

Proposed Digital Advertising Display at 2 Rochdale Old Road, Bury

Highway Safety Report

Report Control

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1. Introduction

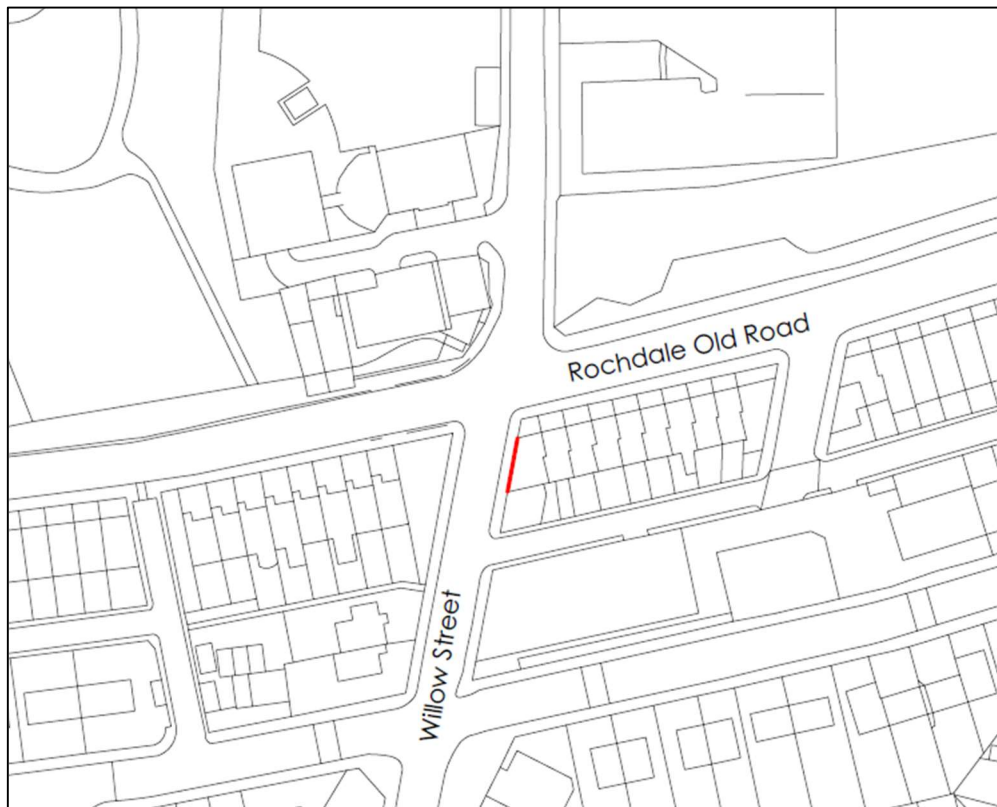
Overview

- 1.1. Astute Transport Planning Ltd has been commissioned by Wildstone Group Ltd to support a proposal for a single-sided digital advertising scheme at 2 Rochdale Old Road in Bury, Greater Manchester (BL9 7LQ).
- 1.2. The proposal is to introduce a single-sided 48-sheet digital advertising display (6m wide by 3m high) at the above site. The purpose of this report is to assess the highway safety implications of operating a static digital advertising display at the site. The proposed development site is located within the jurisdiction of Bury Metropolitan Borough Council (BMBC), who act as the planning and local highway authority.

Proposal Site

- 1.3. The proposed site is located along the western gable end of 2 Rochdale Old Road, Bury, BL9 7LQ, and it currently hosts a paper and paste advertisement. The site is situated on the southeast corner of the B6222 Rochdale Old Road / B6222 Bell Lane / Chesham Fold Road / Willow Street priority crossroads junction and on the south side of the Rochdale Old Road carriageway. The proposal site is situated approximately 65m to the east of a signalised pedestrian and cyclist crossing on Bell Lane, which is a single carriageway past the site. The proposal site will comprise of a single-sided LED digital advertising display that will principally face towards the Bell Lane eastbound carriageway, and this is illustrated in **Figure 1.1**.

Figure 1.1: Site Location Plan



- 1.4. It is worth noting that the principle of advertising in this location has long been established, as the proposal site has hosted a paper and paste advertising at this location for at least 10 years. As a result, the site is considered to benefit from Deemed Planning Consent under Class 13 of the Advertisement Regulations, as advertisements have been continually displayed for the preceding 10 years.

Planning Background

- 1.5. An advertisement application was submitted to BMBC in December 2025 (application reference: 72655) to convert the existing 48-sheet paper and paste advertisement display to a single-sided digital advertising display at the site. However, the application was refused by the Local Planning Authority on the 18th February 2026, with the following highway safety reasons for refusal included in the Council's Decision Notice:

"1 The location of the proposed digital display, positioned in front of the traffic signal head for the nearby pedestrian crossing, would adversely affect visibility of the signal for drivers and cause drivers to be distracted, which would be detrimental to highway safety. The proposal is therefore contrary to UDP Policy EN1/9 Advertisements and The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, PART 1, Regulation 3. Powers to be exercised in the interests of amenity and public safety.

2 The application provides insufficient information on the impact of the advertisement with regard to highway safety in that no Driver Distraction Assessment has been provided. The proposal is therefore contrary to UDP Policy EN1/9 Advertisements and The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, PART 1, Regulation 3. Powers to be exercised in the interests of amenity and public safety."

- 1.6. In addition, there are comments from both Transport for Greater Manchester (TfGM) and the Council Highways Section on the advertisement application in relation to highway safety that are included in the Delegated Report, and these are line with the above reason for refusal in the Decision Notice.
- 1.7. Accordingly, this Highway Safety Report sets out Astute's analysis of the road safety implications of the single-sided digital advertising display proposal at 2 Rochdale Old Road in Bury, and addresses the concerns raised by BMBC and TfGM and the associated public safety reasons for refusal in respect of the previous advertisement application 72655.

Key Considerations

- 1.8. The following factors will be subject to detailed analysis to ensure that no conflicts will arise as a result of the proposal:
- Proximity to priority junctions.



- Proximity to signalised pedestrian and cyclist crossings.
- Sightlines on the key approaches.
- Existing accident rates at this location.
- Arrangement of the highway layout in the vicinity of the proposal site.

1.9. This document has been prepared in due cognisance of the Transport for London (TfL) document, '*Guidance for Digital Roadside Advertising and Proposed Best Practice*' (2013). Although the proposal site is outside of London, it is considered that the guidance document provides a good framework for assessing the suitability of sites for digital roadside advertising, and it should be noted that it is fully endorsed by TfL.

Report Structure

1.10. Following the introduction, the structure of this report is as follows:

- **Chapter 2** sets out the proposal in more detail and reviews its relationship with the surrounding highway network and infrastructure.
- **Chapter 3** reviews the accident data relevant to the proposal site on the key approaches.
- **Chapter 4** sets out the summary and conclusions of the report.



2. Site Assessment

Introduction

- 2.1. The image shown in **Figure 2.1** captures the view on the key approach towards the proposal site on the B6222 Bell Lane eastbound carriageway.

Figure 2.1: Looking Towards the Site from the B6222 Bell Lane Eastbound Carriageway

Source - Google Earth



Development Proposal

- 2.2. The proposal is to erect a 48-sheet digital advertising display (6m wide by 3m high) at the western gable end of No. 2 Rochdale Old Road, on the south side of the B6222. The proposal site is adjacent to the B6222 Rochdale Old Road westbound carriageway, and it can be seen along some of Willow Street on the approach to the Rochdale Old Road / Chesham Fold Road / Willow Street / B6222 Bell Lane priority crossroads junction.
- 2.3. The site surroundings are predominantly residential in character. Residential with employment uses are located directly to the north and south of the site, and existing residential dwellings to the east and west. The advertising screen will have the same location, orientation and height above ground level (2.8m) as the existing paper and paste display at the site, and it will be set back approximately 5m from Rochdale Old Road. The digital display will be fixed onto the western end of the building and face in a westerly direction towards traffic on the Bell Lane eastbound carriageway at the aforementioned priority junction.

- 2.4. The scheme will replace an existing paper and paste advertising display at the site, and therefore in the consideration of this proposal during the planning process it should be noted that there is already a precedent with regard to roadside advertising being in view to traffic at this location. The TfL Guidance and Best Practice document also states that static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.

Proposed Advertising Controls

- 2.5. The following planning conditions are proposed by the applicant to control the operation of the digital advertising display to ensure that the screen operates in a safe manner:
- The display will be controlled by conditions in accordance with the Institution of Lighting Professionals 'Brightness of Illuminated Advertisements Including Digital Displays 2023' guidance, with night time luminance limited to 300cd/m2 so as not to cause glare and to be lower than the luminance of traffic signals.
 - The advertising screen shall not display any moving, or apparently moving, images.
 - The sequential advertisements shall not change more than once every 10 seconds, which is the industry standard.
 - Any sequential change between advertisements will take place over a period no greater than one second, unless otherwise agreed with the Local Authority.
- 2.6. Detailed plans showing the location of the proposed digital advertising screen have been included as **Appendix A**.
- 2.7. It is important to note that the proposal will still be displaying static adverts and as such it is not considered that the proposal represents a material change or risk in terms of road safety. With the use of appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising such as paper and paste.
- 2.8. The only change that will result from the proposal relates to the digital LED illumination and the sequential change of adverts. The proposed upgrade of this paper and paste advertising site to static digital format will permit the changeover between adverts to be silent and instantaneous, which will ensure that both eye dwell time and the level of distraction is minimised. It is therefore considered that there should be no material difference in road safety terms between a static paper and paste site and a digital advertising site given that the proposed digital screen will be subject to the appropriate controls as detailed above.



Site Description

- 2.9. The proposal site is located at the western gable end of No. 2 Rochdale Old Road, on the south side of the B6222, as shown earlier in **Figure 2.1**. The site is situated on the southeast corner of the B6222 Rochdale Old Road / B6222 Bell Lane / Chesham Fold Road / Willow Street priority crossroads junction. The roads on the adjoining highway are lit and are subject to a 30mph speed limit, but Willow Street is within a 20mph Zone.
- 2.10. Willow Street is the southern arm of the priority crossroads junction, and it consists of a single carriageway arrangement with footways on both sides. The footway along the eastern side runs past the site, with the footways connecting with the B6222 Rochdale Old Road at its northern end. Chesham Fold Road is the northern arm of the priority crossroads junction, and it consists of a single carriageway arrangement with footways on both sides. The alignment of this arm is slightly to the east of the Willow Street arm on the opposite side of the junction, which will further minimise any potential interaction with the proposed digital advertising display on this approach.
- 2.11. Rochdale Old Road / Bell Lane is a single carriageway arrangement subject to a 30mph speed limit in the vicinity of the site, is lit and has footway provision. The proposal site is adjacent to the westbound carriageway, and there is a signalised pedestrian and cyclist crossing on Bell Lane around 65m to the west of the proposal site. The controlled crossing facility consists of primary nearside and offside traffic signals along with the associated tactile paving and dropped kerbs, and there are low level traffic signals provided on the cycle crossing element that face north and south towards the off-carriageway cycle lane approaches on either side of the carriageway.
- 2.12. The proposal site will face to the west and be principally visible to traffic on the Bell Lane eastbound approach to the Rochdale Old Road / Bell Lane / Chesham Fold Road / Willow Street priority crossroads junction. The potential effects of the advertising proposals in relation to driver distraction have been considered in more detail below.

B6222 Rochdale Old Road Westbound Carriageway

- 2.13. B6222 Rochdale Old Road westbound carriageway runs east to west and comprises of a single lane approach past the proposal site. The westbound direction of the vehicular flow means that drivers on this approach will not see the west facing digital display.

B6222 Bell Lane / B6222 Rochdale Old Road / Chesham Fold Road / Willow Street Junction

- 2.14. The proposal site is located adjacent to the above priority crossroads junction.
- 2.15. Vehicles that are accessing Chesham Fold Road from the west will be making an unopposed left turn from the B6222 Bell Lane eastbound carriageway. The left in arrangement at this junction represents an uncomplicated road layout where the demands on the driver are lower, and therefore the siting of the advertising display is not considered to be



a conflict in relation to the safe operation of this left turn movement at the priority crossroads junction. The proposal site will not conflict with vehicles that are accessing Chesham Fold Road from the east and turning right at the junction.

- 2.16. Drivers on the Chesham Fold Road southbound approach will be able to see the digital advertising display structure on the gable end of No. 2 Rochdale Old Road from at least 43m before the junction. However, it is important to note that the west facing digital display will be oriented away from this approach resulting in a very acute angle that will minimise the driver distraction effect. The speed limit on Chesham Fold Road is 30mph but on the approach to the junction vehicles will be going slower before the give way markings. An approaching driver will be able to see and assimilate the priority crossroads junction layout ahead, including the presence of the digital advertising display on the gable end, and this is considered to be a low conflict scenario and a safe arrangement. The position of the digital display will not interfere with the driver sightlines to the Willow Street and the B6222 (E) and (W) arms of the priority crossroads junction in relation to vehicles undertaking exiting movements from Chesham Fold Road, and so there will be no safety conflict.
- 2.17. The proposal site will not conflict with vehicles that are accessing Willow Street from the east and turning left at the junction. On the Bell Lane eastbound approach, the proposal site is located on the offside of the road and would not obstruct or conflict with the sightline between the driver in a vehicle waiting to turn right into Willow Street and the B6222 Rochdale Old Road westbound carriageway, as drivers look ahead from the turning position to identify gaps in the traffic.
- 2.18. Vehicles exiting the priority crossroads junction from the Willow Street northbound approach and turning left will need to give way to the Chesham Fold Road arm and westbound traffic on the B6222, and vehicles turning right will also need to give way to eastbound traffic on the B6222. The location of the proposed advertising display will not conflict with these sightlines.
- 2.19. The speed limit on Willow Street is 20mph. Due to the carriageway alignment in relation to the proposal site, it is considered that approaching drivers will have visibility and a sight line towards the advertising display position from around 40m to the south at the exit from the Willow Street / Craven Street / Shaw Street mini roundabout, and 50m to the Rochdale Old Road / Bell Lane / Chesham Fold Road / Willow Street junction. An approaching driver has around six seconds during which to see and assimilate the priority junction layout ahead, including the presence of the digital advertising display on the gable end of No. 2 Rochdale Old Road, which is considered to be an adequate amount of time in which to do so safely.
- 2.20. For the above reasons, it is considered that the proposed digital advertising display will not create an unacceptable impact for vehicles at the Bell Lane / Rochdale Old Road / Chesham Fold Road / Willow Street priority crossroads junction in terms of risk to public safety.



B6222 Bell Lane Eastbound Carriageway

- 2.21. B6222 Bell Lane eastbound carriageway runs west to east and comprises of a single lane approach past the proposal site.
- 2.22. The digital advertising display will be located in an offside carriageway position in relation to this approach. It should be noted that although the TfL guidance document favours digital advertisements being located alongside the nearside carriageway, it acknowledges that other locations may be acceptable if they are within the eye line of drivers and do not create unacceptable risks of diverting attention. The presence of offside advertising hoardings adjacent to the motorway network and principal routes in urban areas is commonplace in the UK.
- 2.23. The proposal site is not in conflict with any traffic signs on this approach, therefore this does not require any further analysis.
- 2.24. Due to the relatively straight alignment of the carriageway, it is considered that approaching drivers will have good visibility and a clear sight line towards the advertising screen from at least 43m to the west of the site, as illustrated in **Figure 2.2**. This is appropriate and in line with the Manual for Streets (MfS) Stopping Sight Distance (SSD) for a 30mph road, and it would give sufficient time for the presence of the advertising display ahead to be assimilated without surprise.

Figure 2.2: B6222 Bell Lane Around 43m West of the Proposal Site

Source - Google Maps



- 2.25. The signalised pedestrian and cyclist crossing on B6222 Bell Lane is located around 65m to the west of the proposal site, and on this approach the nearside primary and offside secondary signals are to the west and east of the crossing facility respectively. Both the traffic signals and the digital advertising display could be processed in the same view by the approaching driver due to the relatively straight carriageway alignment, as illustrated in **Figure 2.3**.

Figure 2.3: B6222 Bell Lane Around 43m West of the Controlled Crossing

Source - Google Maps



- 2.26. It is considered that the proposed advertising display position and the location of the nearside primary traffic signal head for the pedestrian and cyclist crossing will not interact in respect of approaching drivers at the 43m SSD (critical decision-making distance calculated in line with MfS guidance) for the 30mph approach speed, and there will be no safety conflict. From the 43m SSD, the proposed advertising display will be seen by drivers in a position to the right of the nearside primary traffic signal head as detailed above, and as shown in **Drawing A26033-ATP-HGN-ZZ-DR-CH-00001-P01 in Appendix B**, and it does not obscure or hinder the ready interpretation of this traffic light associated with the eastbound approach lane. There is some interaction with the offside secondary traffic signal at the primary signal SSD, but the above drawing does demonstrate that there is an unobscured sight line to this traffic light and no conflict by the proposed digital display from 43m to the west of the offside secondary traffic signal, which is appropriate for a 30mph approach speed.

- 2.27. The above conditions are in general accordance with the standards in Design Manual for Roads and Bridges (DMRB) CD 123 in respect of visibility at signal-controlled junctions, which consist of nearside and offside primary signals on approaches, and paragraph 7.2 states that, "*Each traffic lane shall have clear visibility of at least one primary signal associated with its particular movement, from a distance equivalent to the desirable minimum SSD of the approach road.*" In summary, the position of the digital advertising display is not considered to be in conflict with the motorist's view of the pedestrian and cyclist crossing to the west of the proposal site and the associated nearside primary traffic signal.
- 2.28. In addition, the nearside and offside pedestrian and cyclist crossing traffic signal heads comprise of backing boards and this will further help to isolate them from the digital advertising display and ensure that the signal heads are clear to drivers, and it is understood that the night time brightness of the proposed digital display up to 300cd/m2 is generally lower than the luminance of traffic signals.
- 2.29. To mitigate any potential public safety concerns about the position of the proposed digital advertising display in relation to the traffic signals that control the signalised pedestrian and cyclist crossing on Bell Lane to the west of the proposal site, the applicant would be prepared to reduce night time illumination to 150 cd/sqm.
- 2.30. For the above reasons, it is considered that the proposed digital advertising display will not create an unacceptable impact for traffic passing the site on the B6222 Bell Lane eastbound approach in terms of risk to public safety.

Pedestrian and Cyclist Environment

- 2.31. There is a signalised pedestrian and cyclist crossing on Bell Lane around 65m to the west of the proposal site.
- 2.32. The pedestrian green and red signal aspect positions are displayed low down on the poles that the pedestrians are standing immediately next to before crossing the highway. As a result, it is considered that the position of the proposed digital advertising display is not going to conflict or interact with this controlled crossing in terms of creating an unacceptable pedestrian distraction impact, and there is no risk to the safety of road users.
- 2.33. There are low level traffic signals provided on the cycle crossing element that face north and south towards the off-carriageway cycle lane approaches on either side of the carriageway, and not towards the proposed west facing digital advertising display.
- 2.34. The dropped kerb crossing on the Chesham Fold Road arm of the adjacent B6222 Rochdale Old Road / B6222 Bell Lane / Chesham Fold Road / Willow Street priority crossroads is on the opposite side of the junction and not in alignment with the proposal site that is located to the south, and pedestrians crossing in both directions will be looking at the approaches to the junction to identify gaps in the traffic flow to cross the road, which is not towards the location of the digital advertising display, and therefore there will be no interaction or safety conflict.



- 2.35. It is concluded that the digital advertising display proposal would not raise any public safety issues for pedestrians and cyclists.

Summary

- 2.36. The site assessment has reviewed the proposal site in the context of the key factors that are relevant in terms of the consideration of the acceptability of the site for roadside digital advertising.
- 2.37. In summary, it is considered that the proposal to install a single sided 48-sheet digital advertising display:
- Is in a location where the principle of advertising has long been established.
 - Does not conflict with the adjacent B6222 Rochdale Old Road / B6222 Bell Lane / Chesham Fold Road / Willow Street priority crossroads junction.
 - Benefits from appropriate forward visibility on the Bell Lane eastbound approach.
 - Does not conflict with traffic signs.
 - Is in an acceptable location in terms of traffic signal heads associated with the nearby controlled pedestrian and cyclist crossing on Bell Lane to the west of the site.
 - Does not present a risk in terms of the pedestrian and cyclist environment.
 - Will not create an unacceptable impact in terms of driver distraction and risk to road safety for traffic in view of the proposal site.



3. Review of Accident Data

Introduction

- 3.1. In order to examine whether the proposal for a digital advertising display at this location on the B6222 Rochdale Old Road is likely to cause a highway safety concern, the Crashmap database has been reviewed to identify personal injury accidents that have occurred in the vicinity of the site and where the proposal site would be in view, for the most recent five-year period available (2020 to 2024). A plan of accident locations within the five-year period is shown below in **Figure 3.1**.

Figure 3.1: Accident Location Plan

Source - www.crashmap.co.uk



Analysis

- 3.2. As shown, in the most recent five-year period, the records indicate only two injury accident have occurred in the vicinity of the proposal site. Both accidents were classified as slight; no serious or fatal incidents have been recorded.
- 3.3. The first incident occurred in 29/02/2020 and involved a car and a pedestrian. The second accident took place on the 09/06/2021 and it involved two cars. As detailed in the site assessment section, the proposal site will not conflict with the controlled and uncontrolled pedestrian crossings that are located in the vicinity.
- 3.4. Whilst all traffic accidents are regrettable, the rate of accidents over the most recently available five-year period is not considered to be indicative of any underlying highway safety issues on the network. Therefore, there is no

evidence to suggest that the proposed digital advertising display would have any detrimental impact on highway safety.

Summary

- 3.5. It is considered that the proposal site for a single-sided digital advertising scheme is in a good location in terms of the recent accident record in the vicinity, and the accident data does not indicate any prevailing safety issues.
- 3.6. In summary, there will not be a conflict with the development proposal to erect a digital advertising display at this location, and it is not likely to cause a road safety problem.



4. Conclusions

Summary

- 4.1. Astute Transport Planning Ltd has been commissioned by Wildstone Group Ltd to support a proposal for a single-sided digital advertising scheme at 2 Rochdale Old Road in Bury, Greater Manchester (BL9 7LQ).
- 4.2. The principle of advertising in this location has long been established, as the proposal site has hosted a paper and paste advertising at this location for at least 10 years. As a result, the site is considered to benefit from Deemed Planning Consent under Class 13 of the Advertisement Regulations, as advertisements have been continually displayed for the preceding 10 years.
- 4.3. The proposal is to erect a 48-sheet digital advertising display (6m wide by 3m high) at the western gable end of No. 2 Rochdale Old Road, on the south side of the B6222. The proposal site is adjacent to the B6222 Rochdale Old Road westbound carriageway, and it can be seen along some of Willow Street on the approach to the Rochdale Old Road / Chesham Fold Road / Willow Street / B6222 Bell Lane priority crossroads junction. The advertising screen will have the same location, orientation and height above ground level (2.8m) as the existing paper and paste display at the site, and it will be set back approximately 5m from Rochdale Old Road. The digital display will be fixed onto the western end of the building and face in a westerly direction towards traffic on the Bell Lane eastbound carriageway at the aforementioned priority junction.
- 4.4. It is important to note that the proposal will still be displaying static adverts and as such it is not considered that the proposal represents a material change or risk in terms of road safety. With the use of appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising such as paper and paste. The only change that will result from the proposal relates to the digital LED illumination and the sequential change of adverts. The proposed introduction of a static digital format will permit the changeover between adverts to be silent and instantaneous, which will ensure that both eye dwell time and the level of distraction is minimised. It is therefore considered that there should be no material difference in road safety terms between a static paper and paste site and a digital advertising site, given that the proposed digital screen will be subject to the appropriate controls as detailed in Section 2 of this report (paragraphs 2.5 and 2.29).
- 4.5. The proposal site has been reviewed with due consideration given to the following factors, and the assessment has demonstrated that the proposed digital advertising display:
 - Is in a location where the principle of advertising has long been established.
 - Does not conflict with the adjacent Rochdale Old Road / Bell Lane / Chesham Fold Road / Willow Street priority crossroads junction.



- Benefits from appropriate forward visibility on the Bell Lane eastbound approach.
- Does not conflict with traffic signs.
- Is in an acceptable location in terms of traffic signal heads associated with the nearby controlled pedestrian and cyclist crossing on Bell Lane to the west of the site.
- Does not present a risk in terms of the pedestrian and cyclist environment.
- Will not create an unacceptable impact in terms of driver distraction and risk to road safety for traffic in view of the proposal site.

4.6. The review of the accident statistics shows that only two slight accidents have occurred in the five-year period reviewed up to the 31st December 2024 on the key approaches in the vicinity of the site. Therefore, the proposal site for a single-sided digital advertising display is in a good location in terms of the recent accident record in the vicinity, and the accident data does not indicate any prevailing safety issues.

Conclusion

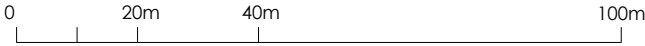
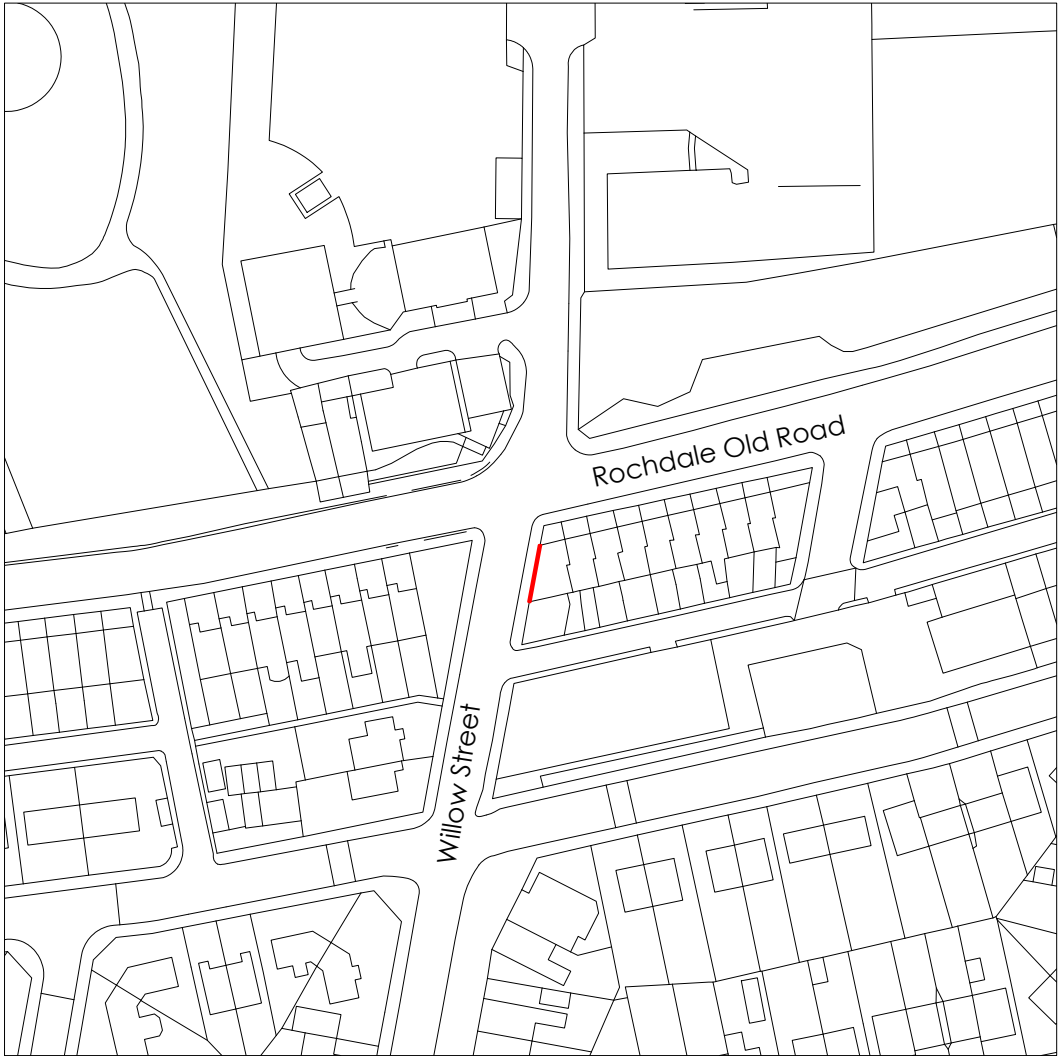
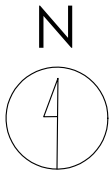
- 4.7. Taking into account the findings of this highway safety report the applicant considers that the proposed digital advertising display would not have an unacceptable or severe impact on highway safety at this location, and therefore is not contrary to the National Planning Policy Framework (December 2024) and is in line with other relevant national and local policy guidance.
- 4.8. In conclusion, the proposal for a single-sided digital advertising display at 2 Rochdale Old Road in Bury, BL9 7LQ, will not adversely impact on driver or pedestrian distraction, and so does not present a risk to road safety or a danger to road users. It is therefore considered that there are no significant transport reasons why the development proposals should not be granted planning permission.



Appendix A

Proposed Scheme Drawings





Title
Site Location Plan

Address
2 Rochdale Old Road, Bury, BL9 7LQ

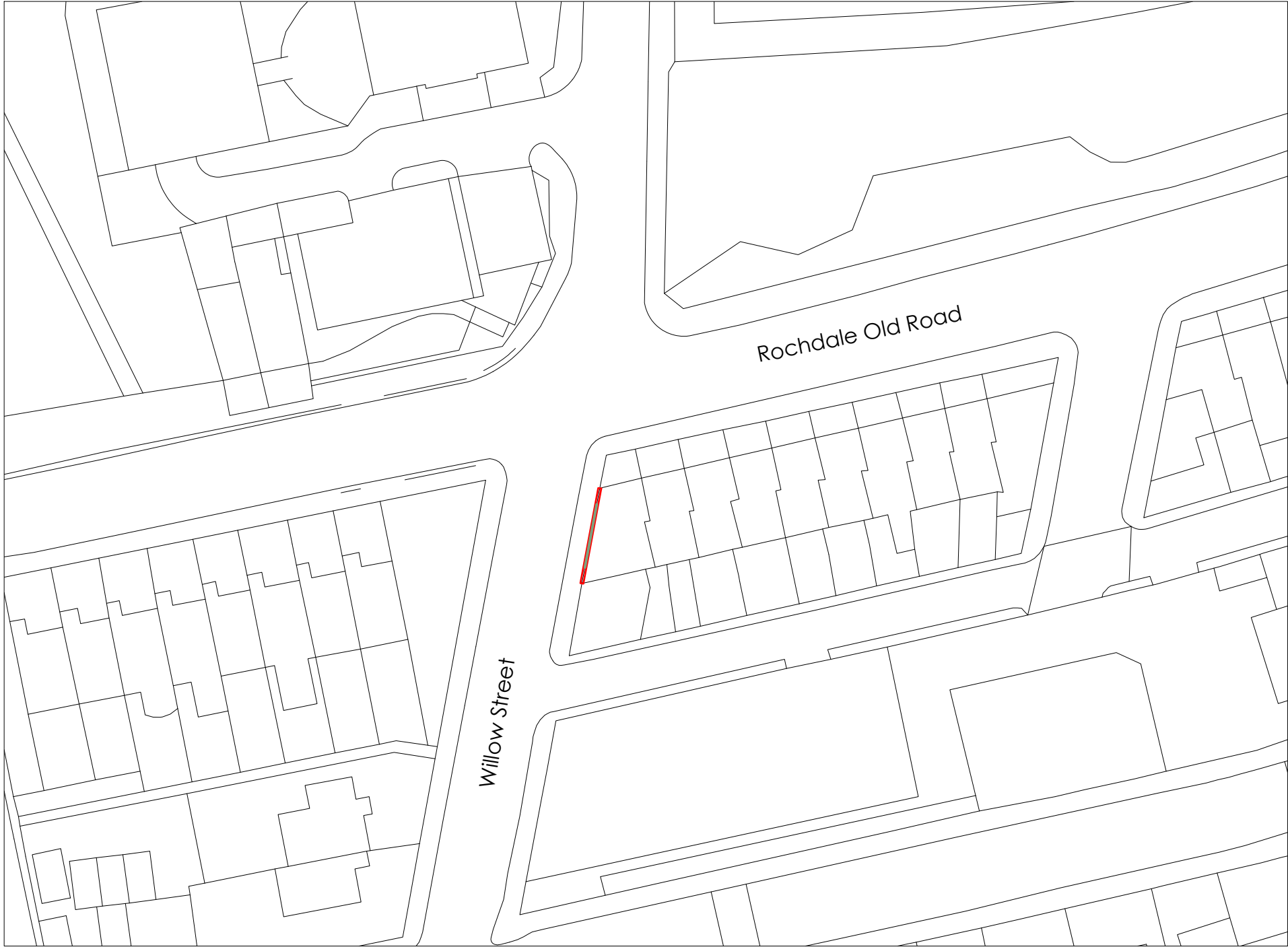
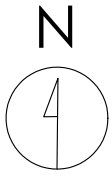
Client
The Wildstone Group

Job No. 2898	Issued 07/11/25
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Scale
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Key
 1. Site Boundary

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.



Title
Existing Site Plan

Address
2 Rochdale Old Road, Bury, BL9 7LQ

Client
The Wildstone Group

Job No. 2898 **Issued** 07/11/25

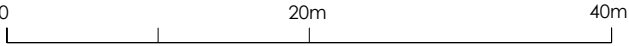
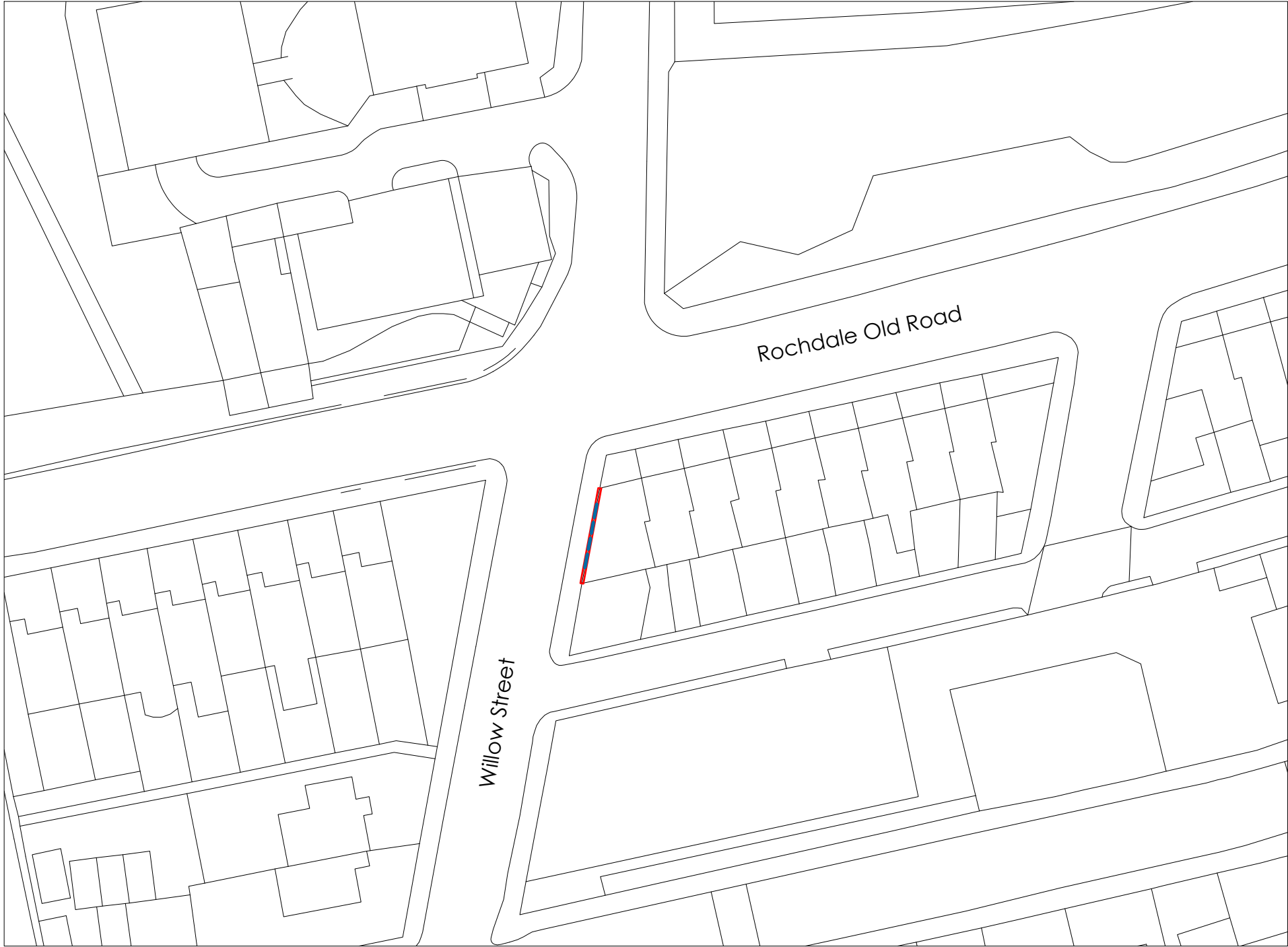
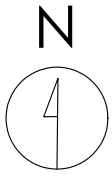
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1:500 @ A3

Key

1.	Site Boundary
2.	Existing Advertising Panel to be Removed

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

0 20m 40m



Title
Proposed Site Plan

Address
2 Rochdale Old Road, Bury, BL9 7LQ

Client
The Wildstone Group

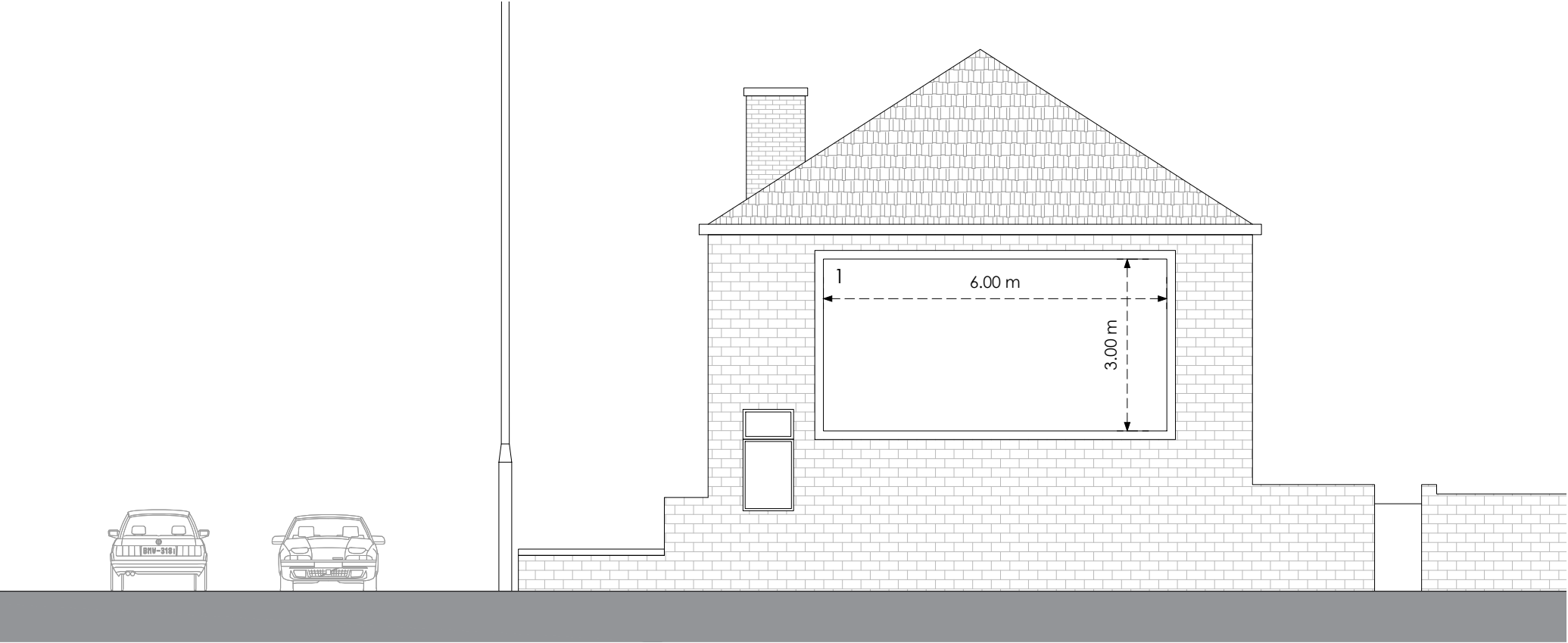
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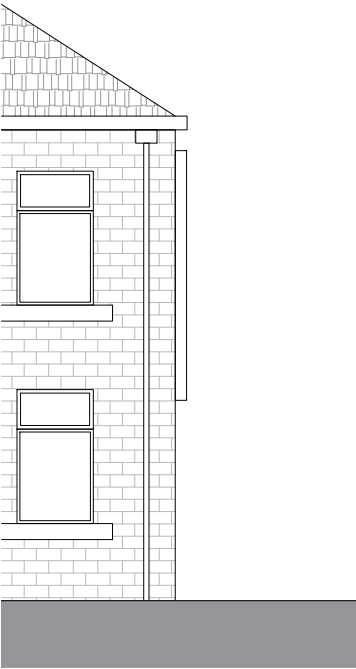
Key

1.	Site Boundary
2.	Proposed Digital Display

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

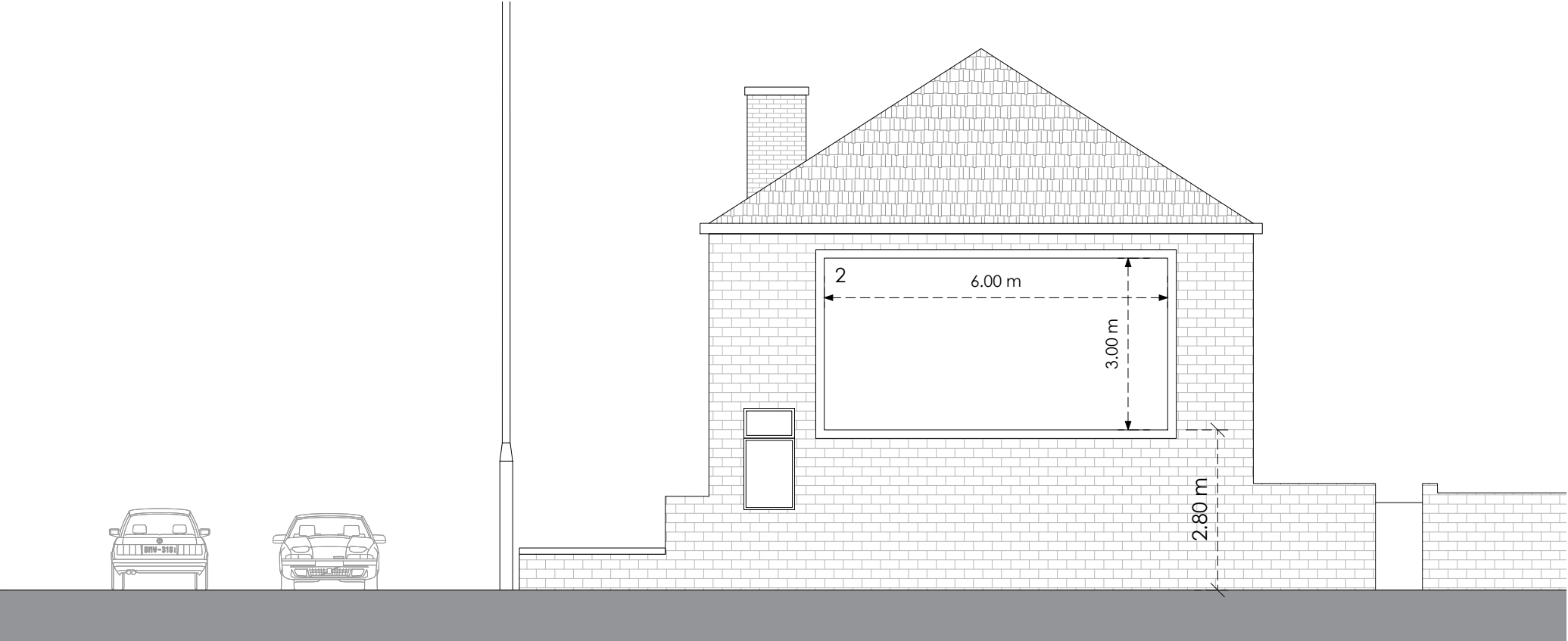


Front

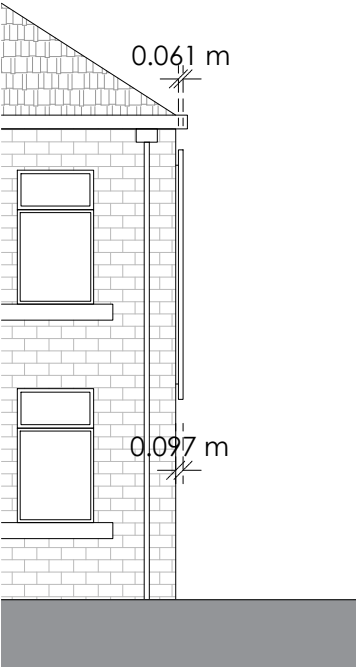


Side

Existing



Front



Side

Proposed

0 4m 8m

Title
Existing and Proposed Elevations

Address
2 Rochdale Old Road, Bury, BL9 7LQ

Client
The Wildstone Group

Job No. 2898 **Issued** 07/11/25

Scale
1:100 @ A3

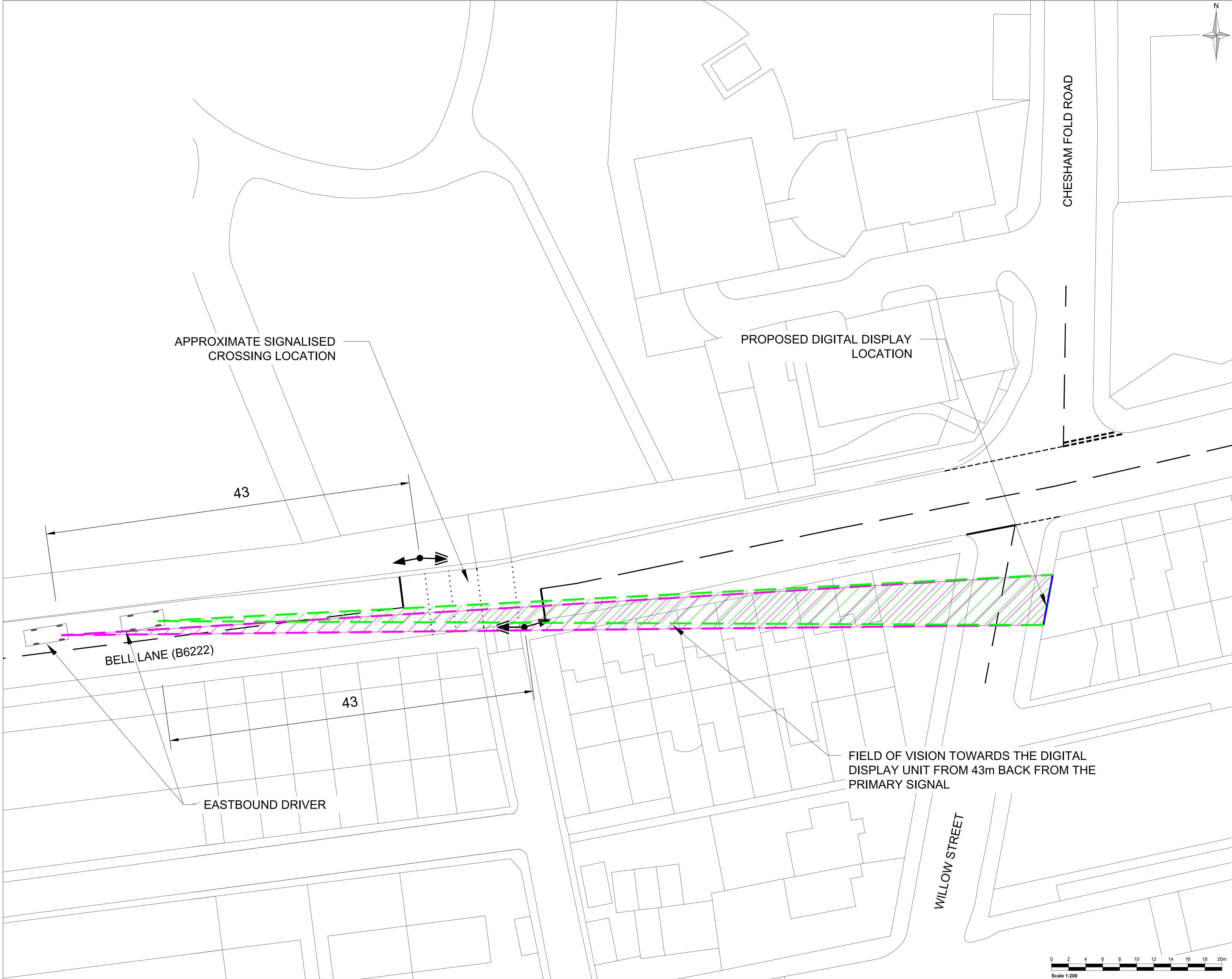
- Key**
- 1. Existing Advertising Panel
 - 2. Proposed Digital Display

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction.

Appendix B

Driver Visibility Review Plan





NOTES

- THIS IS NOT A CONSTRUCTION DRAWING AND IS INTENDED FOR ILLUSTRATIVE PURPOSES ONLY.
- ALL DIMENSIONS ARE IN METERS UNLESS SPECIFIED OTHERWISE.
- ROAD MARKINGS ARE TAKEN FROM AERIAL PHOTOGRAPHY AND SHOULD BE TREATED AS INDICATIVE ONLY.

LEGEND

- PROPOSED DIGITAL DISPLAY INDICATIVE LOCATION
- LINE OF VISIBILITY TO DIGITAL DISPLAY EXTENTS FROM PRIMARY SIGNAL 43m OFFSET
- FIELD OF VISION TOWARDS THE DIGITAL DISPLAY FROM PRIMARY SIGNAL 43m OFFSET
- LINE OF VISIBILITY TO DIGITAL DISPLAY EXTENTS FROM SECONDARY SIGNAL 43m OFFSET
- FIELD OF VISION TOWARDS THE DIGITAL DISPLAY FROM SECONDARY SIGNAL 43m OFFSET
- PRIMARY SIGNAL
- SECONDARY SIGNAL

P01	FIRST ISSUE	11/03/26	LB	GW	PT
Rev	Amendments	Date	By	Chk	Auth



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Drawing Status & Suitability Code		FOR INFORMATION		S2
Client WILDSTONE GROUP LTD				
Project ROCHDALE OLD ROAD, BURY				
Drawing Title DRIVER VISIBILITY REVIEW PLAN				

Scale 1:200		@ A1		Project No. A26033	
Designed LB	Drawn LB	Checked GW	Authorised PT		
Date 11/03/26	Date 11/03/26	Date 11/03/26	Date 11/03/26		

Drawing Number A26033-ATP-HGN-ZZ-DR-CH-00001				Rev P01
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