

Your ref: 70740
Our ref: BUR/24/237

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

25th June 2024

Location: **71 Bury Old Road, Whitefield, Bury**

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

Dear Dean Clapworthy

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 and are made in the context of TfGM's role in the planning process, as set out in the footnote below.

Background

The application seeks approval for the removal of two poster advertising displays and replacement with the installation of two digital signs on the eastern and western elevations of 71 Bury Old Road in Whitefield.

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

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.



digital displays. Additionally, the positioning of the digital signs is offset from the carriageway and not within the direct eyeline of drivers.

Site observations have confirmed that the signs are close to an existing bus stop and located opposite a minor 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.

As the tram lines run to the rear of the site, colleagues within the Metrolink team have been consulted and will provide any comments as necessary in a separate response.

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 the Landuse team via the details below.

Yours faithfully

Landuse Team
Highways Department
Transport for Greater Manchester
Email: landuse@tfgm.com



Every journey. Every day.