

MR STEVEN NEVITT

Highway Assessment Report

Proposed Erection of 2 LED Displays at Millett House

Steven Oxford

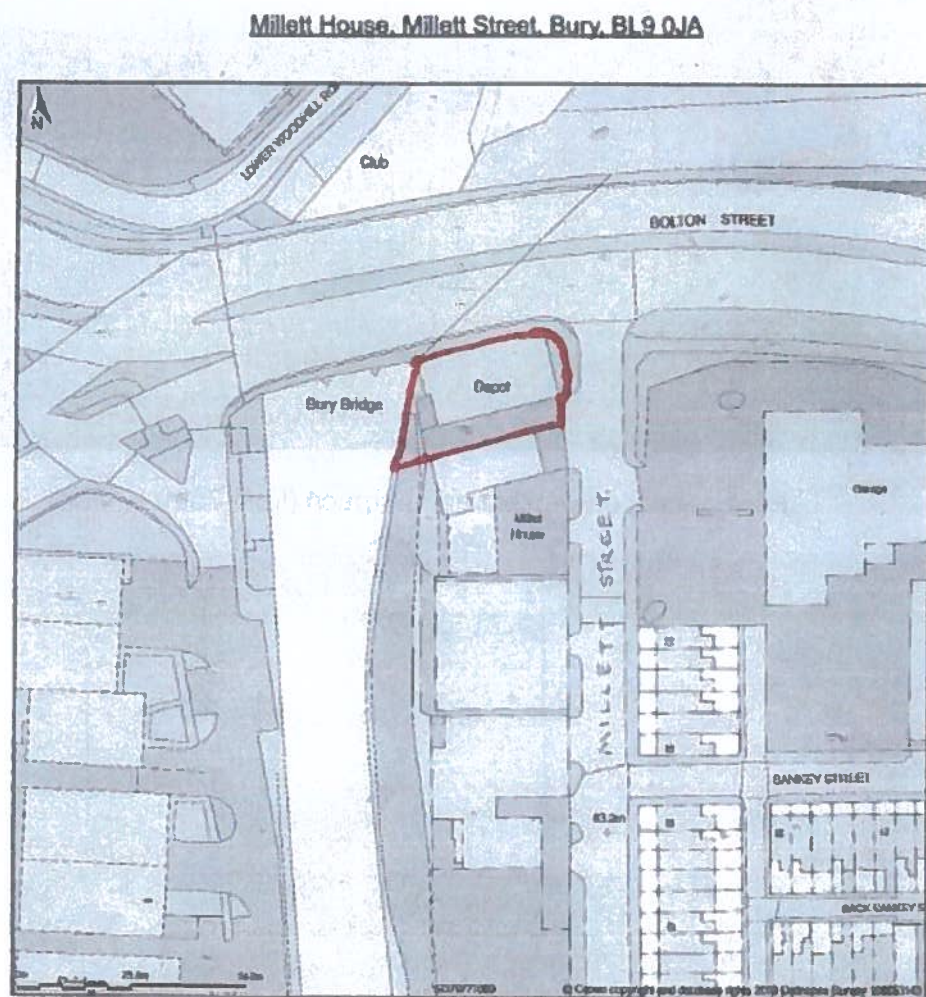
12/21/2019

Report assessing highway safety implications of the proposed installation of 2 no LED advertising signs on Millett House Bury

INTRODUCTION

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 in the interests of amenity and public safety.

Highway safety considerations are a factor relevant to public safety and so this report aims to examine highway safety related aspects of the proposed installation of digital signage on Millett House, Millett St, Bury.



The location of the site is shown on Fig 1. The property lies on the corner of Millett St (B6216) with Bolton Street (A58) on the western edge of Bury town centre. Millett St/ Bolton Street is a priority controlled junction, signed for vehicles exiting Millett St as give-way.



Pic 1 View on westbound approach (from 75m)



Pic 2 View on eastbound approach (taken from Crostons Rd).

Millett House 70m from stop line at signals

EXISTING CONDITIONS

The A58 is the main east west arterial route through Bury. West of the site is a signalised junction at the junction of the A58 with Crostons Road (B6214), to the east Peel Way meets the A58. In the area of the site the speed limit on Bolton St is 30mph. The speed limit on Millett St is 20mph, it provides access to a residential area together with three secondary schools, and early years facilities.

Bolton St is a dual carriageway running roughly east-west, with 4 traffic lanes running westbound and three eastbound in each direction. A mandatory cycle lane is signed and marked along Bolton St westbound. Paved footways run along both sides of A58. The road is lit. There is no option to turn right out of Millett St to proceed eastbound along Bolton Street as Bolton Street is a dual carriageway with a continuous central reserve.



Pic 3 Existing signs at Crostons Rd

In the area of the site the A58 is relatively flat and curves with the site on the inside of the bend. Visibility to the right from Millett Street is excellent and well exceeds Standards required by Manual for Streets or Design Manual for Roads and Bridges (57m Stopping Sight Distance calculated from the formula from Manual for Streets 2 for traffic speed of 30mph).

The proposed advertising sign would be visible for some distance, when approaching from A56 Peel Way, Millett House is clearly and continually visible from beyond the signalised Harvard St junction at approximately 250m, any signs gradually becoming clearer to the driver and limiting the likelihood of sudden eye or head deviation.

When approaching from Jubilee Way signs would become visible from approximately 165m.

Advanced direction signage informs drivers well in advance of the site of the correct lane to be in on approaching the signalised junction at Crostons Rd.

It should be noted that there are several existing advertising signs to the west of the site alongside Bolton Road and Crostons Rd (see photographs Fig 2-**) together with more specific signage relating to individual business and retail uses. Signage such as is proposed for Millett House would be similar to that already in the area and thus be an expected feature of the streetscape and would not stand out as an incongruous or distracting feature. It is considered therefore that accidents resulting from driver distraction due to the installation of the proposed signs are unlikely.



Pic 4 Existing signs at Crostons Rd junction



Pic 5 Existing signage on Bolton Rd at Crostons Rd/Waterloo St Junction



Pic 6 Streetview from *Google* showing signage on approach to Crostons Rd from west

PROPOSED DEVELOPMENT

It is proposed to erect 2 digital LED advertising screens on the west and east facing elevations of Millett House.

The proposed elevations and size of signage is shown on the plans at Appendix A.

- Each sign will show a cycle of static scenes.
- Scene changeover will be instantaneous (around 0.1seconds)
- The scene will change no more frequently than every 10 seconds.
- In accordance with the recommendations of the Institute of Lighting Professionals "The Brightness of Illuminated Advertisements" PLG05, 2015 illumination levels in darkness will be restricted to 300cd/m². Whilst there is no recommended daylight maximum it is proposed that this will be restricted to 600cd/m².

A principle of advertising is that any featured content should be quickly and easily understood. In effect this means that driver should be expected to assimilate and register the message of the signage quickly, whilst simultaneously taking in additional sensory inputs of the driving process. In a location where many simultaneous conflicting inputs are experienced there is the possibility of some confusion or degree of sensory overload for drivers. The proposed location, nature and surrounding environment of the development determine that this is not such a case.

ROAD SAFETY RECORD

From CRASHMAP records in the last 3 years 6 incidents were recorded in the area of the site; 1 serious and 5 slight. (See Fig 2). Reports for these accidents are to be found in Appendix B.

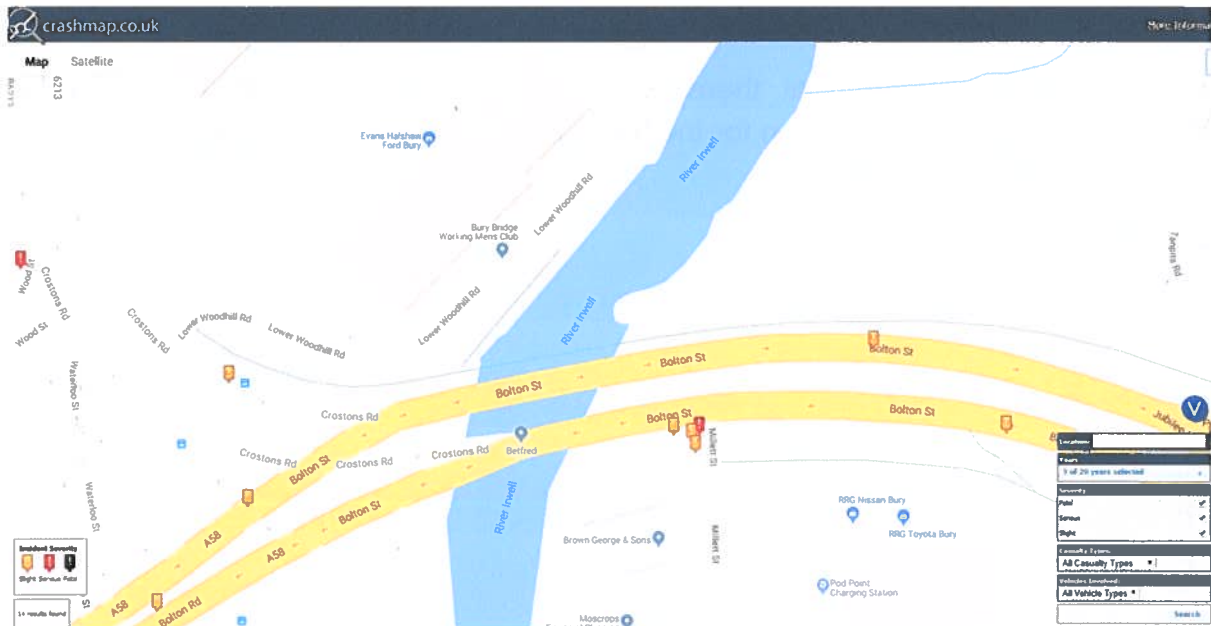


FIG 2 36 months collision records

The serious incident involved a collision between a car and a pedestrian at the junction of Millett St with the A58. The likelihood of an incident similar to this would not be increased by the proposed development.

Other reported incidents involved a vehicle reversing on Millett St and colliding with a pedestrian crossing Millett St; conflict between a car turning left into Millett St and a cyclist in the cycle lane and low speed rear end shunts. All bar one of the incidents occurred in the evening, and of those 4 occurred in winter months. If from these records a judgement could be made as to common features these would be darkness and heavy traffic. This is of course considering a small sample size which may not be judged statistically significant. There is no indication from historical collisions that installation of the proposed signage would increase the likelihood of similar incidents.

SUMMARY AND CONCLUSIONS

The CRASHMAP records do not suggest any likely correlation between the installation of signs in the proposed location and increased danger to road users.

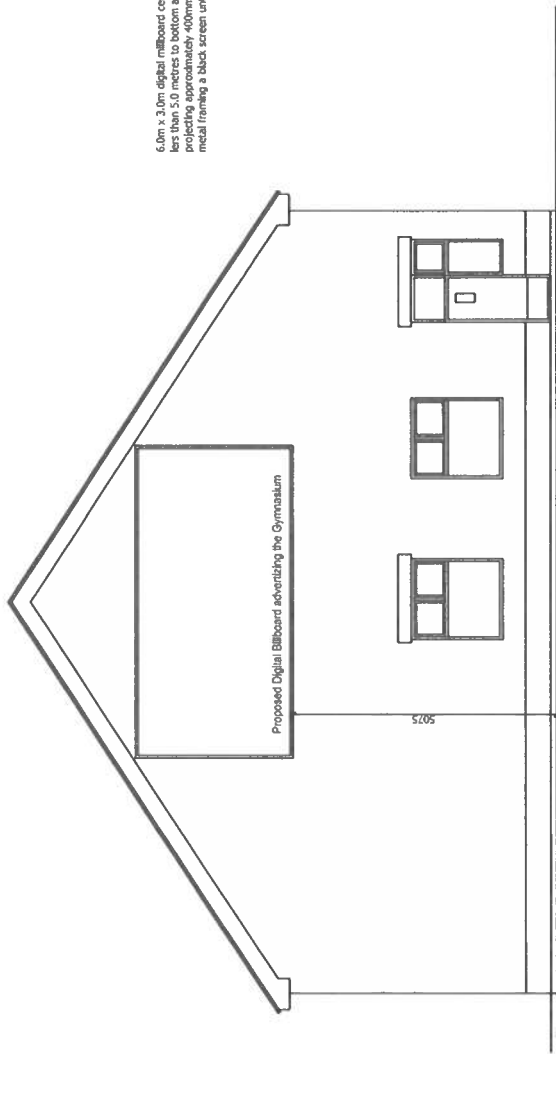
As a general principle it should be noted that drivers are continually assimilating inputs from many sources whilst driving. It is not considered that the presence of the proposed LED signage would present any material departure from the type of feature already present along the A58 corridor in the area of the site and would not therefore be expected to result in any distraction.

It is conclude therefore that there are no highway safety related reasons for withholding planning permission for the two proposed digital signs on Millett House.

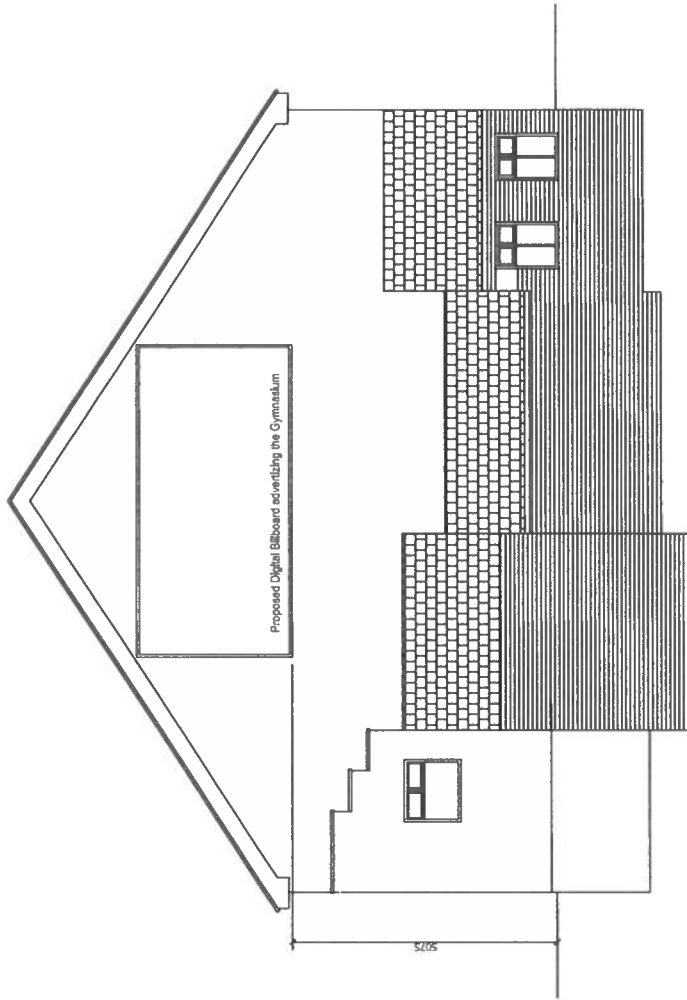
APPENDIX A

PROPOSED ELEVATIONS

6.0m x 3.0m digital billboard centred on each gable at not less than 5.0 metres to bottom above ground level projecting approximately 400mm, from wall with dark grey metal framing a black screen until illuminated.



Front Elevation to Millett Street



Rear Elevation

Client : Mr. Steven Nevitt	Scale: 1:100 @ A3	Contract No. 2222
Project : Proposed Gymnasium at Millett Street Bury BL9 0JA	Date : 08/18	Dwg. No. 05/A.
Drawing : Elevations 1 : As Existing	Drawn: P.S.	

PETER SUMMERSGILL MCAT
Architectural & Design Consultant
Technologist
0161 261 2000 0800 480 78

APPENDIX B

CRASHMAP REPORTS



crashmap.co.uk

Crash Date:

Wednesday, October 05, 2016

Time of Crash: 8:55:00 AM

Crash Reference: 201606N023637

Highest Injury Severity:

Slight

Road Number: A58

Number of Casualties: 1

Highway Authority:

Bury

Number of Vehicles: 2

Local Authority:

Bury Metropolitan Borough

OS Grid Reference: 379847 410971

Weather Description:

Unknown

Road Surface Description:

Dry

Speed Limit:

30

Light Conditions:

Daylight: regardless of presence of streetlights

Carriageway Hazards:

None

Junction Detail:

Not at or within 20 metres of junction

Junction Pedestrian Crossing:

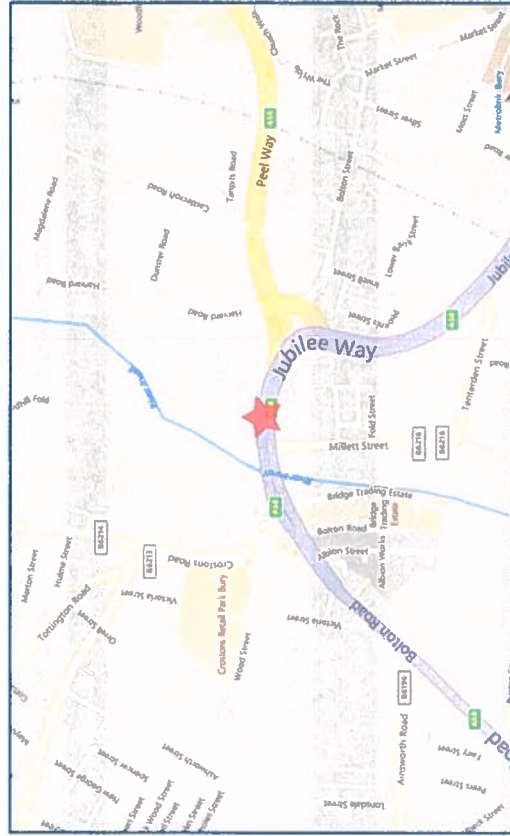
No physical crossing facility within 50 metres

Road Type:

Dual carriageway

Junction Control:

Not Applicable





crashmap.co.uk

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	Van or goods vehicle 3.5 tonnes mgw and under	11	Male	26 - 35	Vehicle is changing lane to the left	Nearside	Journey as part of work	None	None
2	Car (excluding private hire)	9	Female	26 - 35	Vehicle proceeding normally along the carriageway, not on a bend	Offside	Other	None	None

Casualties

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



crashmap.co.uk

Crash Date:

Thursday, November 24, 2016

Time of Crash: 5:10:00 PM

Crash Reference: 201606N023743

Highest Injury Severity:

Slight

Road Number: A58

Number of Casualties: 1

Highway Authority:

Bury

Local Authority: Bury Metropolitan Borough

Number of Vehicles: 2

Weather Description:

Fine without high winds

OS Grid Reference: 379797 410946

Road Surface Description:

Dry

Speed Limit:

30

Light Conditions:

Darkness: street lights present and lit

Carriageway Hazards:

None

Junction Detail:

T or staggered junction

Junction Pedestrian Crossing:

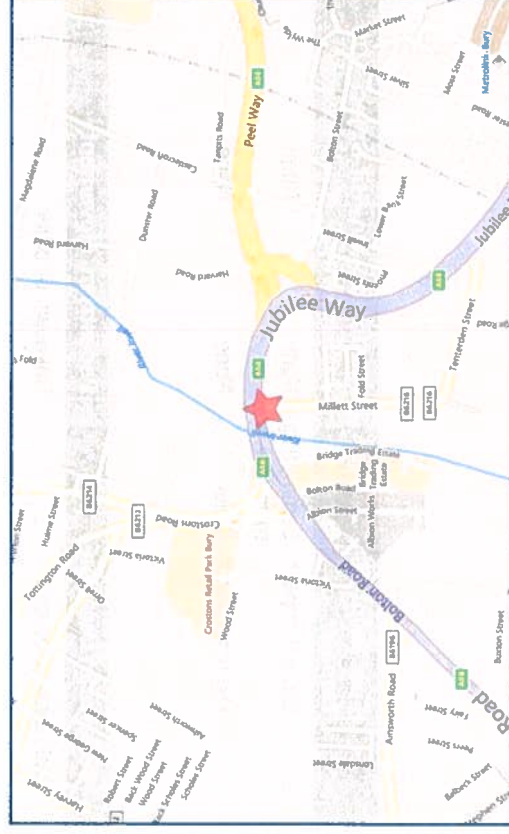
No physical crossing facility within 50 metres

Road Type:

Dual carriageway

Junction Control:

Give way or uncontrolled





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
2	Pedal cycle	-1	Male	36 - 45	Vehicle proceeding normally along the carriageway, not on a bend	Did not impact	Commuting to/from work	None	None
1	Car (excluding private hire)	-1	Female	26 - 35	Vehicle is in the act of turning left	Did not impact	Other	None	None

Casualties

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



crashmap.co.uk

Crash Date:

Monday, April 03, 2017

Time of Crash: 6:55:00 PM

Crash Reference: 201706N029470

Highest Injury Severity:

Slight

Road Number: B6216

Number of Casualties: 1

Highway Authority:

Bury

Local Authority: Bury Metropolitan Borough

Number of Vehicles: 1

Weather Description:

Unknown

OS Grid Reference: 379798 410941

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:

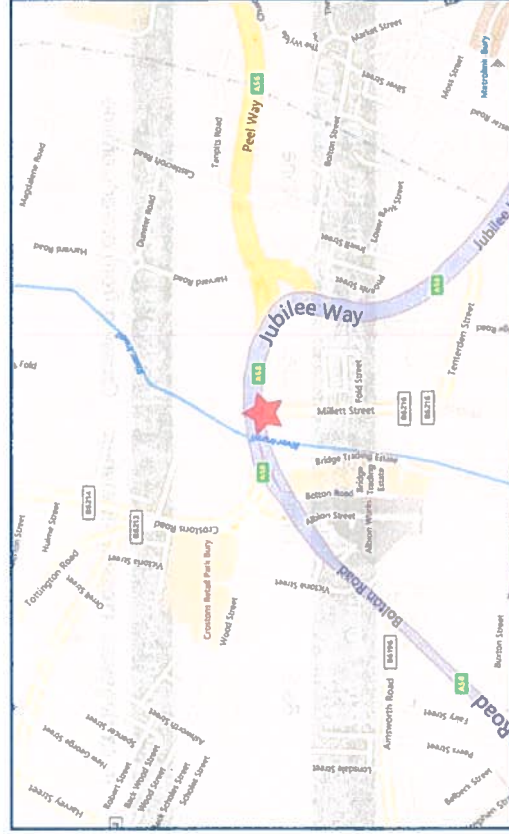
No physical crossing facility within 50 metres

Road Type:

Single carriageway

Junction Control:

Give way or uncontrolled



For more information about the data please visit: www.crashmap.co.uk/home/Faq
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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)	-1	Unknown	Unknown	Vehicle is reversing	Back	Other	None	None

Casualties

Vehicle Ref	Casualty Ref	Injury Severity	Casualty Class	Gender	Age Band	Pedestrian Location	Pedestrian Movement
1	1	Slight	Pedestrian	Female	21 - 25	In carriageway, crossing elsewhere	Crossing from driver's offside



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Crash Date:

Monday, November 26, 2018

Time of Crash: 6:35:00 PM

Crash Reference: 201806N150969

Highest Injury Severity:

Serious

Road Number: A58

Number of Casualties: 1

Highway Authority:

Bury

Number of Vehicles: 1

Local Authority:

Bury Metropolitan Borough

OS Grid Reference: 379799 410946

Weather Description:

Raining without 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:

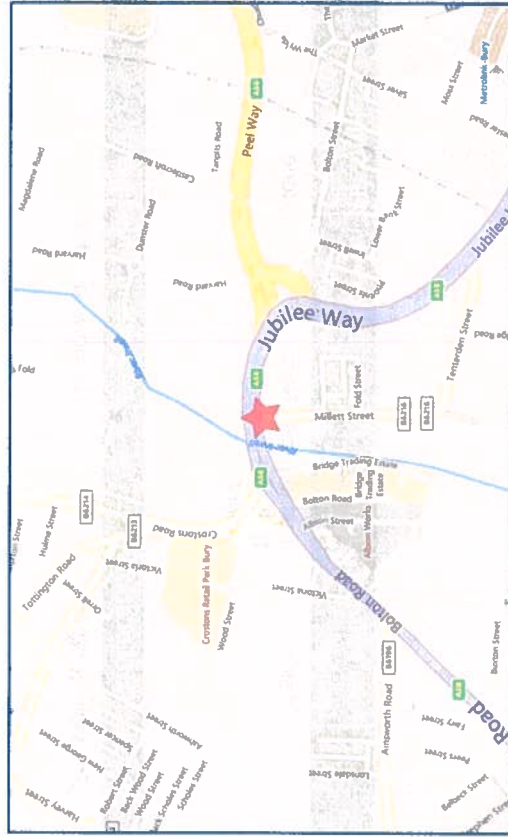
No physical crossing facility within 50 metres

Road Type:

Single carriageway

Junction Control:

Give way or uncontrolled



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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)	-1	Male	26 - 35	Vehicle is moving off	Offside	Taking pupil to/from school	None	None

Casualties

Vehicle Ref	Casualty Ref	Injury Severity	Casualty Class	Gender	Age Band	Pedestrian Location	Pedestrian Movement
1	1	Serious	Pedestrian	Female	56 - 65	Unknown or other	Unknown or other



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Crash Date:

Monday, December 17, 2018

Time of Crash: 5:25:00 PM

Crash Reference: 201806N151761

Highest Injury Severity:

Slight

Road Number: A58

Number of Casualties: 2

Highway Authority:

Bury

Local Authority: Bury Metropolitan Borough

Number of Vehicles: 2

Weather Description:

Raining without high winds

OS Grid Reference: 379883 410946

Road Surface Description:

Wet or Damp

Speed Limit:

30

Light Conditions:

Darkness: street lights present and lit

Carriageway Hazards:

None

Junction Detail:

Not at or within 20 metres of junction

Junction Pedestrian Crossing:

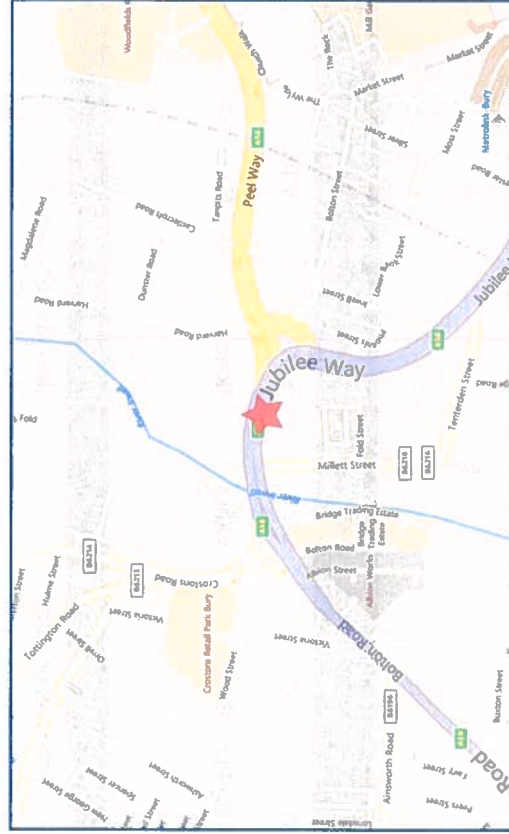
No physical crossing facility within 50 metres

Road Type:

Dual carriageway

Junction Control:

Not Applicable



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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)	12	Female	26 - 35	Vehicle is slowing down or stopping	Front	Other	None	None
2	Car (excluding private hire)	7	Male	36 - 45	Vehicle is waiting to proceed normally but is held up	Back	Other	None	None

Casualties

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



Crash Date:

Thursday, December 13, 2018

Time of Crash: 5:28:00 PM

Crash Reference: 201806N151588

Highest Injury Severity:

Slight

Road Number: A58

Number of Casualties: 1

Highway Authority:

Bury

Local Authority: Bury Metropolitan Borough

Number of Vehicles: 2

Weather Description:

Fine without high winds

OS Grid Reference: 379792 410946

Road Surface Description:

Dry

Speed Limit:

30

Light Conditions:

Darkness: street lights present and lit

Carriageway Hazards:

None

Junction Detail:

T or staggered junction

Junction Pedestrian Crossing:

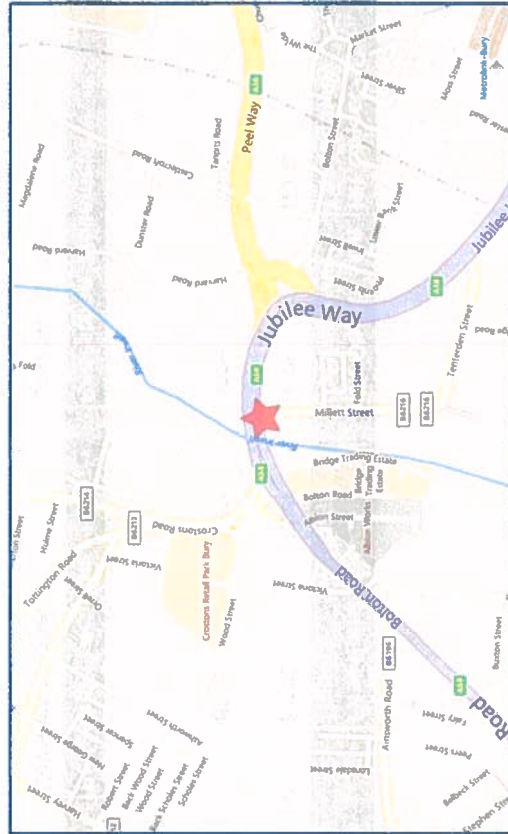
No physical crossing facility within 50 metres

Road Type:

Dual carriageway

Junction Control:

Give way or uncontrolled





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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
2	Car (excluding private hire)	8	Male	26 - 35	Vehicle proceeding normally along the carriageway, not on a bend	Front	Other	None	None
1	Car (excluding private hire)	1	Female	56 - 65	Vehicle is slowing down or stopping	Back	Other	None	None

Casualties

Vehicle Ref	Casualty Ref	Injury Severity	Casualty Class	Gender	Age Band	Pedestrian Location	Pedestrian Movement
1	1	Slight	Vehicle or pillion passenger	Female	66 - 75	Unknown or other	Unknown or other

