



Transportation Planning : Infrastructure Design

Highways Assessment

**Proposed LED Advertisement Screen
A665 Bury Old Road, Prestwich**

SmartOutdoor

September 2020

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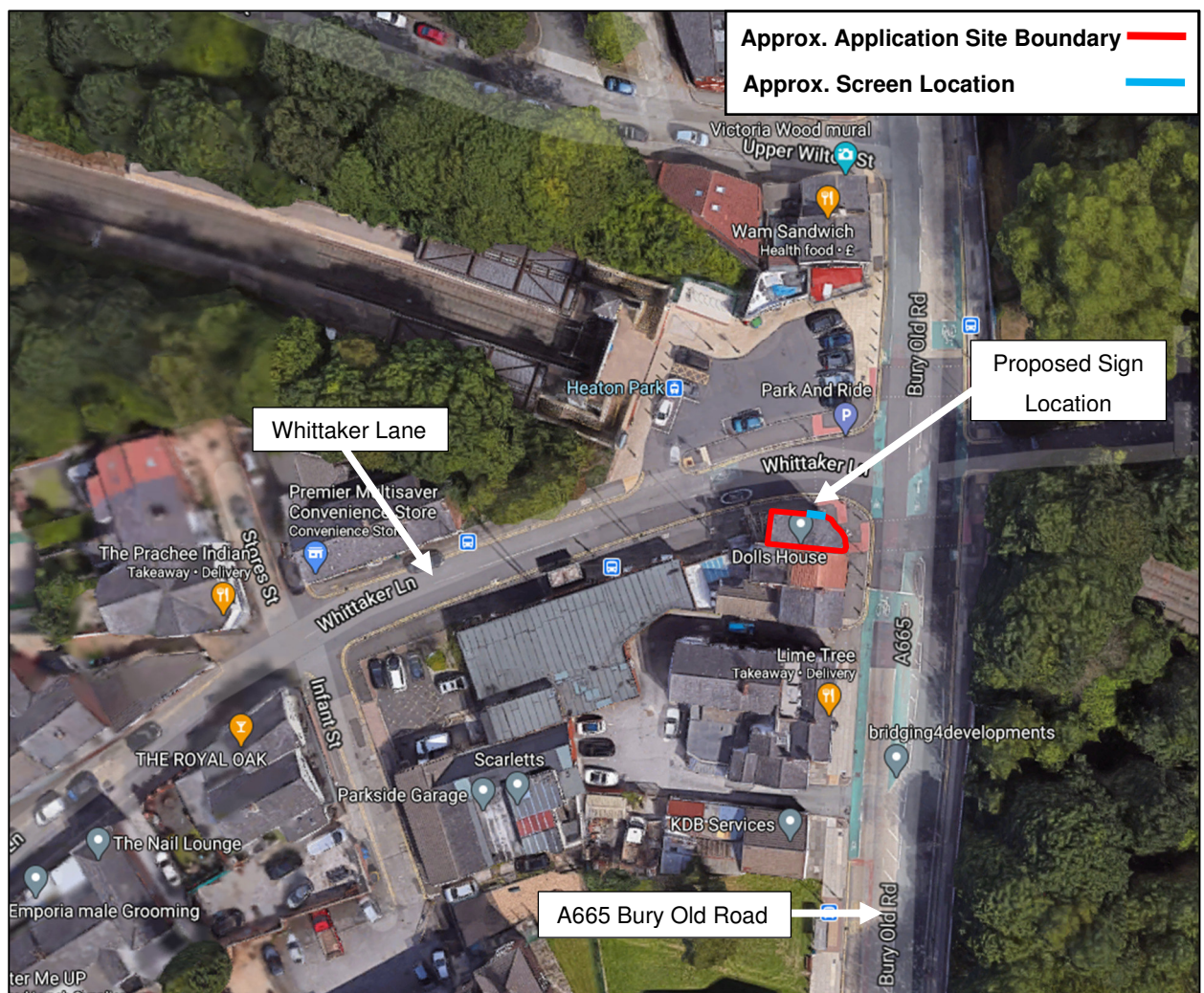
A	SITE LAYOUT PLAN
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1.0 INTRODUCTION

Overview

- 1.1 SmartOutdoor seek planning permission for the removal of an existing 1.5m x 3m advertisement hoarding and its replacement with an identical sized LED advertisement screen, located on the north face of 219 A665 Bury Old Road, immediately south-west of the A665 Bury Old Road/Whittaker Lane junction in Prestwich.
- 1.2 The location of the site and the proposed LED screen is shown on **Figure 1.1** below.

Figure 1.1 – Site Location Plan



- 1.3 Under Section 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the acceptability (or otherwise) of advertisement signs can only be decided having regard to two factors; namely amenity and public safety.

- 1.4 The issue of public safety includes highway safety considerations, and SCP have therefore been appointed to examine the highway-safety related aspects of the scheme in this report.

Planning Background

- 1.5 The applicant submitted a planning application (Application Reference: 65621) to Bury Council (BC) for the aforementioned development proposals and BC have requested a driver distraction report to assess the proposed scheme.
- 1.6 This report has therefore been prepared to support the application for advertisement consent for the proposed digital LED advertisement screen and seeks to demonstrate that the proposed LED screen will not cause undue driver distraction.
- 1.7 Due to the location/alignment of the proposed LED screen, it will only be visible to drivers travelling southbound on the A665 Bury Old Road and therefore, this Highway Assessment focuses on the effects of the proposal on drivers travelling in this direction.

Structure of this Report

- 1.8 This report is structured as follows:-
- i) Chapter 2 sets out the existing conditions on and around the site;
 - ii) Chapter 3 sets out details of the proposal including an examination of the safety-related aspects of the scheme;
 - iii) Chapter 4 provides case studies of other similar advertisement signs in the Greater Manchester area; and,
 - iv) Chapter 5 sets out the summary and conclusions.

2.0 EXISTING CONDITIONS

Overview

- 2.1 The site is located immediately south-west of the A665 Bury Old Road/Whittaker Lane junction in Prestwich, as shown on **Figure 1.1** earlier.
- 2.2 The site currently comprises a 1.5m x 3m advertisement hoarding, as shown on **Figure 2.1** below, which is to be removed as part of the development proposals.

Figure 2.1 – Existing Advertisement Screen



- 2.3 In addition to the above, there are numerous advertisements in close proximity to the site including billboards, banners and commercial uses with other advertisement signs. It can therefore be said that advertisement signs form an integral part of the streetscape in the vicinity of this city centre location. Furthermore, the content on some of the existing advertisement boards/banners is excessive with numerous pieces of information presented.

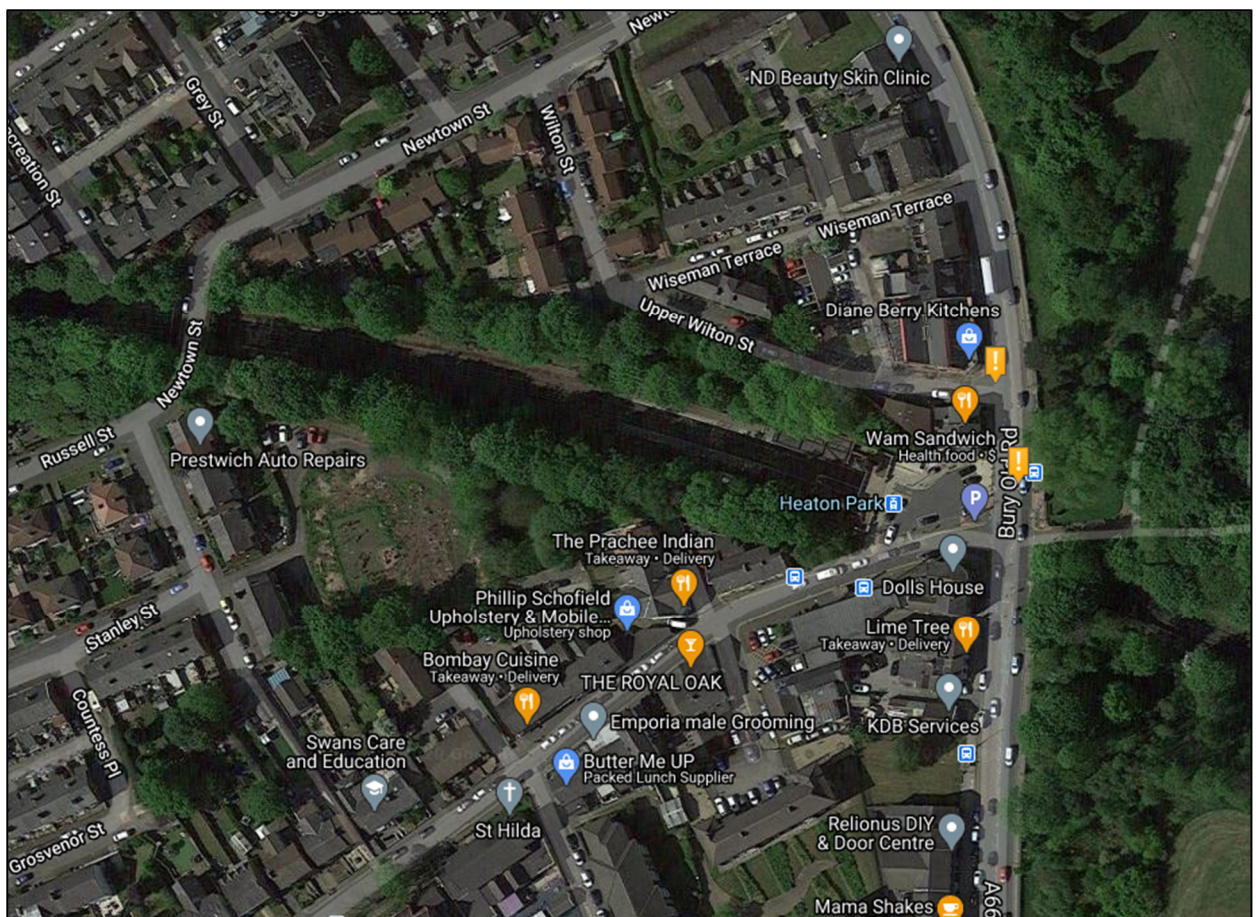
A665 Bury Old Road/Whittaker Lane Signalised Junction

- 2.4 The A665 Bury Old Road/Whittaker Lane junction is a 3-arm signalised junction located immediately to the north-east of the site, as shown on **Figure 1.1** earlier, whereby the A665 Bury Old Road forms the major arms and Whittaker Lane forms the minor arm.
- 2.5 The A665 Bury Old Road/Whittaker Lane junction is clearly visible for over 100m for drivers approaching from either direction on the A665 Bury Old Road and it is well lit with signalised pedestrian crossings provided across all arms to aid pedestrians across and improve pedestrian safety. In the immediate vicinity of the junction, all arms are subject to a mandatory 30mph speed limit on approach.

Existing Road Safety Record

- 2.6 The personal injury accident data for the A665 Bury Old Road/Whittaker Lane junction has been obtained from the online resource CrashMap for the most recently available five-year period (approx.), ending 4th October 2019. The location and severity of any accidents within the study area during this period, are shown in **Figure 2.2** below.

Figure 2.2 – Accident Data Plan, A665 Bury Old Road/Whittaker Lane Junction



- 2.7 **Figure 2.2** above demonstrates that there has only been one accident at the A665 Bury Old Road/Whittaker Lane junction during the five-year study period, which resulted in 'slight' severity injuries.
- 2.8 One accidents over a five-year period is not considered to be an unusual frequency for this type of junction and therefore, the evidence presented above and illustrated in **Figure 2.2** suggests that the area in the vicinity of the site does not have any recurring highway safety problems that could be affected by the development proposals, particularly given that there are numerous existing advertisement signs/banners in this location.

3.0 PROPOSED DEVELOPMENT

General

- 3.1 Lucid Outdoor seek planning permission for the removal of an existing 1.5m x 3m advertisement hoarding and its replacement with an identical sized LED advertisement screen, located on the north face of 219 A665 Bury Old Road, immediately south-west of the A665 Bury Old Road/Whittaker Lane junction in Prestwich.
- 3.2 The proposed site layout and elevation plans are presented in **Appendix A** and the proposed LED screen location is shown on **Figure 3.1** below.

Figure 3.1 – Proposed LED Screen



- 3.3 The proposed LED advertisement screens will have the following features:-
- i) The screens will show a cycle of advertisements and each advert will be displayed for a minimum of 10 seconds, with advertisements changing instantaneously (0.1 seconds or less). This operation can easily be controlled via a suitably worded planning condition;
 - ii) Only static advertisement images will be displayed (not animated or moving video images);

- iii) The luminescence of the signs will be controlled by planning condition in the interests of amenity and public safety, having regard to background light levels. The maximum luminance level would be 600cd/m². The screen will also be fitted with a sensor with the LED to adjust the brightness according to time of day / light levels to improve safety.

3.4 Due to the location/alignment of the proposed LED screen, it will only be visible to drivers travelling southbound on the A665 Bury Old Road.

Appraisal of Highway Safety Aspects of Sign

- 3.5 The content shown on standard-sized LED screens is a matter for advertisers to determine and is governed by market forces and well-tried advertising methods. However it can be generally said that any advertisement content should be quickly and easily understood and disseminated by any person in order to be effective.
- 3.6 This is generally a feature of most existing roadside advertisement billboards found in any urban conurbation in the country. These market forces dictate that, as a general rule of thumb, any billboard advertisement should ideally contain no more than 7 to 10 words to be effective, or less if possible.
- 3.7 In this regard, the likely content that would be featured on the proposed LED screens would be simple and quick for passing motorists to process and absorb.
- 3.8 The existing highway safety record of the A665 Bury Old Road/Whittaker Lane junction has been examined in Chapter 2 and does not indicate any highway safety issues. Given that there are numerous excessive advertisement signs/banners in the vicinity of the A665 Bury Old Road/Whittaker Lane junction and the proposed simple LED screen, of limited size, will replace an identically sized advertisement hoarding, it follows logically that the proposal is also unlikely to cause highway safety issues.
- 3.9 Whilst it is acknowledged that the primary signal head on the western side of the A665 Bury Old Road will momentarily pass in front of the proposed LED screen location, as shown on **Figure 3.2** below, this is not anticipated to result in any highway safety concerns for the following reasons:

Figure 3.2 – Signal Head Locations in Relation to the Proposed LED Screen Location



- There is already an advertisement hoarding in this location and the proposed LED screen will effectively replace the advertisement already there;
- When traveling through the junction the driver's view of the nearside primary signal head and the secondary signal head will not overlap with the proposed LED screen, providing drivers with ample opportunity to assess the signals;
- In addition to the above, both primary signal heads (particularly the one on the eastern side of the A665 Bury Old Road) are fully visible to drivers for a significant distance without the proposed LED screen location being visible due to the alignment of the road, as shown on **Figure 3.3** below, thereby enabling drivers to assess the signals well in advance of the LED screen becoming visible;

Figure 3.3 – Signal Head Locations in Advance of the Proposed LED Screen Location



- It can be assumed that the vast majority of drivers on British roads will hold a valid driving licence, therefore have reasonable eyesight and so are easily capable of distinguishing objects in the foreground (i.e. traffic lights) and background (i.e. advertisement signs) from one another;
- Furthermore, the difference between objects in the foreground and background is easier to perceive when the driver of a vehicle is in motion, because drivers perceive such objects to move at different rates to one another in relative terms;
- In addition, all of the signal heads present at the junction have light hoods which direct the traffic light toward the waiting or approaching driver, a matt black backing board and a white reflective perimeter strip, which make them easily identifiable and distinguishable from objects behind them without the chance of them blending into their surroundings. This makes the signals more visible and effective during both night-time and daytime driving conditions;

- Notwithstanding the above, LED advertisement schemes are becoming more common, particularly in urban environments, with a number of these being located in close proximity to major junctions. A recent example includes the construction of two large advertisement screens on the A6042 Trinity Way (Ring Road) in Manchester, one of which is located on the corner of the Trinity Way / Springfield Way signal controlled junction and is located directly behind a primary signal head, as shown on **Figure 3.4** below; and,

Figure 3.4 – Led Screen, A6042 Trinity Way, Manchester



- Forward visibility to the stop line/pedestrian crossing on the A665 Bury Old Road is shown on drawing number SCP/200519/SK01, presented in **Appendix B**, which demonstrates that forward visibility in excess of the required stopping site distances (43m, commensurate with requirements in MfS for a 30mph road) is achievable.
- 3.10 Therefore, drivers approaching the junction will have sufficient time to assess driving conditions at the junction, including the traffic signals and pedestrian crossing, well in advance of the proposed LED screen becoming visible without posing a risk to highway safety.
- 3.11 In terms of the forward visibility achievable towards the signs drawing number SCP/200519/SK01, presented in **Appendix B**, demonstrates that a minimum clear, unobstructed visibility splay of 60m will be achievable from all vehicles approaching the signs from the A665 Bury Old Road (north). This minimum level of achievable forward visibility is in accordance with Appendix A of the Traffic Signs Manual 4 for roads of between 21mph-30mph. It should be noted that minimum 60m splays are achievable but that in practice the sign will become slowly visible to drivers from much further away than this on most movements, and so will not come as a surprise to oncoming drivers.

- 3.12 In the absence of other more specific guidance, the application of these standards in this situation is considered to be a good proxy, particularly given that the standards which relate to other types of signs (i.e. speed limit signs for example) are less onerous. This is therefore considered to be a robust approach.
- 3.13 In terms of the angle of deviation for the driver's head / eye deviation from the driver path, drawing number SCP/200519/SK01, presented in [Appendix B](#), also demonstrates that the deviation angle from the driver path on all long lane approaches will be 21°, as measured from the eye position of drivers approaching the sign.
- 3.14 Again, there are no specific design guidance thresholds that SCP are aware of that would indicate what would be an unacceptable 'angle of head / eye deviation' threshold for this specific situation.
- 3.15 The only potentially relevant item of guidance that SCP are aware of lies in Design Standard CD 123 of the DMRB, where paragraph 7.2.7 indicates that drivers should not have to deviate away from their forward view any more than 30° to see a secondary traffic signal head when approaching signalised junctions.
- 3.16 In the context of the proposed LED sign, this is a comparable situation in many respects to glancing at a secondary traffic signal head, and so if the standards state that a head / eye deviation angle of 30° degrees is acceptable for traffic signals than a maximum deviation angle of 21° is also considered to be acceptable in this instance.
- 3.17 In terms of the potential 'distraction' factor that the proposed LED sign might present to drivers, as mentioned earlier there are already a number of large existing advertisements at this location, with some showing excessive advertising content when compared to the proposed simple LED displays, that have evidently not led to any discernible safety problems in this specific area over the most-recently available 5-year study period.
- 3.18 In terms of the content of the advertisements that would be displayed, these will be non-animated static images that are displayed every 10 seconds each or so. By the very nature of advertising, the content on the signs will be simple and designed to be quickly understood and absorbed, thereby minimising the time that is taken to look at them.
- 3.19 The sign will be in-keeping with the area surrounding the site insofar as that there are several existing billboard signs, advertisement signs and commercial uses with other signs in this urban environment. It is not considered that the screen would therefore represent an unusual feature to passing motorists, and it should therefore be easily assimilated by them as part of the general streetscape and character of the area.

4.0 CASE STUDIES OF OTHER ADVERTISEMENT SIGNAGE

4.1 This section provides an appraisal of other similar advertisement signage in the north-west, as well as relevant appeal decisions for LED signs. The appraisal includes an examination of the highway safety record of the roads surrounding these other signs both before and after their installation.

4.2 There are a total of 6 case studies considered in this section including an appeal decision for LED signs at a busy signal controlled junction in Warrington. A more detailed accident analysis of the highway network surrounding each comparator site is contained in **Appendix C** for reference.

Case Study 1 – LED Sign at Albion St (Deansgate Locks), Manchester

4.1 Retrospective planning permission for an LED advertisement sign at this site was applied for in April 2010 under planning reference number 092876/AOH/2010/C1, although according to the Council's website a decision is still pending on that application. In any event, the sign that was previously retrospectively applied for was subsequently replaced by another LED sign roughly double the size of the original. This sign was then removed to allow the site to be redeveloped, but featured full motion advertisements and faced both northbound and southbound traffic along Albion St.

4.2 Without prejudice to the planning situation, a large LED advertisement sign was situated at the site between October 2009 and around mid-2016.

4.3 **Appendix C** contains a view of the accident record around this site between the 5-year period 01/01/2009 to 31/12/2013 inclusive. This therefore includes a period of roughly 10 months prior to the point at which the first LED sign was installed.

4.4 Despite a high overall number of accidents occurring at this location during the 5-year period (mainly at the Albion St / Whitworth St West junction), the analysis of accident frequency in each year (also see **Appendix C**) does not indicate that the number of accidents increased after the sign was installed. The record indicates that the accident frequency remained consistent in the 4 years after the sign was installed compared to before it was installed.

4.5 An examination of the actual accident causation factors and police descriptions of the accidents does not indicate that any accidents occurred as a result of distraction from the new signage.

4.6 Using the online Crashmap resource it can be seen that no accidents occurred in the vicinity of the LED sign between 2014 and 2016 prior to its removal.

Case Study 2 – LED Sign at Mancunian Way / Princess Road Roundabout, Manchester

- 4.7 This sign was granted retrospective planning permission on 23rd March 2012 under planning reference number 097532/AOH/2011/C1. The sign is a large totem LED sign that rises up from the roundabout at ground level to face eastbound and westbound traffic along the raised grade-separated section of the A57(M) Mancunian Way. It is not known precisely when the sign was installed although it is thought that this occurred between the middle and end of 2011.
- 4.8 The analysis of accident frequency in each year at this location does not indicate that the number of accidents increased after the sign was installed. In fact, conversely, the record shows a marked decrease in the number of accidents following the installation of the sign.
- 4.9 Again, an examination of the actual accident causation factors and police descriptions of the accidents does not indicate that any accidents occurred as a result of distraction from the sign.

Case Study 3 – LED Signs at Mancunian Way / Chester Road Roundabout, Manchester

- 4.10 These 2 signs were granted planning permission on 13th December 2011 under planning reference number 097559/AO/2011/C1. The 2 signs are fixed to the circulatory carriageway bridge structures to face south-eastbound and north-westbound traffic along the grade-separated underpass section of the A57(M) Mancunian Way. It is not known exactly when the signs were installed although it is estimated that this occurred between the middle of 2011 and beginning of 2012.
- 4.11 The analysis of accident frequency in each year at this location (see [Appendix C](#)) does not indicate that the number of accidents increased after the sign was installed. Accident numbers increased from three in 2011 to six in 2013, although previously in 2009 there were sixteen accidents.
- 4.12 Again, an examination of the accident causation factors and police descriptions of the accidents does not indicate that any accidents occurred as a result of distraction from the signs.
- 4.13 Using the online Crashmap resource it can be seen that more recently, no accidents have occurred along the grade-separated underpass section of the A57(M) Mancunian Way between 2014 and 2018, although 1 'serious' severity accident did occur in this location in 2019.

Case Study 4 – Backlit Advertisement Panel, Princess Road, Manchester

- 4.14 This sign is not an LED sign but is similar in some respects to the proposed LED screen. It lies within the William Hulme's Grammar School playing field, which lies directly to the south of the Parkway Business Park site on Princess Road. The sign was granted planning permission on 4th October 2012 by the Inspectorate under appeal reference number 2177324.
- 4.15 The sign is similar in style to a billboard although it is internally illuminated and features changing advertisements, and so has very similar characteristics to an LED advertisement screen. The sign is located at the north-western corner of the school playing field site to face northbound traffic travelling along Princess Road.
- 4.16 It is estimated that the sign was installed around July-October 2013. Using the online Crashmap resource, it can be seen that 3 slight severity accidents occurred at the adjacent Princess Road / Platt Lane junction in 2011 & 2012, but then only 2 slight severity accidents in 2014 & 2015 after the sign was installed with 1 slight severity and 1 serious severity accident occurring in 2016 and 2017 respectively and no accidents recorded in 2018 or 2019. However, despite being situated immediately adjacent to the Princess Road / Platt Lane junction, the Inspector found that:-

“Princess Road forms a major radial route into the City and it carries high levels of traffic from the M56 motorway and the south of the conurbation. The advertisement panel is designed to attract attention, but it would be positioned within the school playing fields in proximity of the western signal head at the stop line of Princess Road and Platt Lane junction. The panel would be single sided and it would only be visible to drivers travelling north. I am quite satisfied that the size of the panel would not significantly distract drivers, because this section of Princess Road is reasonably straight; it forms three lanes and the panel's positioning would not obstruct or impair sightlines. Additionally, there are specific filter lanes for drivers turning left/right and motorists are likely to approach the junction with slower speeds, due to the traffic signals and the layout of the junction.

The proposed billboard would be internally illuminated with transitioning images and the intensity of illumination can be controlled by conditions, which I will address later. The layout of the junction requires high levels of driver alertness however the illuminated panel would not be mistaken for, or confused with, the traffic lights because of its size and location. The siting of the panel would not impede a road-user's view or reduce clarity or effectiveness of the highway signage. In this particular setting, the advertisement panel would not be a source of significant driver distraction because of the hoarding's design. Therefore, the proposal would comply with guidance contained in paragraph 67 of the NPPF and Appendix B to the Annex to Circular 03/2007”

Case Study 5 – LED Sign, Princess Road, Manchester

- 4.17 This site is located only 160m to the north of the sign discussed above (case study 4) in the Parkway Business Park adjacent to Princess Road, Manchester. Planning permission for an LED advertisement sign at this site was granted in June 2014 under planning reference number 105525/AOH/2014/S1, and the sign was subsequently installed in around late 2014 / early 2015. The sign is two-faced and so can therefore be seen by both northbound and southbound drivers.
- 4.18 Again, using the online Crashmap resource, it can be seen that only 1 slight severity accident occurred anywhere near to the site on Princess Road in 2014, but then no accidents occurred in 2015 after the sign was installed. No accidents occurred in 2016, 2017, 2018 or 2019, but to be transparent, no accidents occurred in 2013 near to the site.

Case Study 6 – LED Sign Appeal, Froghall Lane, Warrington

- 4.19 A planning application (Application Reference: 2017/30199) for the replacement of 4no existing illuminated 48 sheet advertising displays with 2no 48 sheet digital LED advertising displays, located to the west and east of Bank Park Motors on Froghall Lane in Warrington, was submitted to Warrington Borough Council (WBC) on 10th April 2017.
- 4.20 WBC raised a number of safety concerns regarding the proposals. Highways main concern related to drivers being able to see and interpret the signal heads with the proposed LED signs in place but also stated distraction was a significant concern. With regards to distraction, Highways stated that *“many things compete for the driver’s attention (inside and outside the vehicle) and most of the time billboards (even LEDs) would not be considered to be a significant distraction issue unless they change images as the driver is passing”*.
- 4.21 The application was subsequently approved at appeal with the inspector stating that *“the dynamic element of the proposed displays would not cause an unacceptable distraction for drivers”* when considering the displays would change no more than once every ten seconds with no fading or sweeping effects.
- 4.22 It is not known precisely when the sign was installed although it is thought that this occurred between the middle 2017 and the middle of 2018. Using the online Crashmap resource, it can be seen that 2 slight severity accident occurred at the junction in 2015 and 3 slight severity accidents occurred in 2016, before the proposed LED screens were installed, and 2 slight severity accidents occurred in 2019 after the sign was installed.

Case Study Summary

- 4.23 The above case studies do not therefore point towards any discernible impact on highway safety from LED advertisement signage at the other sites considered. Therefore, it is considered that LED signage will not impact on highway safety in the vicinity of the A665 Bury Old Road/Whittaker Lane junction.

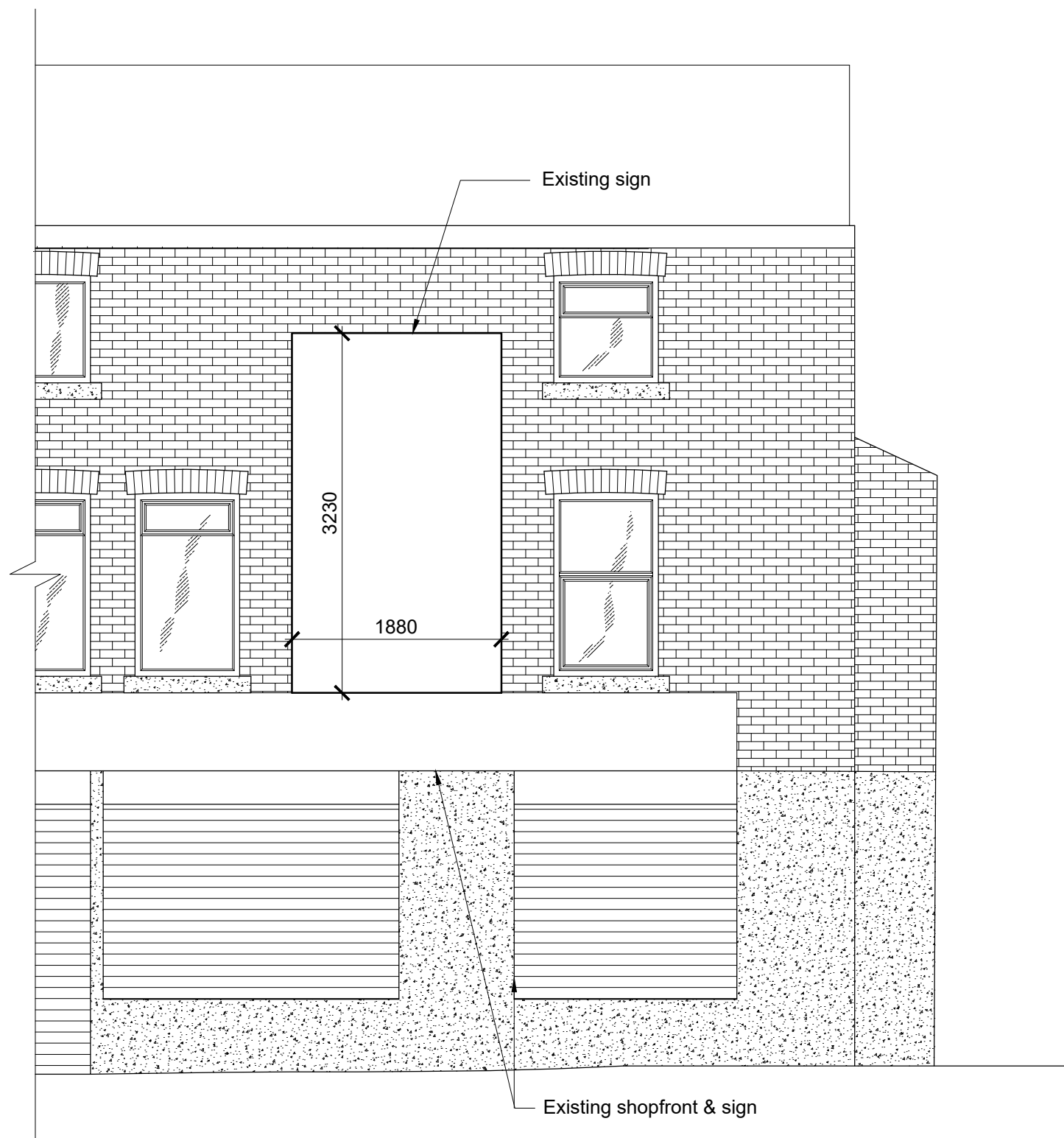
5.0 SUMMARY AND CONCLUSIONS

- 5.1 SmartOutdoor seek planning permission for the removal of an existing 1.5m x 3m advertisement hoarding and its replacement with an identical sized LED advertisement screen, located on the north face of 219 A665 Bury Old Road, immediately south-west of the A665 Bury Old Road/Whittaker Lane junction in Prestwich.
- 5.2 The proposed LED advertisement screens will have the following features:-
- iv) The screens will show a cycle of advertisements and each advert will be displayed for a minimum of 10 seconds, with advertisements changing instantaneously (0.1 seconds or less). This operation can easily be controlled via a suitably worded planning condition;
 - v) Only static advertisement images will be displayed (not animated or moving video images);
 - vi) The luminescence of the signs will be controlled by planning condition in the interests of amenity and public safety, having regard to background light levels. The maximum luminance level would be 600cd/m².
- 5.3 A review of the local accident record has been undertaken and does not indicate any highway safety issues. Given that there are numerous excessive advertisement signs/banners in the vicinity of the A665 Bury Old Road/Whittaker Lane junction and the proposed simple LED screen, of limited size, will replace an identically sized advertisement hoarding, it follows logically that the proposal is also unlikely to cause highway safety issues.
- 5.4 The likely content that would be featured on the proposed panel would be simple and quick for passing motorists to process and disseminate.
- 5.5 The sign will be in-keeping with the area surrounding the site insofar as that there are several existing billboard signs, advertisement signs and commercial uses with other signs in this urban environment. It is not considered that the screen would therefore represent an unusual feature to passing motorists, and it should therefore be easily assimilated by them as part of the general streetscape and character of the area.
- 5.6 A case study has been carried out of 5 other similar advertisement signs in the Northwest, as well as a relevant appeal decision for LED signs in Warrington, including an examination of the highway safety record of the roads surrounding these other signs both before and after their installation. The analysis reveals that there is no discernible impact on highway safety from LED advertisement signage at the other sites considered.

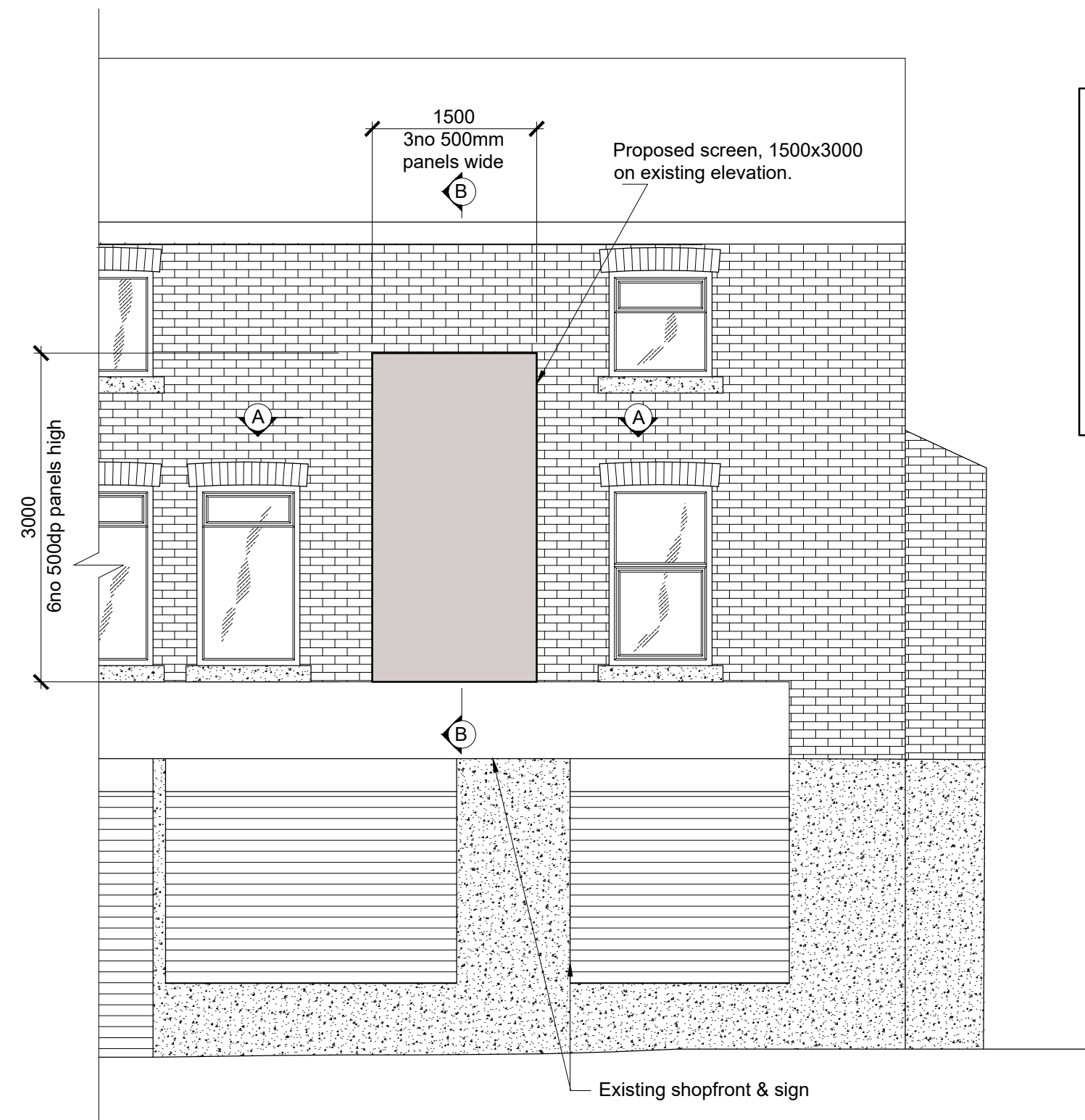
- 5.7 It is therefore concluded that there can be no highway-related reason to withhold planning permission for the proposed sign and it is therefore commended to Bury Council for approval.

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APPENDIX A

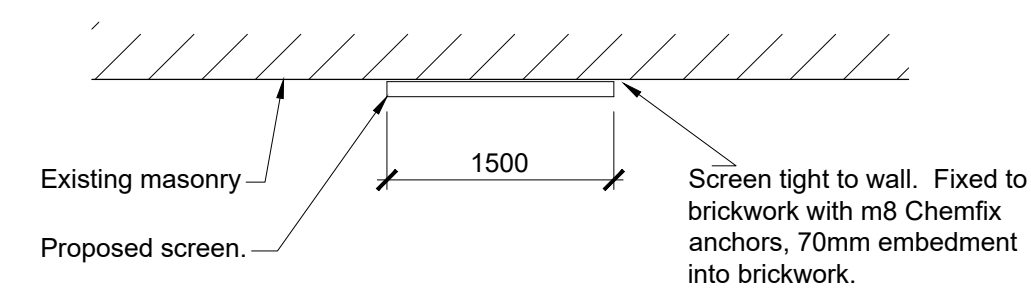


EXISTING ELEVATION
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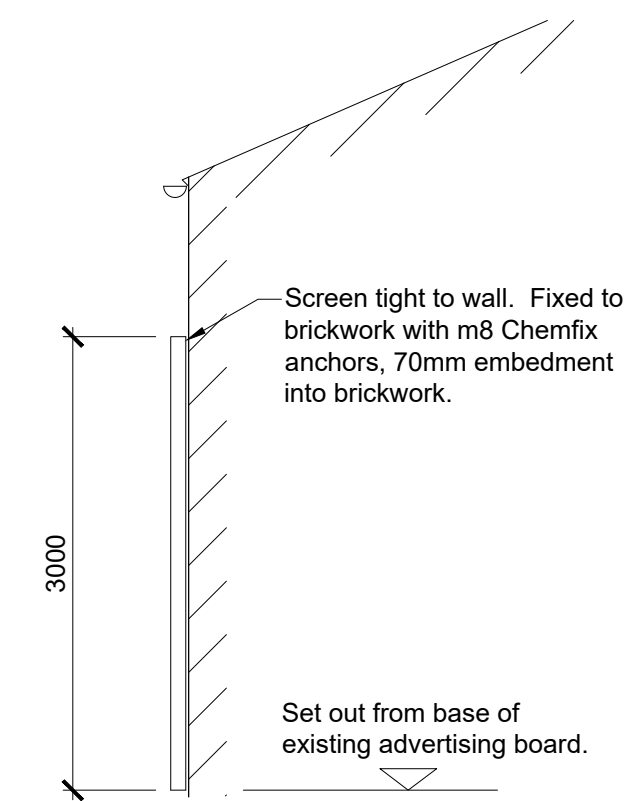


PROPOSED ELEVATION
(Scale 1:50)

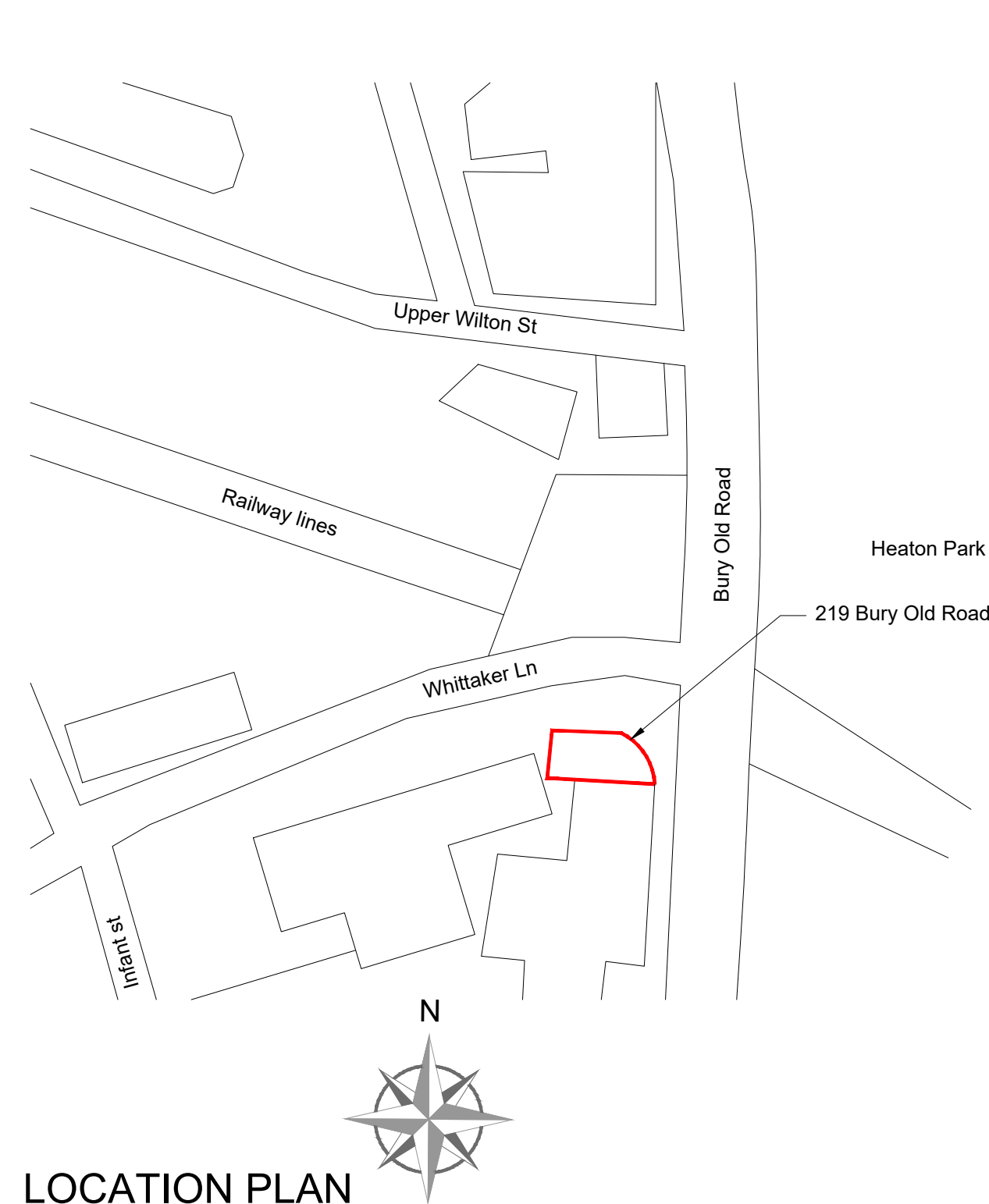
- Screen and Frame Specification**
- Lightweight Steel Construction Frame
 - Powder Coated Black
 - Framework fixed back hard to the existing brickwork.
 - Bolt Fixings to Internal Steelwork
 - 5m x 2.5m LED Digital Screen
 - Lightweight Alloy Casing
 - Full Front Serviced
 - Safety Connection (to each module)
 - 500 x 500mm Cabinets
 - Pitch -P6
 - 5000nits / m² (measured at 1m distance)
 - Actual Running Brightness - 90% max
 - Light Sensor (screen auto dim)



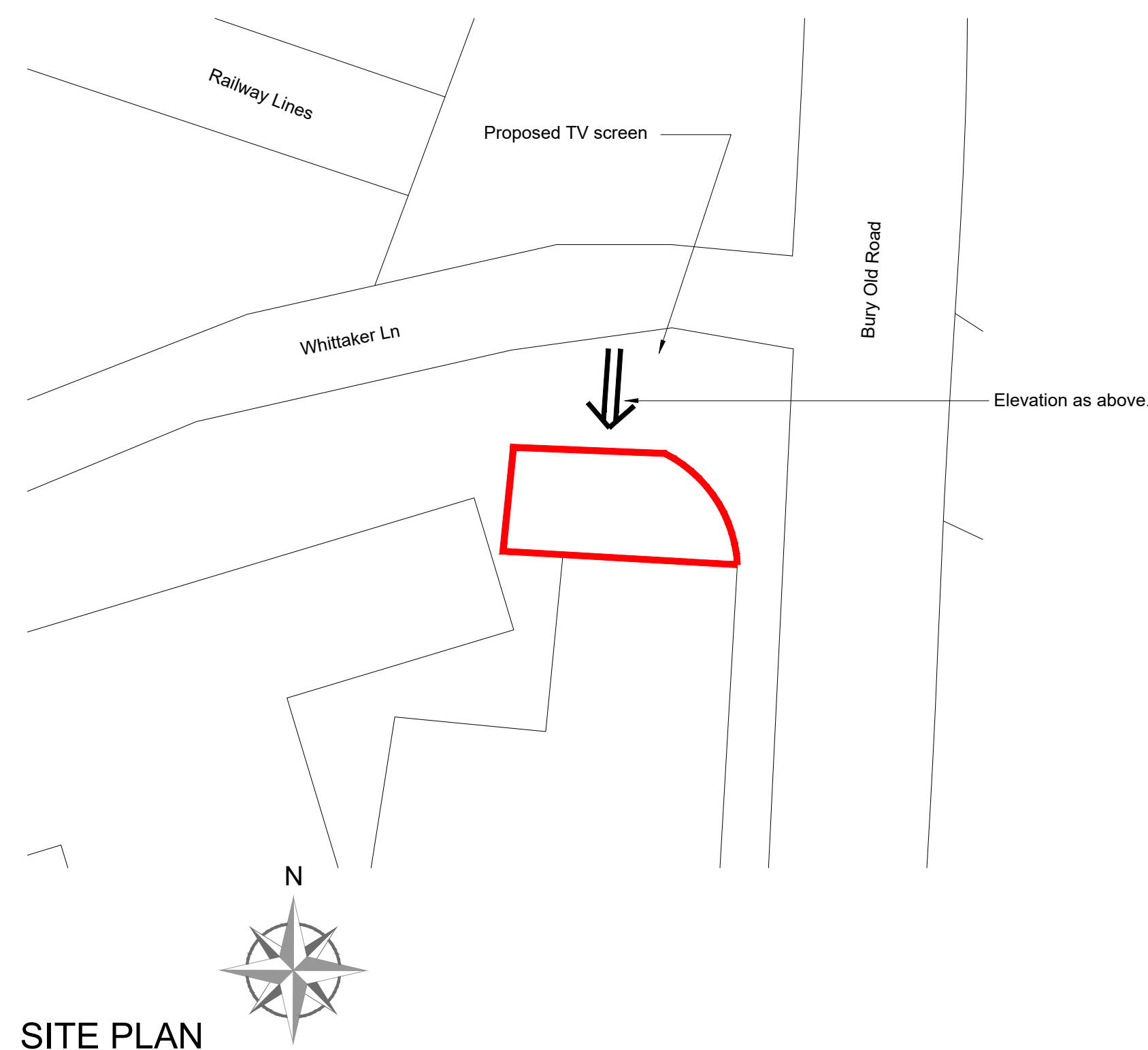
PLAN ON A - A
(Scale 1:50)



SECTION B - B
(Scale 1:50)



LOCATION PLAN
(1:1250)



SITE PLAN
(1:500)

notes :

IF THIS DRAWING HAS BEEN RECEIVED ELECTRONICALLY, IT IS THE RECIPIENTS RESPONSIBILITY TO PRINT THE DOCUMENT TO THE CORRECT SCALE

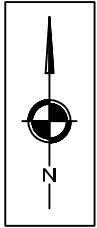
ALL DIMENSIONS ARE IN MILLIMETRES UNLESS STATED OTHERWISE. IT IS RECOMMENDED THAT INFORMATION IS NOT SCALED OFF THIS DRAWING

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rev	amendments	by	date
Dunster Consulting civil & structural engineering			
Client: SMART OUTDOORS			
Project: 219 BURY OLD ROAD MANCHESTER			
Title: PROPOSED TV SCREEN ARRANGEMENT			
Drawing Status:	Date Created:	Drawing Scale:	
Planning	08.07.2020	1:50, 1:500 1:1250	
Drawing Number:		Rev:	
20-154.A1.001		-	
Project Leader:	Drawn By:	Initial Review:	
DC	Matt	DC	

S|C|P

APPENDIX B



NOTES

REVISIONS

REV	DESCRIPTION	DATE	BY
-	-	-	-

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Client Name:

SMART OUTDOOR

Project Title:

A665 BURY OLD ROAD,
PRESTWICH

Drawing Title:

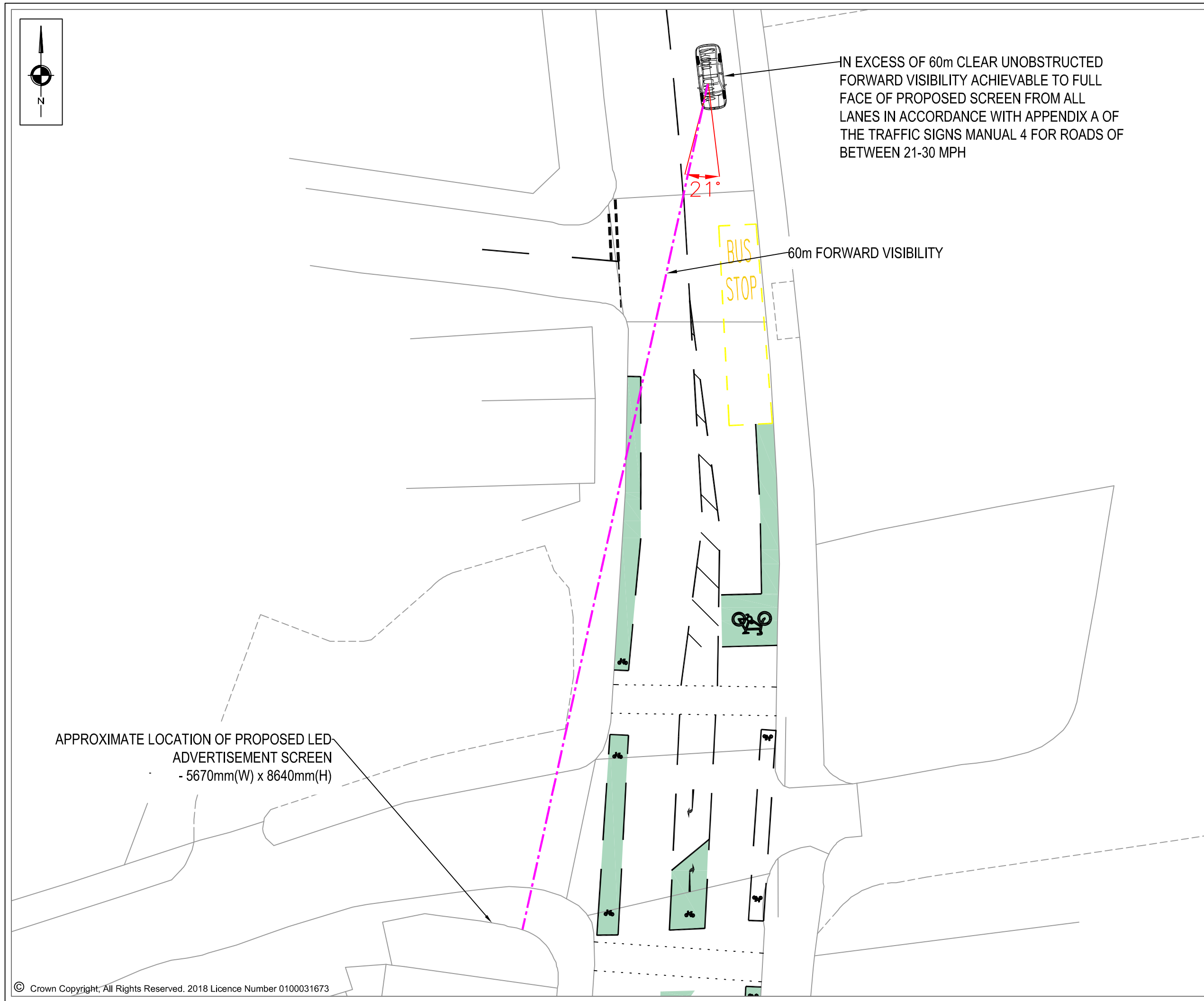
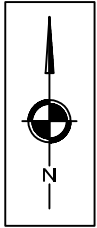
FORWARD VISIBILITY TO
PROPOSED LED SCREEN

Drawn By:	BH	Date:	01.09.2020
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Checked:	CT	Scale:	1:250 @ A3
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Status:	PLANNING	Approved/Unapproved:	-
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Drawing No.	SCP/200519/SK02	Rev.	-
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IN EXCESS OF 60m CLEAR UNOBSTRUCTED FORWARD VISIBILITY ACHIEVABLE TO FULL FACE OF PROPOSED SCREEN FROM ALL LANES IN ACCORDANCE WITH APPENDIX A OF THE TRAFFIC SIGNS MANUAL 4 FOR ROADS OF BETWEEN 21-30 MPH

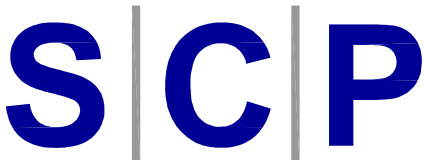
60m FORWARD VISIBILITY

APPROXIMATE LOCATION OF PROPOSED LED ADVERTISEMENT SCREEN
- 5670mm(W) x 8640mm(H)

NOTES

REVISIONS

REV	DESCRIPTION	DATE	BY
-	-	-	-



Transportation Planning : Infrastructure Design

Colwyn Chambers, 19 York Street, Manchester, M2 3BA, Tel 0161 832 4400,
www.scptransport.co.uk, Email info@scptransport.co.uk

Client Name:

SMART OUTDOOR

Project Title:

A665 BURY OLD ROAD,
PRESTWICH

Drawing Title:

FORWARD VISIBILITY AND ANGLE
DEVIATION OF DRIVERS HEAD TO
PROPOSED LED SCREEN

Drawn By:

BH

Date:

01.09.2020

Checked:

CT

Scale:

1:250 @ A3

Status:

PLANNING

Approved/Unapproved:

-

Drawing No.

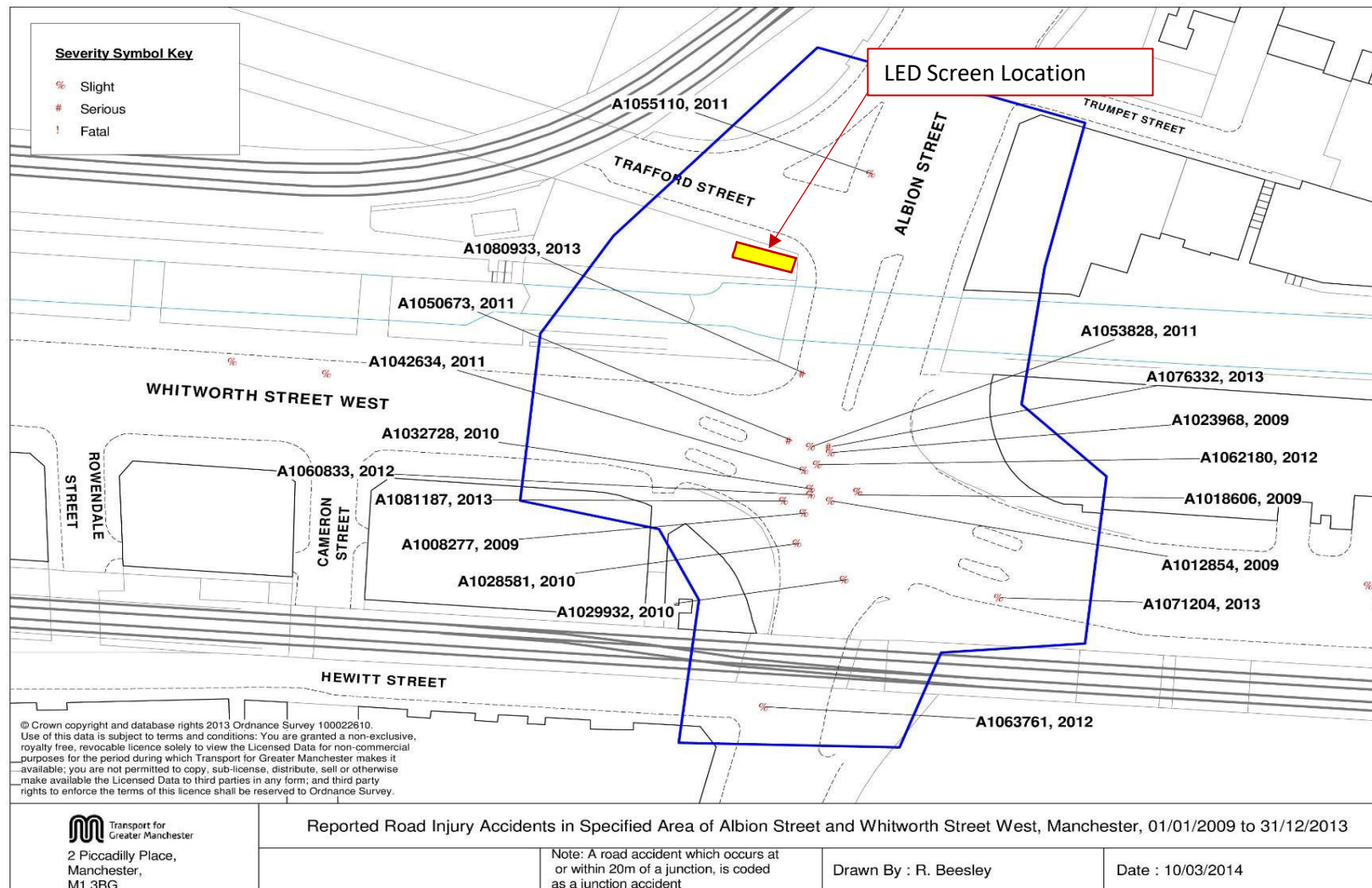
SCP/200519/SK01

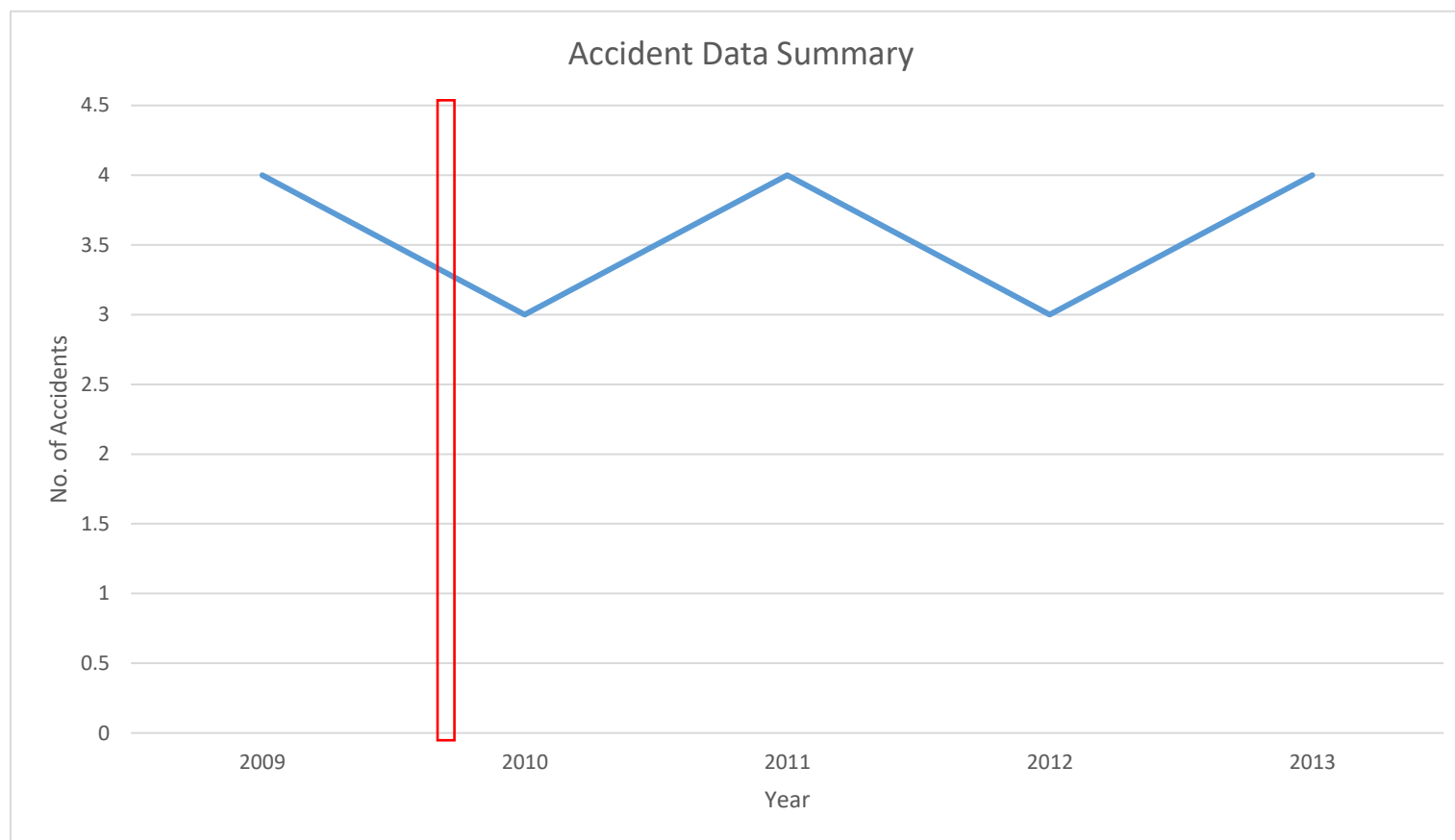
Rev.

-

S|C|P

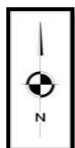
APPENDIX C

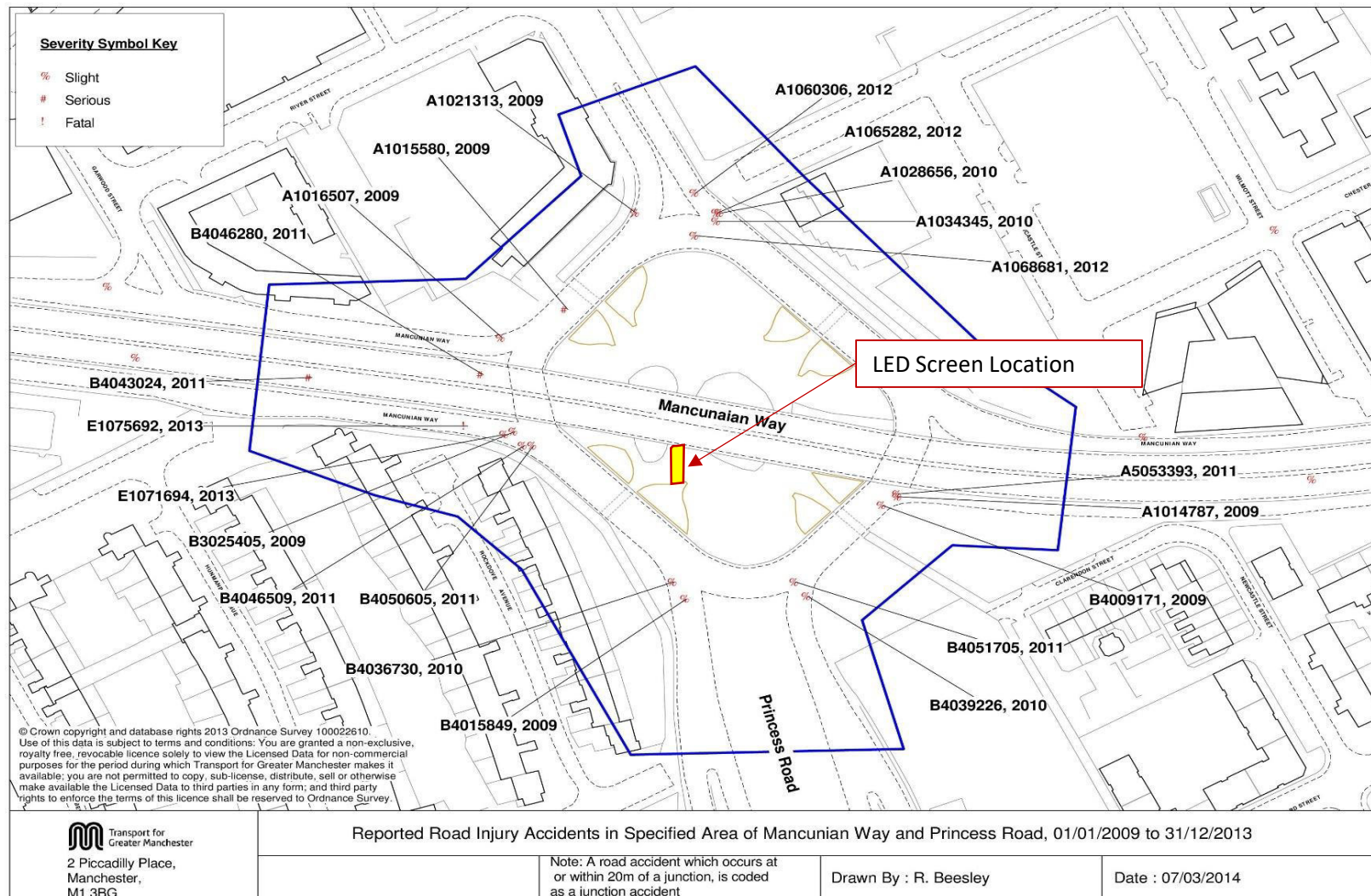


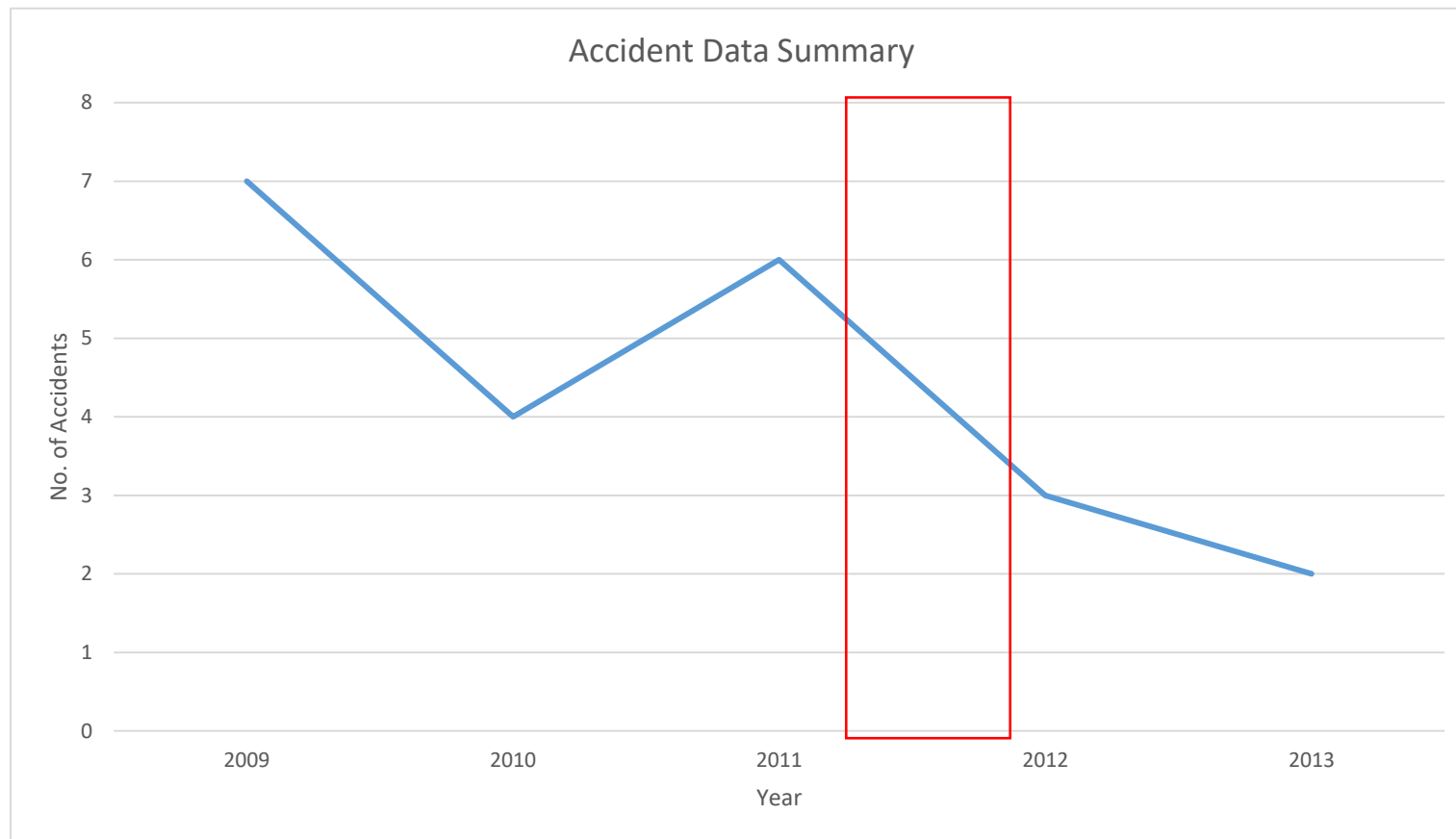


Key:

- Accident Frequency Over Time
- ▭ Time LED Sign was Installed (Oct 2009)



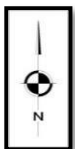




Key:

— Accident History

□ Approximate Time LED Sign was Installed



SCP

Transportation Planning : Infrastructure Design

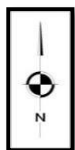
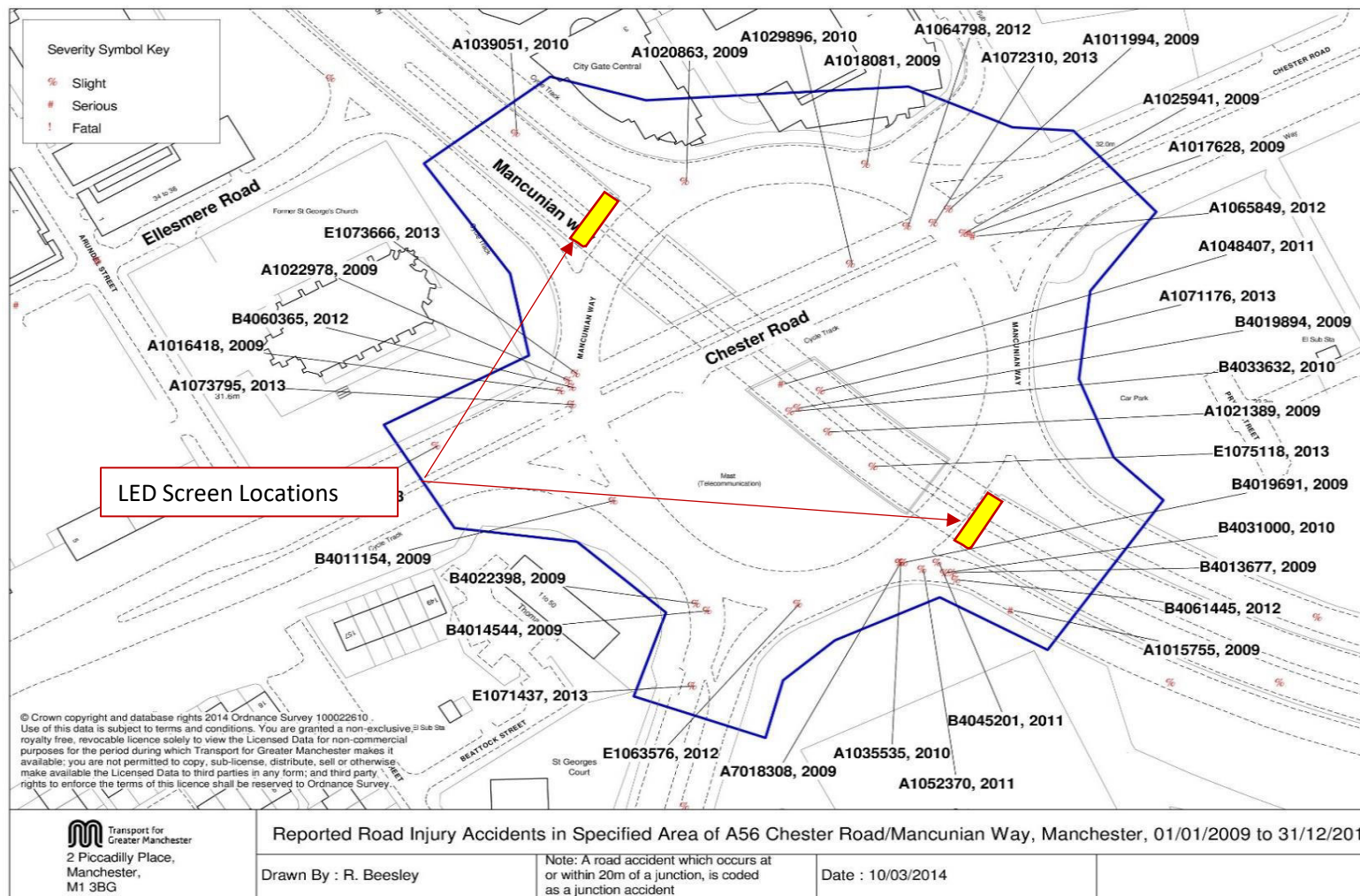
Accident Data from TfGM - Analysis

LED Screens, A665 Bury Old Road, Prestwich

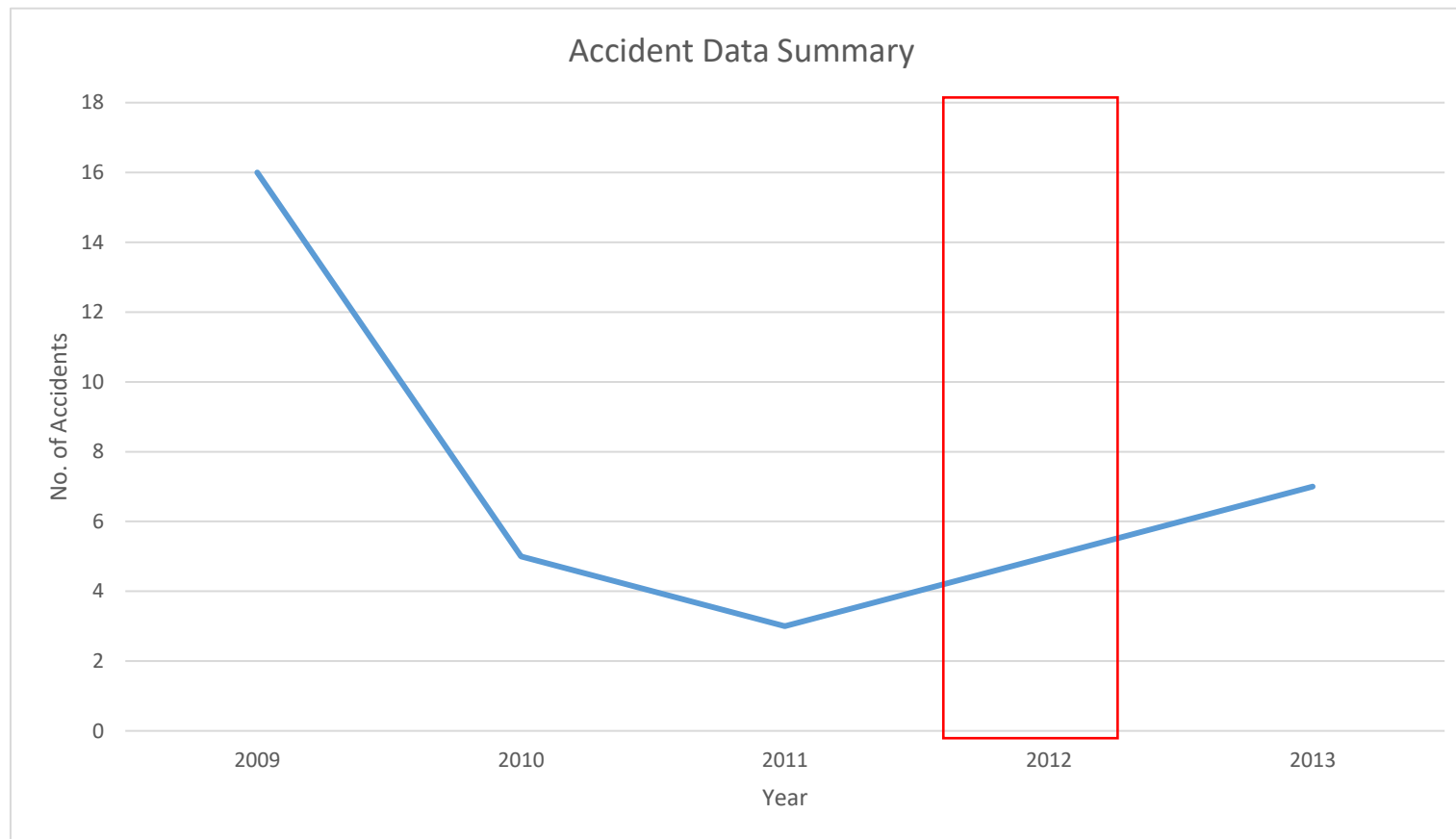
28/08/2020

**Job Number -
SCP/200159**

Appendix C



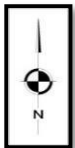
Transport for
Greater Manchester
2 Piccadilly Place,
Manchester,
M1 3BG



Key:

— Accident History

□ Approximate time LED Sign was Installed



SCP

Transportation Planning : Infrastructure Design

Accident Data from TfGM - Analysis

LED Screens, A665 Bury Old Road, Prestwich

28/08/2020

**Job Number -
SCP/200159**

Appendix C