



HIGHWAYS ASSESSMENT

FLANK WALL OF 10 TOTTINGTON ROAD

PREPARED FOR CLEAR CHANNEL

JUNE 2022

1. INTRODUCTION

- 1.1 This Highways Assessment is prepared on behalf of Clear Channel UK, in support of its application for express consent at 10 Tottington Road, Bury.
- 1.2 Consent is sought from Bury Council (the local planning authority) for the installation of a digital display measuring 6m by 3m.
- 1.3 The application site is identified in Figure 1 below. Copies of the drawings, as well as additional evidence, are appended to this Report, signposted by footnotes where appropriate.

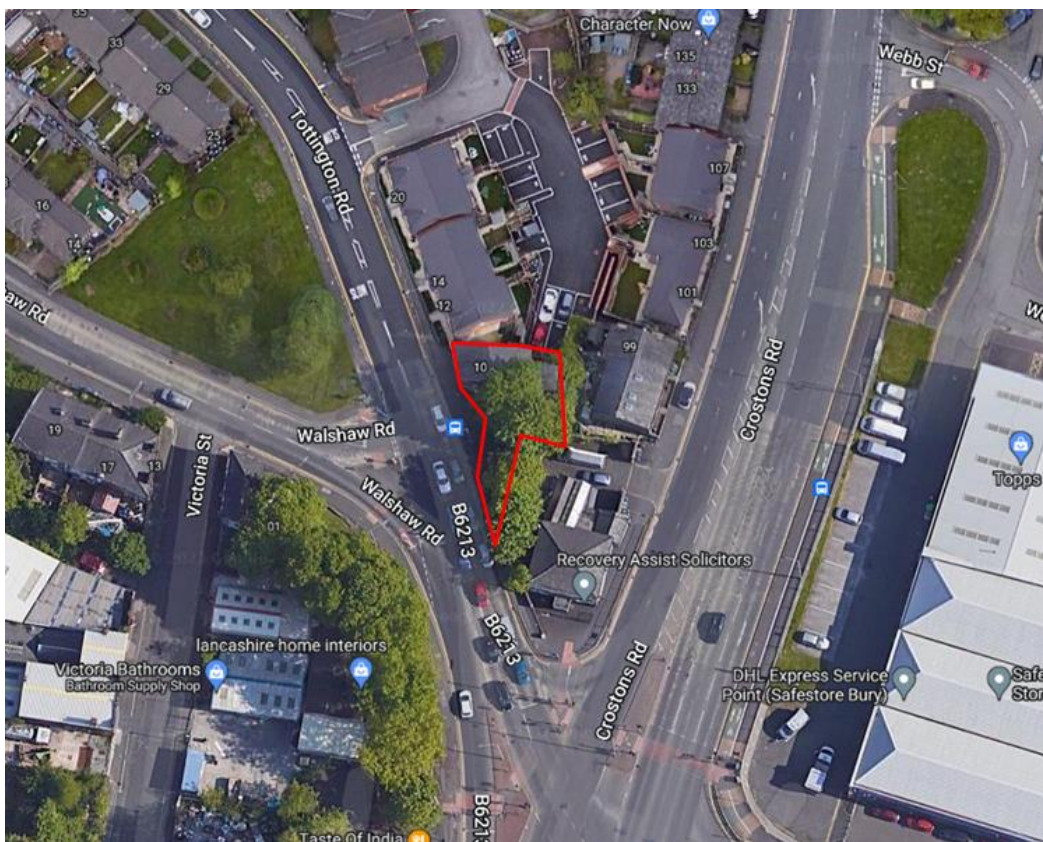


Figure 1: Advertisement Site Location (source: Google Maps)

- 1.4 Accordingly, this Report is structured as follows:
 - Section 2 sets out the existing planning policy and advice;
 - Section 3 considers the prevailing site history and conditions;
 - Section 4 sets out the advertisement proposal and an appraisal of its public/highway safety impact; and
 - Section 5 summarises the evidence and sets out the conclusions and any recommendations.

2. ADVERTISEMENTS AND PLANNING POLICY

- 2.1 Planning is a devolved power, and each UK nation operates a separate planning regime. The legislation to control advertisements in each nation is also slightly different.
- 2.2 Nevertheless, across the various regimes, advertisements are controlled with regards to their effect on amenity and public safety. In England, this is set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (the Regulations)¹.
- 2.3 The National Planning Policy Framework (the Framework) reiterates this approach², whilst the Planning Practice Guidance (the PPG) sets out more detailed advice³.
- 2.4 In planning terms, amenity is taken to mean the effect on the visual and aural amenity in the immediate area or site. In terms of public safety, the standard applied is whether an advertisement itself, or the exact location for its display, is likely to be so distracting or confusing that it prevents individuals from exercising a reasonable standard of care for themselves and others in the vicinity.

DIGITAL BILLBOARD DISPLAYS

- 2.5 Illuminated advertisements, particularly digital displays, are now increasingly common features in the urban landscape. Due to improved technological controls, these displays can show advertisement images on rotation and control their level of brightness.
- 2.6 These features are typically controlled by the imposition of planning conditions attached to a grant of express consent issued by the local planning authority. These conditions must be underpinned by reasons demonstrably reasonable and necessary in the interests of amenity and public safety.
- 2.7 To that end, there are a few useful publications which help advise, inform and regulate the impact of such advertisements.

¹ Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

² Paragraph 136 of the National Planning Policy Framework July 2021

³ Planning Practice Guidance (Advertisements) July 2019

ADDITIONAL GUIDANCE AND ADVICE

- 2.8 On the matter of illumination and brightness, the principal reference is the Institute of Lighting Professionals (ILP) publication *The Brightness of Illuminated Advertisements* (PLG05)⁴.
- 2.9 It provides guidance on how to assess illuminated advertisements and makes a series of recommendations. There are specific recommendations concerning digital media displays, and the publication has been used to inform other technical guidance, such as that produced by Transport for London⁵.
- 2.10 The ILP guidance states that the uniformity of luminance across a defined illuminated area must be kept within reasonable limits so as to ensure a pleasing and effective result. This is to ensure that the displayed advert is not too bright and remains legible (respectively).
- 2.11 The ILP's recommendations are set out in Section 8 of its report. Those relevant to digital advertisements (such as that proposed) are as follows:
- During the night, digital displays in suburban/urban areas with a display area greater than 10 square metres should not exceed 300 candela per square metre (*taken from Table 4*);
 - For digital signs when the content may change then the rate of change should be limited to once every five seconds. Moving images, animation, video or full motion images should not be displayed at locations where they could present a hazard for example if they could be seen by drivers in moving traffic. During the daytime sign luminance should never exceed 5,000 candela/sqm (*taken from Note no.1*).
- 2.12 A more general recommendation is that media displays will require a system that controls luminance accordingly and considers any curfews, and the changing time of sunset, and dawn throughout the year.
- 2.13 In its guidance, Transport for London (TfL) state that whilst research indicates that digital roadside advertising is not inherently unsafe, moving images or advertising with complex information is likely to add to the level of distraction. The balance is therefore in ensuring that the level of distraction

⁴ The Brightness of Illuminated Advertisements, Institute of Lighting Professionals (PLG05, 2015)

⁵ Guidance for Digital Roadside Advertising and Proposed Best Practice, Transport for London (2013)

is minimised, particularly at locations where a high level of concentration is required from the driver.

- 2.14 It acknowledges that digital advertisements are highly controllable, and it is therefore possible to provide recommendations to manage the level of distraction by control of type, brightness, form of change and interval between advertisements, as well as giving detailed consideration to appropriate locations and positioning. It is understood that these have been a factor in the applicant's submission.

3. SITE BACKGROUND AND EXISTING HIGHWAY CONDITIONS

SITE AND SURROUNDINGS

- 3.1 The application site is located on the south facing flank wall of 10 Tottington Road (see Figure 2 below)⁶. Until recently, the land in front of the wall was occupied several illuminated 48-sheet poster advertisements, understood to be displayed with deemed consent under Class 13 (Schedule 3) of the Regulations. These have since been removed by the Council (understood to be the owner).

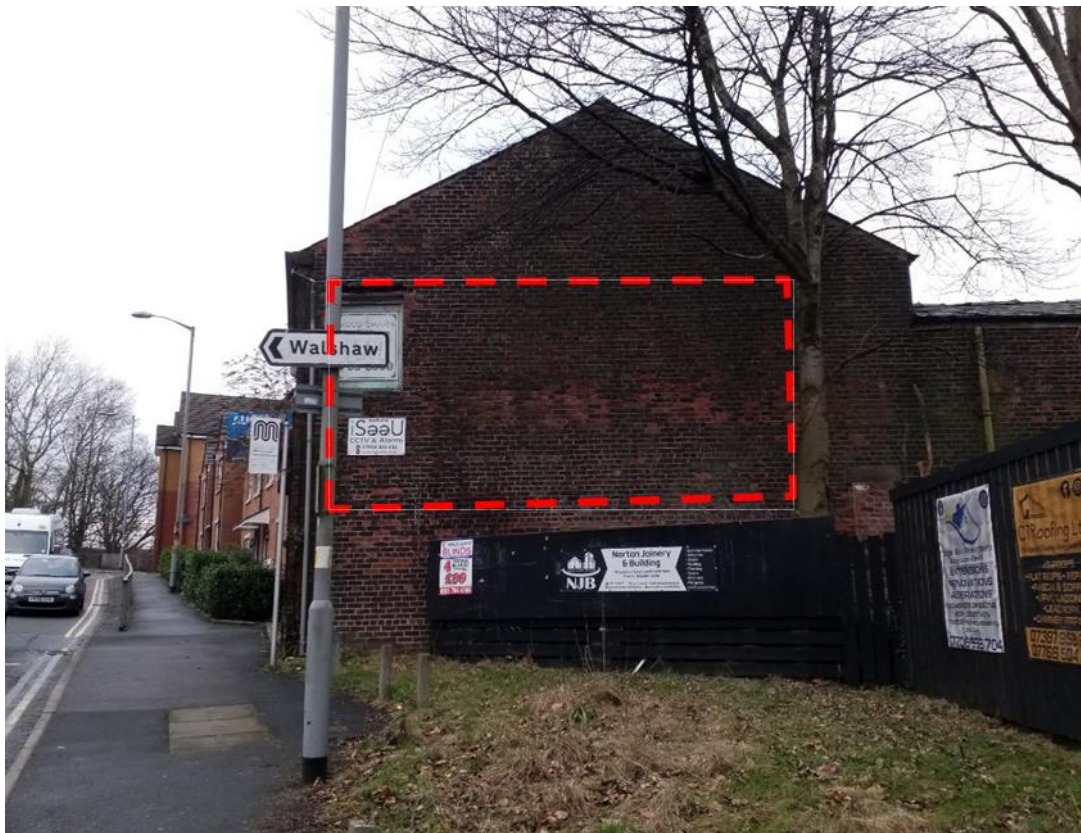


Figure 2: Image of Advertisement Site Area

- 3.2 The site is near the Crostons Road, a wholly commercial area, itself adjacent to the busy A58 trunk road. Advertisements range from large non-illuminated banner advertisements, to illuminated fascia advertisements, as well as large poster displays in the locality, some of which are digital in nature (or have consent).
- 3.3 At the site itself, multiple illuminated poster advertisements operated for more than a decade and so the continued use of the location does not

⁶ Refer also to Drawing Ref. PY4271/007

present an overt complication. Therefore, advertisements are not alien, but rather established elements of the streetscape, typically embedded into/onto existing buildings and structures; this would be the case here.

- 3.4 A review of planning applications in the wider area reveal that the local planning authority have granted two separate express consents (subject to conditions) for identical displays, in both scale and operation; on Bolton Street (to the south)⁷.
- 3.5 Hence, the presence of advertisements of this type show that they are not unfamiliar to the LPA, and the longstanding use of the application site area for multiple displays is a material consideration. The Regulations state that local planning authorities should ensure that they are consistent in their general approach towards the determination of applications in particular (and similar) localities.

PREVAILING HIGHWAY CONDITIONS

- 3.6 The site overlooks Tottington Road. The B6213 is a busy classified highway in and out of the Bury Town Centre. It is a single carriageway in either direction in the vicinity of the site, where it intersects with Walshaw Road. Speed is limited to 30mph.
- 3.7 Footways and pedestrian crossings with dropped kerbs are present on either side of the highway. However, the siting of the advertisement means that it would be visible only to those heading north on Tottington Road, thus narrowing the potential audience and its effect on the locality appreciably. Views from traffic arriving from Walshaw Road would be fleeting and limited to stationary traffic.

EXISTING ROAD SAFETY RECORD

- 3.8 A review of the local accident record has been undertaken using the most recently available five-year data (up to June 2021) available from CrashMap and the Department for Transport.
- 3.9 The data revealed that 3 incidents had occurred in the preceding 5-year period; two in 2017 and one in 2018. Two of the incidents were categorized as 'slight', meaning no serious injury or fatalities, and occurred near the site, with the other being a serious incident⁸. There is nothing to suggest in the data that the presence of an advertisement was a causal

⁷ Appendix 1: Applications Refs. 60767 and 66224

⁸ Appendix 2: CrashMap Geo Data and Incident Reports

factor in these cases. The primary factor appears to be individuals not exercising the requisite level of care for themselves and others.

- 3.10 Nor does the evidence suggest that there is any pattern or specific problem with the nature and function of the highway. The evidence suggests that the highway infrastructure generally functions as intended, in a safe and controlled manner and there have been no incidents since 2018.
- 3.11 Based on the foregoing, this indicates that the site's use for advertising does not present a materially harmful distraction to users of the adjoining highway, nor is the record of the highway a pressing concern in the context of the proposed advertisement, subject to reasonable and necessary controls and safeguards.

4. THE PROPOSED ADVERTISEMENT

- 4.1 The proposal is to install a 48-sheet digital poster display. The proposed advertisement would be of similar dimensions to that which occupied the land in front previously. This is set out in the enclosed drawings⁹.
- 4.2 Comprising a pressed metal and reinforced plastic frame, the electronic display would show static images on rotation, at a frequency of once every 10 seconds. In its Planning Statement, Clear Channel confirm that advert images would not feature any moving images, flashing lights, animation or video. The interchange between images would be a gradual and smooth fade but could also be programmed to be instantaneous. This would accord with the advice prescribed by Transport for London.
- 4.3 As described in Section 2, the luminance of the display would comply with the recommendations of the Institute of Lighting Professionals for digital advertisements, meaning it would not exceed the thresholds suggested. Furthermore, it is understood that the display would revert to the night-time 'maximum' upon the turning on of the street lamps, the timing of which varies throughout the year. All this is to be managed by an ambient sensor and the relevant programming.
- 4.4 In all cases, Clear Channel proposed to ensure compliance via a series of conditions attached to any grant of express consent¹⁰. These matters are considered in the appraisal, set out below.

PUBLIC SAFETY AND HIGHWAYS APPRAISAL

- 4.5 The nature of proposed advertisement, be its method of illumination or changing display, makes it more conspicuous than those previously located at the site. However, subject to the appropriate controls and calibration, its general appearance would not be significantly different from the previous poster advertisements, as highlighted in the enclosed comparison¹¹. Moreover, whereas the previous arrangement featured several advertisements concurrently, there would be only one advert present in this case, displaying adverts in sequence.
- 4.6 Advertisements in this locality are common, and drivers are clearly used to processing them whilst traversing the highway. This correlates with the advice of the PPG which indicates that there are less likely to be public

⁹ Appendix 3: Application Drawings

¹⁰ Refer to the applicant's Planning Statement

¹¹ Appendix 4: Poster and Digital Display Comparison

safety issues if adverts are located in commercial areas where there are large buildings and main roads, and the advert is set back from the highway such that it would not conflict with any aspect of its apparatus; this is certainly the case here.

- 4.7 Furthermore, industry standards for roadside media dictate that advertisements should ideally contain no more than 7 to 10 words to be effective. Whilst there are no planning controls governing the content of any advert media, this would certainly reduce the cognitive demand on those viewing the advert, making it simple to process and assimilate.
- 4.8 This is aided by the applicant's willingness to subscribe to a high degree of regulation with regards the display's operation. With no moving elements or flashing lights, and at a display frequency of once every 10 seconds, there is an appreciable amount of time for passers-by to assimilate the content of an advertisement without it being onerous or a cause of distraction. This would comply not only with the recommendations of guidance explored elsewhere in this Report, but with other, similar, consents permitted by the local planning authority in the locality – and elsewhere in its administrative area.
- 4.9 The in-built controls proposed to control the luminance of the display area are also significant. Compliance with the ILP guidance and regulation by an ambient sensor are strongly advised in this instance, and evidently accepted by the applicant. This can be secured by an appropriately worded condition in the interests of [amenity and] public safety.
- 4.10 As set out in Section 3, the prevailing highway conditions are demonstrably favourable, with no safety trends or issues arising from the locality's use for advertising. There is nothing inherently complex or demanding about this stretch of road and views of the display are restricted to users of the highway heading north, where it would appear as an integral part of building line.
- 4.11 Overall, subject to the limitations set out by Clear Channel it is considered that the proposal would unlikely add to the already limited highway safety concerns. A driver exercising reasonable care for their own and others' safety would unlikely experience any material distraction due to the proposed display, so long as it displayed static, rather than moving, images on rotation, and limitations were imposed upon its luminance.
- 4.12 A list of those conditions recommended is set out in the following Section.

5. SUMMARY AND CONCLUSIONS

- 5.1 Clear Channel seek express consent for an illuminated 48-sheet digital poster display at 10 Tottington Road, Bury.
- 5.2 The standard is whether the illuminated changing advertisement itself, or the exact location proposed for its display, is likely to be so distracting or confusing, that it creates a hazard to, or endangers people in the vicinity who are taking reasonable care for their own and other's safety.
- 5.3 The evidence indicates that there are no specific trends or safety concerns in the vicinity of application site, demonstrated by only three recorded accidents in the preceding five-year period. There is no physical evidence that the road in the vicinity of the site poses any special hazard, nor that any incident was caused by the site's use for advertising.
- 5.4 Advertisements are common in the area and the local planning authority have granted similar proposals nearby. Such grants have, however, been conditional upon a high degree of regulation, and this should be no different in this case. The applicant has advanced several conditions, chiefly aimed at minimising the potential for distraction as desired by the Regulations and the ancillary PPG; this is to be supported and reflected in any positive decision.
- 5.5 Subject to limiting the display to showing static images, prohibiting special effects and flashing images, and regulating the luminance of the display area to levels that accord with accepted guidance, the display would not make any material difference in terms of distraction compared to the existing advertisement. The risk to public safety would not appreciably increase.
- 5.6 This Report therefore recommends the following conditions in the interests of highways safety:
 - A. The advertisement shall not display any moving or apparently moving images (including animation, flashing, scrolling or video elements), or successive individual images that do not display the whole message;
 - B. The minimum display time for each advertisement shall be 10 seconds;
 - C. Changes between advertisement images shall be instantaneous;
 - D. 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.

- E. The advertisement shall include a safety mechanism that will turn the screen off and show a black screen in the event of a malfunction or error.

APPENDIX 1

NOTICE OF CONSENT TO DISPLAY ADVERTISEMENTS

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

To:

Mr Paul O' Sullivan
Insite Poster Properties Ltd.

Barton Hall
29 Gloucester Street
Cirencester
GL7 2DJ

PART 1 - Particulars of Application

Application Number: 60767

Date of Registration: 03/11/2016

Proposal:

Replacement of externally illuminated
48-sheet advertising display with 48-sheet
digital display

Location:

Site adjacent to 24 Bolton Road, Bury, BL8
2QR

PART 2 - Particulars of Decision

Bury Metropolitan Borough Council hereby give notice in pursuance of the provisions of the Town and Country Planning Act 1990 that permission has been **GRANTED** for the carrying out of the development referred to in Part 1 hereof in accordance with the application and plans submitted subject to the following conditions:-

Standard Conditions

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
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
 - (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 displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason for standard conditions: In the interests of amenity and in accordance with the

requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Specific Conditions (If Applicable):

- 1 The luminance of the digital display shall not exceed 300 cd/m2.
Reason. To avoid undue distraction to traffic in the interests of road safety, and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 2 (a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.
(b) No individual advertisements shall be displayed for duration of less than 10 seconds.
(c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.
(d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.
(e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.
Reason. To avoid undue distraction to traffic in the interests of road safety, and to protect the amenity of adjoining occupiers pursuant to policy EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 3 This decision relates to drawings numbered T4061 A4 050, T4061 A4 051, T4061 A4 060 and the development shall not be carried out except in accordance with the drawings hereby approved.
Reason. For the avoidance of doubt and to ensure a satisfactory standard of design pursuant to the policies of the Bury Unitary Development Plan listed.
- 4 The Express Consent hereby granted expires 5 years from the date of this decision.
Reason. The development is of a temporary nature only pursuant to Bury Unitary Development Plan Policy EN1/9 - Advertisements.

The following policies of the Bury Unitary Development Plan were considered relevant:

EN1/9 EN1/9 - Advertisements
EN1/7 EN1/7 - Throughroutes and Gateways
NPPF National Planning Policy Framework

This permission relates only to that required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and does not include any consent or approval under any other enactment or under the Building Regulations. Any other consent or approval which is necessary must be obtained from the appropriate authority.

Applicant Plan Numbers:

T4061 A4 050, T4061 A4 051, T4061 A4 060

NOTES TO APPLICANT

Signed:

A handwritten signature in dark ink, appearing to read "D. Fowler".

3 of 3

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On behalf of the Council

Date of Decision: 01/03/2017

Notes.
All details existing, unless marked proposed
Original drawing size A4
Scaled dimensions should not be taken from this
drawing unless authorised.
Licence number 100048623

Site Boundary
Advert Location

insite

Insite Poster Properties Ltd
Barton Hall
29 Gloucester Street
Cirencester
Gloucestershire, GL7 2DJ
Tel. 01285 658666 www.insite.co.uk

INSITE Ref:

6646

Project

Land at
24, Bolton Rd
Bury
BL8 2QR

Drawing Name

Location Plan -
Proposed

Drawing Status

PLANNING

Revision

- First Formal Issue RW

Date

12 October 2016

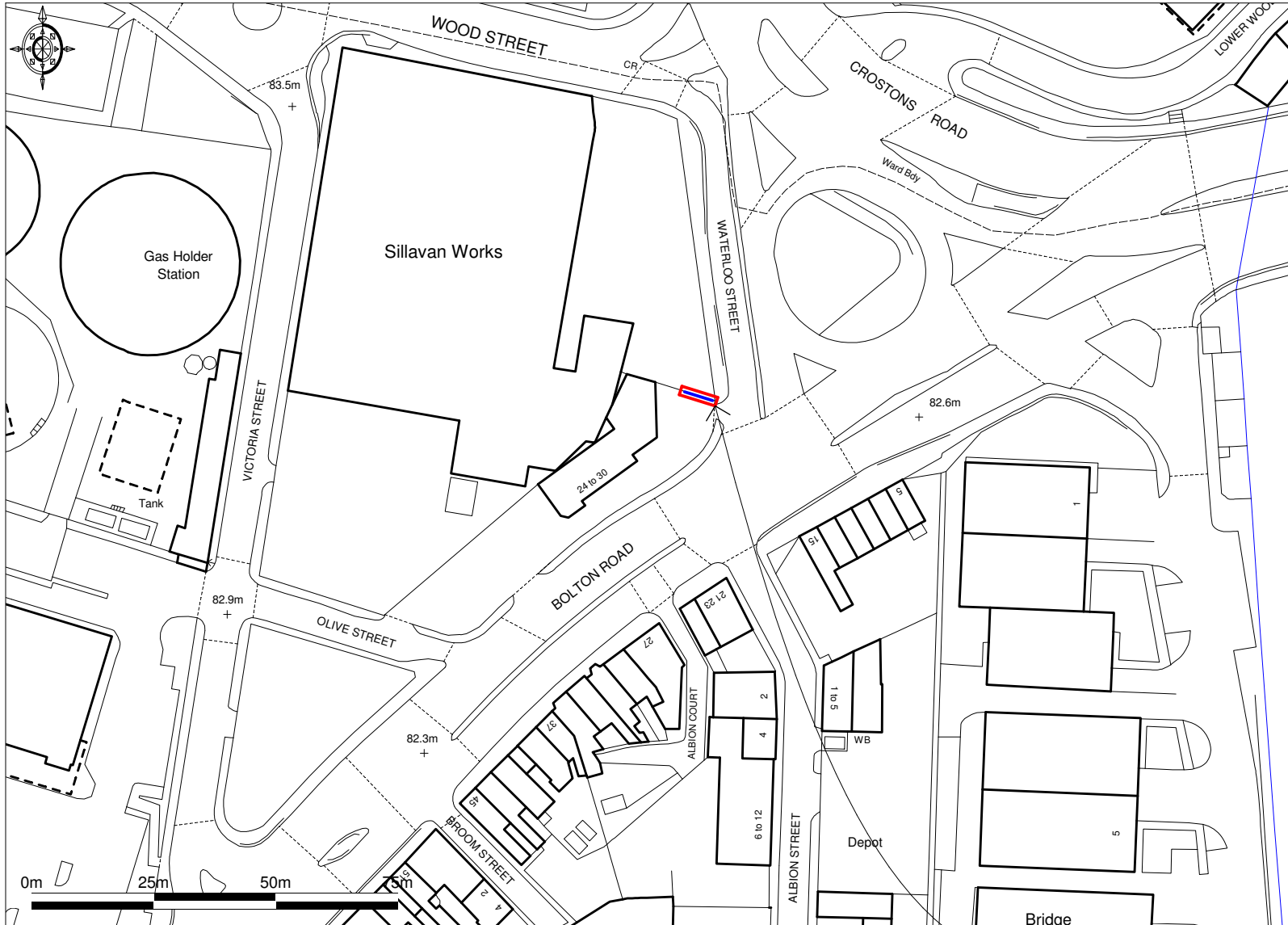
Drawing Scale @ A4

1:1250

Layout ID

Revision

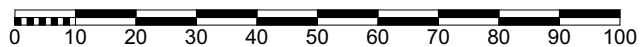
T4061 A4 050



Ordnance Survey © Crown Copyright 2016. All rights reserved. Licence number 100022432. Plotted Scale - 1:1250



Application Site



INSITE Ref:
 6646

Project

Land at
 24, Bolton Rd
 Bury
 BL8 2QR

Drawing Name

**Elevations - Existing
 and Proposed**

Drawing Status
PLANNING

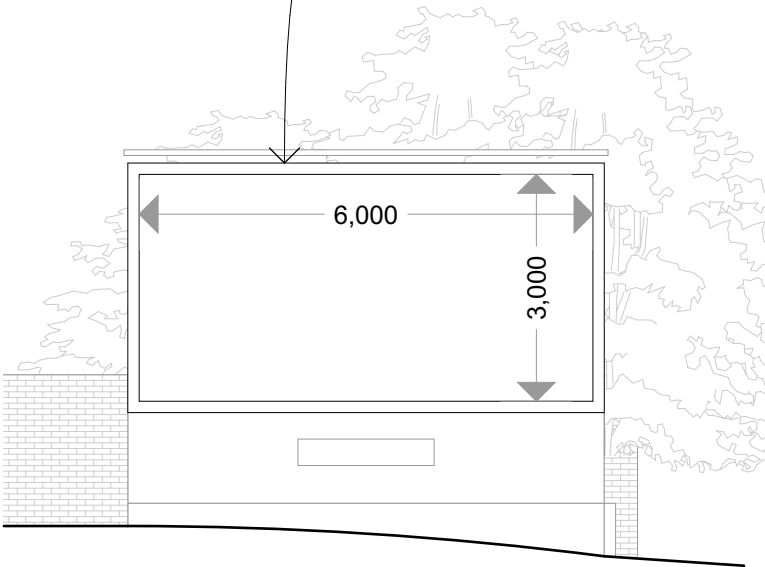
Revision
 - First Formal Issue RW

Date
 12 October 2016

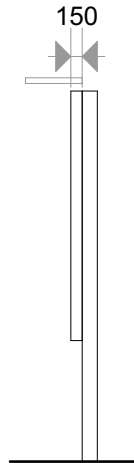
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Layout ID **Revision**
 T4061 A4 060

Existing 48 sheet externally illuminated display
 6m wide x 3m high

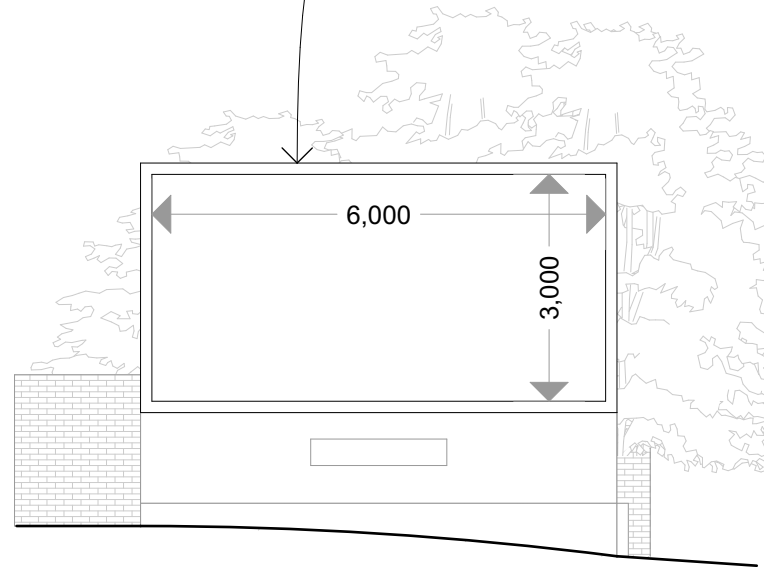


Existing
 South West Elevation

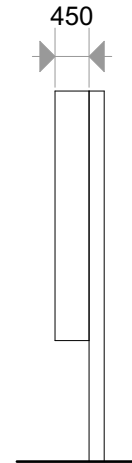


Section

Proposed 48 sheet digital display
 6m wide x 3m high



Proposed
 South West Elevation



Section

NOTICE OF CONSENT TO DISPLAY ADVERTISEMENTS

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

To:

Mr Ben Porte
Clear Channel UK Ltd
33 Golden Square
London
W1F 9JT

PART 1 - Particulars of Application

Application Number: 66224

Date of Registration: 23/11/2020

Proposal:

Replacement of existing 48-sheet poster display (6m by 3m) with internally illuminated 48-sheet digital poster display (6m by 3m)

Location:

5 Bolton Road, Bury, BL8 2AB

PART 2 - Particulars of Decision

Bury Metropolitan Borough Council hereby give notice in pursuance of the provisions of the Town and Country Planning Act 1990 that permission has been **GRANTED** for the carrying out of the development referred to in Part 1 hereof in accordance with the application and plans submitted subject to the following conditions:-

Standard Conditions

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
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
 - (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 displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason for standard conditions: In the interests of amenity and in accordance with the requirements of the Town and Country Planning (Control of Advertisements) (England)

Regulations 2007.

Specific Conditions (If Applicable):

- 1 The LED screen displays shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 2 The sequencing of messages relating to the same product is prohibited.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 3 The interval between successive displays shall be 0.1 seconds or less.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 4 The advertising display panel shall have a default mechanism to freeze an advertisement in the event of any malfunction.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 5 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, as stated in the submitted Highways Assessment 11909 - Proposed Advertisement at Bolton Road, Bury, January 2021.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 6 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.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 7 The illumination of the LED screen displays shall not at any time be intermittent.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 - Advertisements of the Bury Unitary Development Plan.
- 8 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.
Reason. To avoid undue distraction to traffic in the interests of road safety and to protect the amenity of adjoining occupiers pursuant to policies EN1/9 -

Advertisements of the Bury Unitary Development Plan.

The following policies of the Bury Unitary Development Plan were considered relevant:

EN1/9 EN1/9 - Advertisements
HT2/1 HT2/1 - The Strategic Route Network
EC2/1 EC2/1 - Employment Generating Areas

This permission relates only to that required under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and does not include any consent or approval under any other enactment or under the Building Regulations. Any other consent or approval which is necessary must be obtained from the appropriate authority.

Applicant Plan Numbers:

PY3916/001, PY3916/002, PY3916/003, PY3916/004, PY3916/005, PY3916/006, PY3916/007, PY3916/009 and Highways Assessment 11909 - Proposed Advertisement at Bolton Road, Bury, January 2021.

NOTES TO APPLICANT

Not Applicable

Signed:



3 of 3

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On behalf of the Council

Date of Decision: 24/02/2021



 Proposed LED 48 display

 Site Location

Site:

Bolton Road, Bury BL8 2AB

Title:

Site Plan

Date:

29/10/2020

Dwg. No:

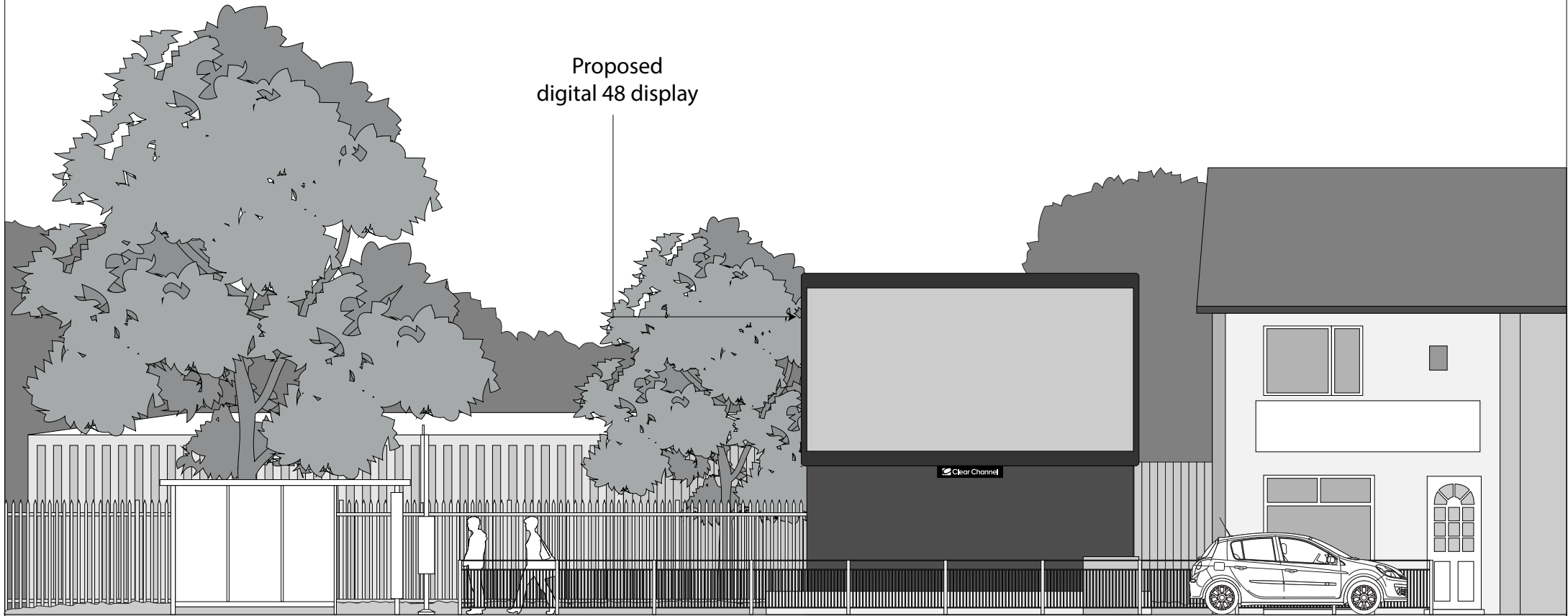
PY3916/002

Rev:

Scale: 1:500@A4

0m 10m 20m 30m 40m





BOLTON ROAD

Site:

Bolton Road, Bury BL8 2AB

Title:

Proposed Elevation

Date:

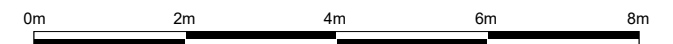
29/10/2020

Dwg. No:

PY3916/004

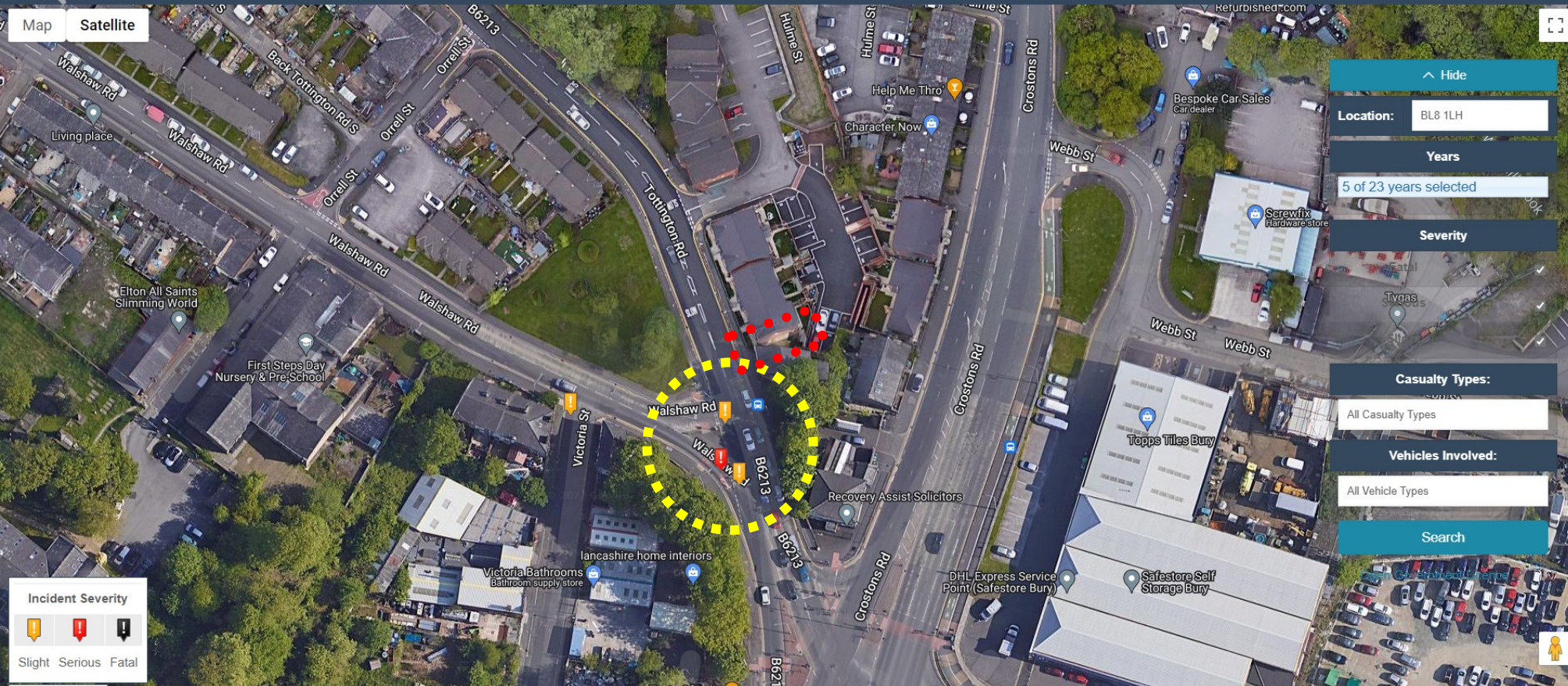
Rev:

Scale: 1:100@A4



APPENDIX 2

Map Satellite



Hide

Location: BL8 1LH

Years

5 of 23 years selected

Severity

Casualty Types:

All Casualty Types

Vehicles Involved:

All Vehicle Types

Search

Incident Severity



Slight Serious Fatal

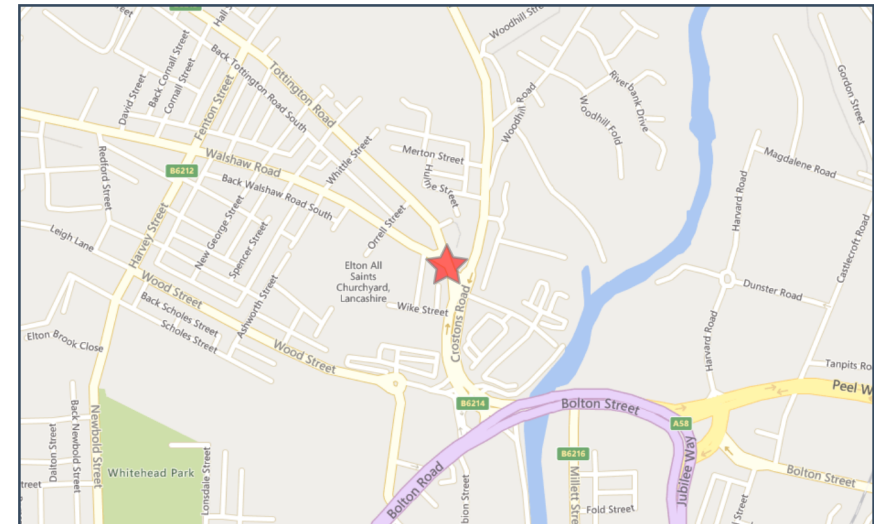


crashmap.co.uk

Validated Data

Crash Date: Thursday, June 28, 2018 **Time of Crash:** 4:50:00 PM **Crash Reference:** 201806N145754

Highest Injury Severity:	Slight	Road Number: B6213	Number of Casualties: 4
Highway Authority:	Bury		Number of Vehicles: 3
Local Authority:	Bury Metropolitan Borough		OS Grid Reference: 379606 411170
Weather Description:	Fine without high winds		
Road Surface Description:	Dry		
Speed Limit:	30		
Light Conditions:	Daylight: regardless of presence of streetlights		
Carriageway Hazards:	None		
Junction Detail:	T or staggered junction		
Junction Pedestrian Crossing:	No physical crossing facility within 50 metres		
Road Type:	Single carriageway		
Junction Control:	Give way or uncontrolled		



For more information about the data please visit: www.crashmap.co.uk/home/Faq
To subscribe to unlimited reports using CrashMap Pro visit www.crashmap.co.uk/Home/Premium_Services



Validated Data

Vehicles Involved

Vehicle Ref	Vehicle Type	Vehicle Age	Driver Gender	Driver Age Band	Vehicle Maneouvre	First Point of Impact	Journey Purpose	Hit Object - On Carriageway	Hit Object - Off Carriageway
1	Car (excluding private hire)	2	Female	36 - 45	Vehicle is in the act of turning right	Offside	Pupil riding to/from school	None	None
2	Car (excluding private hire)	-1	Male	26 - 35	Vehicle is in the act of turning right	Did not impact	Unknown	None	None
3	Minibus (8 - 16 passenger seats)	-1	Male	46 - 55	Vehicle proceeding normally along the carriageway, not on a bend	Front	Journey as part of work	None	None

Casualties

Vehicle Ref	Casualty Ref	Injury Severity	Casualty Class	Gender	Age Band	Pedestrian Location	Pedestrian Movement
1	1	Slight	Driver or rider	Female	36 - 45	Unknown or other	Unknown or other
3	2	Slight	Vehicle or pillion passenger	Female	11 - 15	Unknown or other	Unknown or other
3	3	Slight	Vehicle or pillion passenger	Female	11 - 15	Unknown or other	Unknown or other
3	4	Slight	Driver or rider	Male	46 - 55	Unknown or other	Unknown or other

For more information about the data please visit: www.crashmap.co.uk/home/Faq

To subscribe to unlimited reports using CrashMap Pro visit www.crashmap.co.uk/Home/Premium_Services

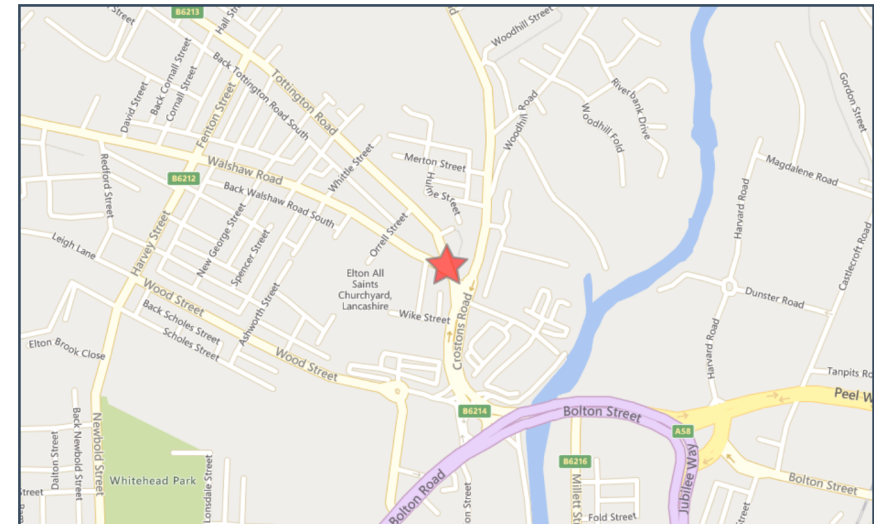


crashmap.co.uk

Validated Data

Crash Date: Friday, February 17, 2017 **Time of Crash:** 12:40:00 PM **Crash Reference:** 201706N027660

Highest Injury Severity:	Slight	Road Number:	B6213	Number of Casualties:	2
Highway Authority:	Bury	Number of Vehicles:	2		
Local Authority:	Bury Metropolitan Borough	OS Grid Reference:	379603	411183	
Weather Description:	Fine without high winds				
Road Surface Description:	Dry				
Speed Limit:	30				
Light Conditions:	Daylight: regardless of presence of streetlights				
Carriageway Hazards:	None				
Junction Detail:	T or staggered junction				
Junction Pedestrian Crossing:	No physical crossing facility within 50 metres				
Road Type:	Single carriageway				
Junction Control:	Give way or uncontrolled				



For more information about the data please visit: www.crashmap.co.uk/home/Faq
To subscribe to unlimited reports using CrashMap Pro visit www.crashmap.co.uk/Home/Premium_Services



Validated Data

Vehicles involved

Vehicle Ref	Vehicle Type	Vehicle Age	Driver Gender	Driver Age Band	Vehicle Manoeuvre	First Point of Impact	Journey Purpose	Hit Object - On Carriageway	Hit Object - Off Carriageway
1	Car (excluding private hire)	15	Female	36 - 45	Vehicle proceeding normally along the carriageway, not on a bend	Front	Unknown	None	None
2	Car (excluding private hire)	-1	Female	26 - 35	Vehicle is in the act of turning right	Front	Unknown	None	None

Casualties

Vehicle Ref	Casualty Ref	Injury Severity	Casualty Class	Gender	Age Band	Pedestrian Location	Pedestrian Movement
1	1	Slight	Driver or rider	Female	36 - 45	Unknown or other	Unknown or other
2	2	Slight	Driver or rider	Female	26 - 35	Unknown or other	Unknown or other

For more information about the data please visit: www.crashmap.co.uk/home/Faq

To subscribe to unlimited reports using CrashMap Pro visit www.crashmap.co.uk/Home/Premium_Services

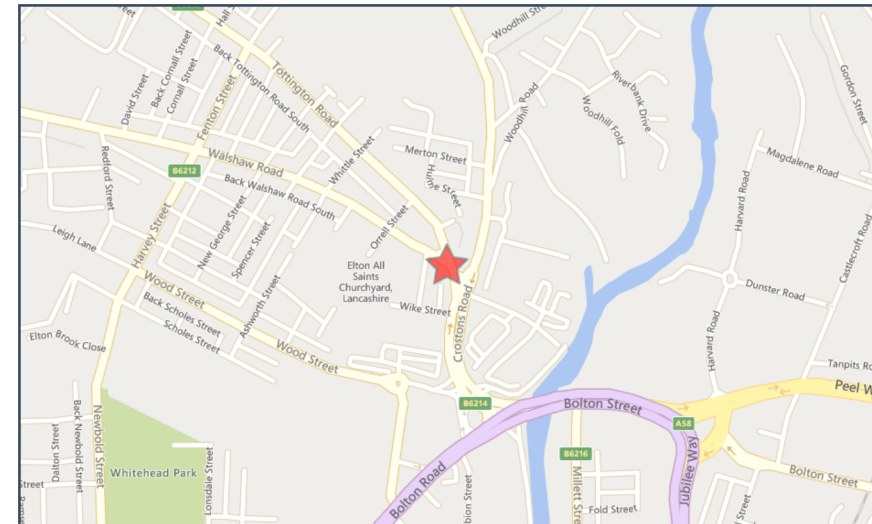


crashmap.co.uk

Validated Data

Crash Date: Tuesday, September 12, 2017 **Time of Crash:** 8:20:00 PM **Crash Reference:** 201706N035427

Highest Injury Severity:	Serious	Road Number:	U0	Number of Casualties:	1
Highway Authority:	Bury	Number of Vehicles:	2	OS Grid Reference:	379602 411173
Local Authority:	Bury Metropolitan Borough				
Weather Description:	Raining with high winds				
Road Surface Description:	Wet or Damp				
Speed Limit:	30				
Light Conditions:	Darkness: street lights present and lit				
Carriageway Hazards:	None				
Junction Detail:	T or staggered junction				
Junction Pedestrian Crossing:	Central refuge - no other controls				
Road Type:	Single carriageway				
Junction Control:	Give way or uncontrolled				



For more information about the data please visit: www.crashmap.co.uk/home/Faq
To subscribe to unlimited reports using CrashMap Pro visit www.crashmap.co.uk/Home/Premium_Services



Validated Data

Vehicles involved

Vehicle Ref	Vehicle Type	Vehicle Age	Driver Gender	Driver Age Band	Vehicle Manoeuvre	First Point of Impact	Journey Purpose	Hit Object - On Carriageway	Hit Object - Off Carriageway
1	Pedal cycle	-1	Male	36 - 45	Vehicle proceeding normally along the carriageway, not on a bend	Front	Unknown	None	None
2	Car (excluding private hire)	-1	Male	36 - 45	Vehicle is in the act of turning left	Offside	Unknown	None	None

Casualties

Vehicle Ref	Casualty Ref	Injury Severity	Casualty Class	Gender	Age Band	Pedestrian Location	Pedestrian Movement
1	1	Serious	Driver or rider	Male	36 - 45	Unknown or other	Unknown or other

For more information about the data please visit: www.crashmap.co.uk/home/Faq

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APPENDIX 3



 Proposed LED 48 display wall mounted

 Position of previous consent 48 sheet panels

 Site Location

Promap
LANDMARK INFORMATION

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Licence number 100022432.
Plotted Scale - 1:1250. Paper Size - A4

Site:

10 Tottington Road, Bury BL8 1LH

Title:

Location Plan

Date:

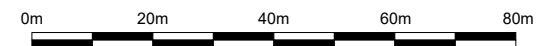
22/04/2022

Dwg. No:

PY4271/001

Rev:

Scale: 1:1250@A4



-  Proposed LED 48 display wall mounted
-  Position of previous consent 48 sheet panels
-  Site Location



Site:

10 Tottington Road, Bury BL8 1LH

Title:

Site Plan

Date:

22/04/2022

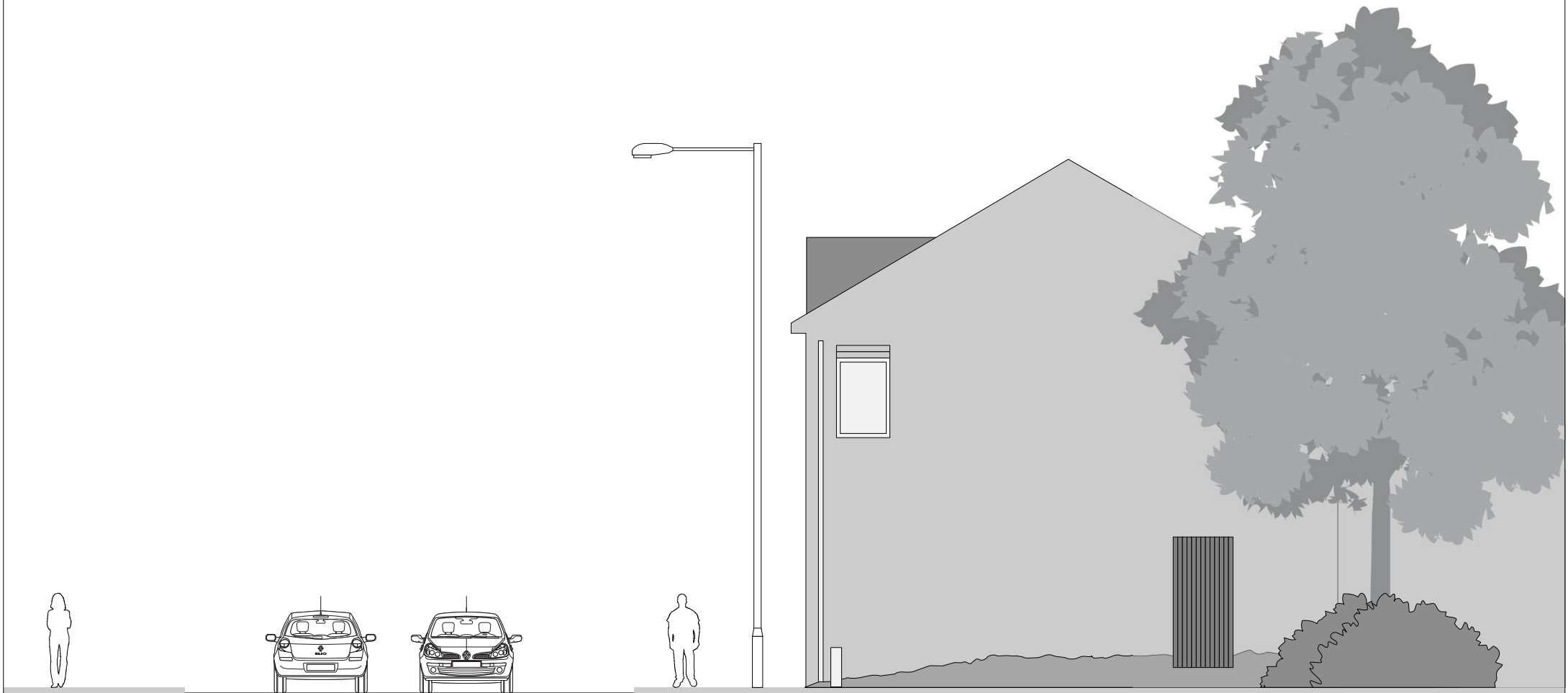
Dwg. No:

PY4271/002

Rev:

Scale: 1:500@A4

0m 10m 20m 30m 40m



TOTTINGTON ROAD

Site:

10 Tottington Road, Bury BL8 1LH

Title:

Existing Elevation

Date:

22/04/2022

Dwg. No:

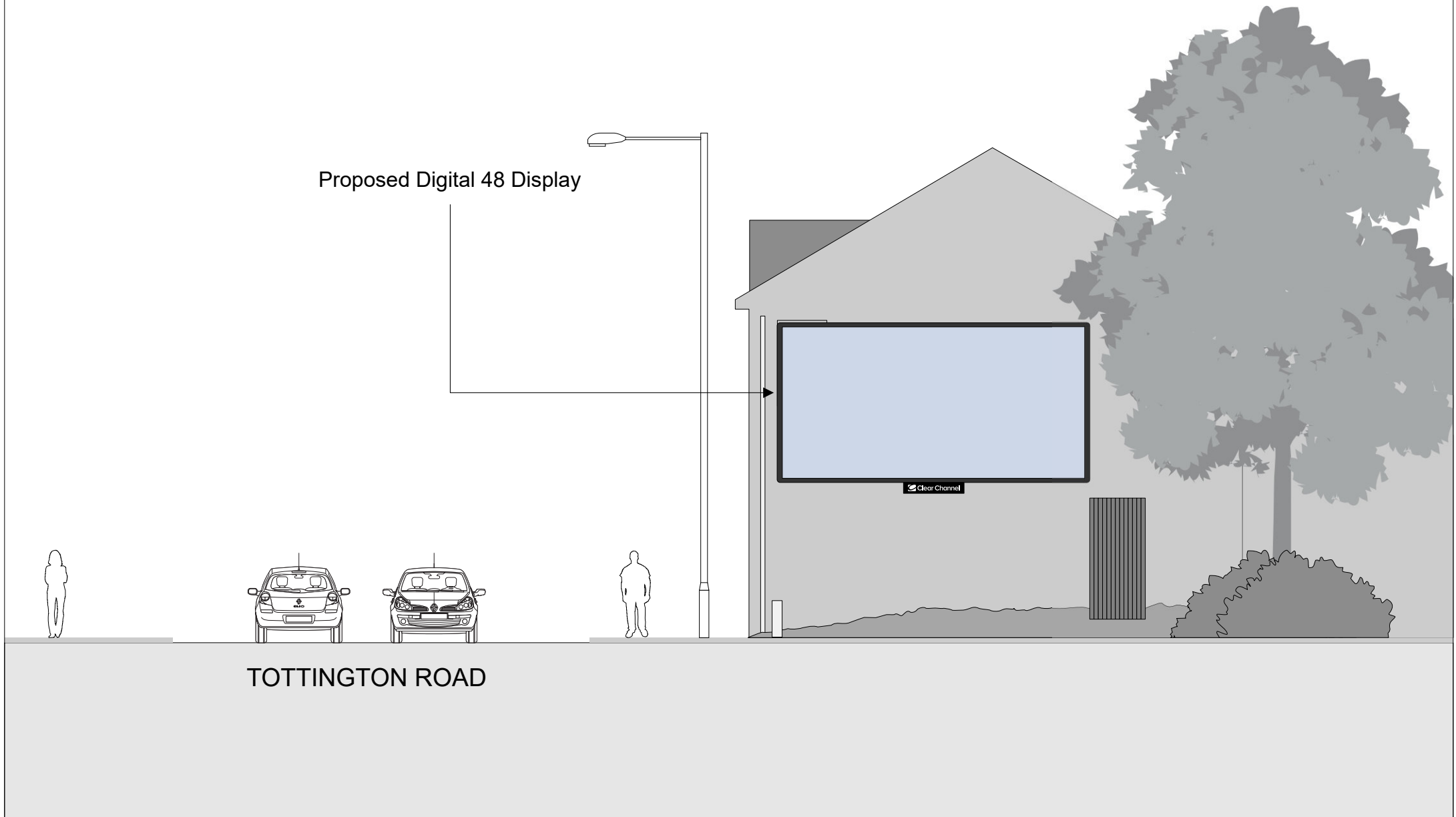
PY4271/003

Rev:

Scale: 1:100@A4

0m 2m 4m 6m 8m





Site:

10 Tottington Road, Bury BL8 1LH

Title:

Proposed Elevation

Date:

22/04/2022

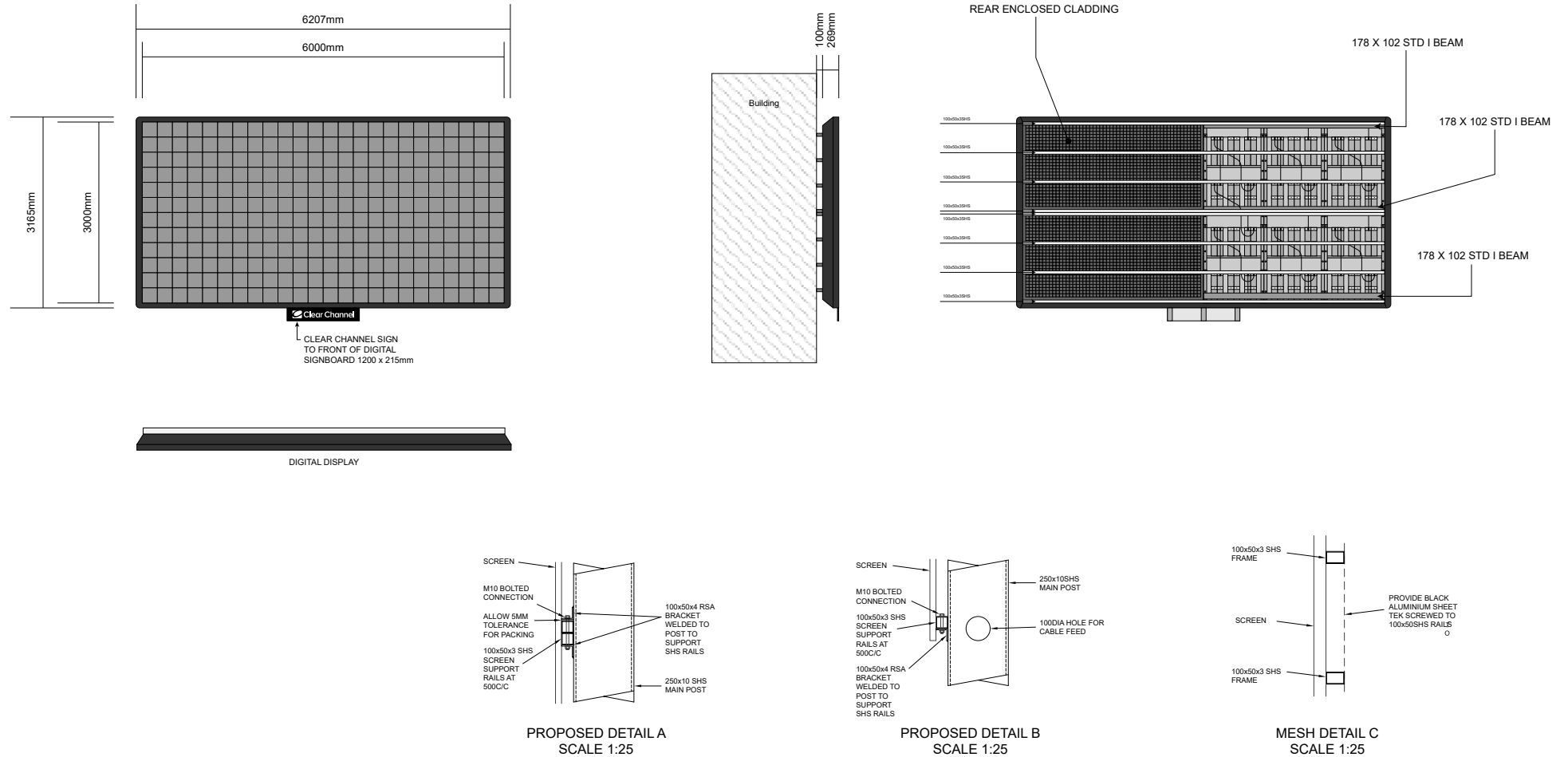
Dwg. No:

PY4271/004

Rev:

Scale: 1:100@A4

LED DIGITAL 48 SHEET - WALL-MOUNTED



Site:

10 Tottington Road, Bury BL8 1LH

Title:

Standard Specifications

Date:

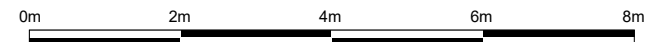
22/04/2022

Dwg. No:

PY4271/005

Rev:

Scale: 1:100@A4



EXISTING VIEW



Site:
10 Tottington Road, Bury BL8 1LH

Title:
Existing View

Date:
22/04/2022

Dwg. No:
PY4271/006

Rev:

Scale:
Not to scale, indicative only

PROPOSED VIEW



Site:
10 Tottington Road, Bury BL8 1LH

Title:
Proposed View

Date:
22/04/2022

Dwg. No:
PY4271/007

Rev:

Scale:
Not to scale, indicative only

VIEW OF PREVIOUS CONSENT



Site:
10 Tottington Road, Bury BL8 1LH

Title:
View of Previous Consent

Date:
22/04/2022

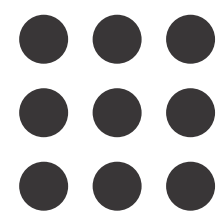
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PY4271/008

Rev:

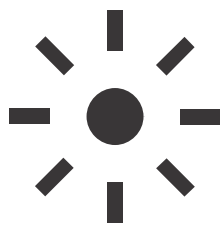
Scale:
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APPENDIX 4

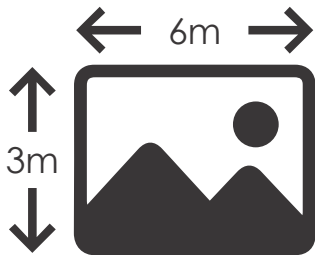
D-POSTER



High resolution LED display



Dimmable to 55 cd/m²
Embedded ambient light sensors to control brightness



Sized to match existing poster panels



Reduced depth of 60mm compared to traditional digital panel (300-600mm)