back from the road side and does not conflict with signage on Bolton Road and is in an acceptable position with regards to forward visibility. The proposed development to add a single wall mounted billboard will not create an unacceptable impact in terms of driver distraction for traffic passing the site in terms of risk to road safety. There has been a total of two accidents that have occurred between 2018 and 2022 in the vicinity of the application site and given this low frequency of accidents it is considered that overall the area is not characterised by a poor safety record in this context. As noted in Planning Practice Guidance there are less likely to be road safety problems if the advertisement proposed is on a site within a commercial locality. The application site is dominated by surrounding commercial uses and is therefore deemed appropriate for the proposed development.
- 3.3 The following planning conditions are proposed by the Applicant to control the operation of the digital billboard to ensure it is operated a safe manner:
- Maximum illumination between sunset and sunrise (night time) to not exceed 300 cd/m²;
 - Maximum illumination between sunrise and sunset (day time) to be automatically controlled via light sensors monitoring ambient light condition but not to exceed 600 cd/m²;
 - The advertisement display will only show static images of advertisements for the lifetime of the development with no moving, flashing or image effects at any time;

- No adverts will be displayed which could be interpreted as road traffic signs; and A default blank screen in the circumstance of power loss/malfunction;
- The sequential advertisements shall not change more than once every 15 seconds;
- Any sequential change between advertisements will take place over a period no greater than one second unless otherwise agreed with the Local Authority and / or Highways England;

