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DIGITAL ADVERTISING CASTLEGATE, HUDDERSFIELD

HIGHWAY SAFETY REPORT

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1 INTRODUCTION

1.1 OVERVIEW

1.1.1 Andrew Moseley Associates (AMA) has been commissioned by Dewar Planning Associates to prepare a Highway Safety Report (HSR) in support of a planning application for a proposed digital advertisement sign (DAS) located on A62 Castlegate, Huddersfield.

1.1.2 The Local Planning Authority (LPA) and the Local Highway Authority (LHA) is Kirklees Council (KC).

1.2 PROPOSAL SITE

1.2.1 The application site consists of a parcel of land to the south of A62 Castlegate, and to the south-west of the Castlegate Interchange which is located in a business area in Huddersfield town centre. The site is located immediately adjacent to the A62 Southgate (northbound) left turn lane joining A62 Castlegate (westbound), located on a grass verge between the carriageway and the Tesco Superstore car park. To the north-west of the proposed site location is a footway / cycleway which connects to a toucan crossing across the left-turn slip road. The site location is illustrated in **Figure 1**.

1.3 APPLICATION PROPOSAL

1.3.1 This application brings forward a proposal to erect a single sided freestanding DAS on land to the south-west the Castlegate Interchange and to the north-east of the Tesco Superstore and associated car parking in Huddersfield.

1.3.2 The proposed dimensions for the DAS are as follows and are as detailed in **Appendix A**:

- Width – 6.0m
- Screen height – 3.0m
- Screen distance from ground – 2.0m
- Total frame height – 5.4m
- Screen depth – 0.11m
- Total frame depth – 0.51m

1.3.3 The surrounding structures of the unit will be finished in high quality brushed steel. The DAS will be north-east facing and be situated parallel to A62 Southgate left-turn slip road to A62 Castlegate.

1.3.4 The following planning conditions are proposed by the Applicant to control the operation of the digital displays to ensure that the screens operate in a safe manner:

- The displays will be controlled by conditions in accordance with the Institution of Lighting Professionals 'Brightness of Illuminated Advertisements' (2015) guidance, with luminance limited to 300cd/m2 so as not to cause glare.
- The sign shall not display any moving, or apparently moving, images.

- The sequential advertisements shall not change more than once every 15 seconds.
- Any sequential change between advertisements will take place over a period no greater than one second unless otherwise agreed with the Local Authority and / or Highways England.

1.3.5 Detailed plans showing the proposals for the digital media screens have been included as **Appendix A** to this report.

1.4 REPORT STRUCTURE

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

- Chapter 2 considers the relevant policy and guidance within which this proposal is being brought forward.
- Chapter 3 sets out the proposal in more detail and reviews its relationship with the surrounding highway infrastructure.
- Chapter 4 reviews the accident data relevant to the proposal site.
- Chapter 5 provides details on other roadside advertisements adjacent to the M621 and comparable sites within other urban motorway environments.
- Chapter 6 sets out the summary and conclusion of the report.

2 POLICY BACKGROUND

2.1 INTRODUCTION

2.1.1 This chapter considers the relevant policy and guidance within which this development is being brought forward.

2.2 NATIONAL PLANNING POLICY FRAMEWORK

2.2.1 In relation to advertising, paragraph 67 in the National Planning Policy Framework (NPPF) states that:

> *"…Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".*

2.2.2 The overarching presumption in favour of sustainable development also covers a proposal having an acceptable safety impact, and this is applicable in the case of an application for roadside advertising and the public safety impact. Accordingly, whether the proposal site is likely to be so distracting that it creates an unacceptable hazard is considered to be the key policy test and this report assesses the highway safety implications of the proposal to convert the existing advertising hoardings to digital screens at the site.

2.3 NATIONAL PLANNING POLICY GUIDANCE (NPPG)

2.3.1 This replaces a number of older guidance notes and complements the NPPF. The NPPG recognises that where advertisements are more likely to affect public safety on the roads they will require more careful consideration, but this does not necessarily mean that advertising will be unacceptable in these locations.

> *"All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to affect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline".*

2.4 COMMUNITIES AND LOCAL GOVERNMENT CIRCULAR 03/2007: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

2.4.1 Although withdrawn in March 2014, the circular echoes the guidance in NPPG in relation to advertising.

2.5 PLANNING POLICY GUIDANCE (PPG) 19: OUTDOOR ADVERTISING CONTROL

2.5.1 Though now withdrawn and superseded by NPPF, previous guidance provided in paragraph 15 of PPG19 'Outdoor Advertising Control' provided useful information as follows:

"The vital consideration, in assessing advertisement's impact, is whether the advertisement itself, or the exact location proposed for its display is likely to be so distracting, or so confusing, that it creates a hazard to or endanger people in the vicinity who are taking reasonable care for their own or others safety".

2.5.2 This indicates a presumption in favour of allowing advertising unless there are particular circumstances that give rise to a significant risk above those normally associated with driving in general.

2.6 THE IMPACT OF ROADSIDE ADVERTISING ON DRIVER DISTRACTION

2.6.1 HE (formerly the Highways Agency) commissioned a report 'The Impact of Roadside Advertising on Driver Distraction' (June 2008), which reviewed a range of previous studies but was unable to provide a clear recommendation on the acceptable location for advertising. It also concluded that there was no identifiable cluster of accidents in close proximity to roadside advertisements.

2.7 TRANSPORT FOR LONDON (TFL): GUIDANCE FOR DIGITAL ROADSIDE ADVERTISING AND PROPOSED BEST PRACTICE

2.7.1 The TfL document 'Guidance for Digital Roadside Advertising and Proposed Best Practice' (2013) provides clear advice regarding the acceptable form of, or location for, digital roadside advertising.

2.7.2 The guidance acknowledges that there is no demonstrable proof that advertisements cause traffic collisions or are inherently unsafe. It is noted that advertisements can contribute to driver distraction in situations where drivers are faced with increased cognitive demand such as at busy junctions, merges, diverges, complicated road geometries and sections of road with high speed limits. The siting of advertisements in such locations like the proposal site are not uncommon or always unacceptable, but will require more careful consideration than in areas where the road layout is less complicated and the demands on the driver are lower. It is important to ensure that the level of driver distraction is minimised, particularly in locations where the demands on the driver are higher. The document recommends a series of assessment criteria as best practice guidance for the consideration of the acceptability of sites for roadside digital advertisements.

2.7.3 Although the proposed 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. This document is used by Local Planning Authorities as well as TfL.

2.8 SUMMARY

2.8.1 The above policy review has described the framework within which the acceptability of the proposal site needs to be assessed.

2.8.2 The overarching message from policy and guidance is that there is not a presumption against roadside digital advertising, however where advertisements are more likely to affect public safety on roads they will require more careful consideration and detailed analysis to ensure that no unacceptable conflicts will arise. In addition, relevant research and guidance on roadside advertisements points to there being no real evidence that advertisements cause traffic collisions or create unsafe conditions for road users. The guiding principles for assessment as set out in the TfL document are considered to be equally applicable with regard to the SRN outside of London.

2.8.3 The site assessment, accident analysis and review of existing precedent are discussed in detail in the following chapters, and this report seeks to demonstrate that the proposal to convert the existing advertising hoardings to digital screens on the site of Fairfield House, New Craven Gate in Leeds will not adversely impact on driver distraction, and so does not present an unacceptable risk to road safety.

3 SITE ASSESSMENT

3.1 INTRODUCTION

3.1.1 The application site consists of a parcel of land to the south-west of the A62 Castlegate traffic signal junction located within the A62 inner ring road in Huddersfield town centre. The site is located immediately adjacent to the A62 Southgate (northbound) approach left-turn lane joining A62 Castlegate (westbound), located on a grass verge between the carriageway and the Tesco Superstore car park. To the north-west of the proposed site location is a footway / cycleway which connects to a toucan crossing across the left-turn slip road.

3.2 KEY CONSIDERATIONS

3.2.1 The following factors will be subject to detailed analysis to ensure that no conflicts will arise as a result of the proposals in relation to the A62 / A641 junction approaches and the local road network:

- Proximity to junctions and merge / diverge arrangements.
- Proximity to traffic signals.
- Proximity to pedestrian crossing.
- Review of the sight lines (forward visibility) to the media screens in relation to the minimum message display duration.
- Existing accident rates on the key approaches in the vicinity of the proposal site.
- Arrangement of the highway layout in the vicinity.

3.3 SITE DESCRIPTION

3.3.1 The proposed site is located immediately adjacent to the A62 Southgate northbound carriageway left-turn slip road to the A62 Castlegate westbound carriageway, forming part of the Castlegate Interchange. The Castlegate Interchange is formed of five roads; A641 Northgate; Lower Fitzwilliam Street; A62 Southgate; A62 Castlegate; A641 Oxford Street as well as Unna Way which runs from A62 Castlegate and forms a tunnel under the Castlegate junction from the west, and emerging to the south of the interchange and connecting with A62 Southgate. The Castlegate Interchange forms the north-eastern extent of the Huddersfield town centre ring road. The speed limit of the interchange and associated slip roads is 30mph.

3.3.2 The images shown in **Figures 2** and **Figure 3** have been taken from Google Live Traffic Data for typical weekday morning and evening peak periods to illustrate traffic flow conditions in the vicinity of the proposed site. These images indicate relatively free flowing traffic conditions through the Castlegate Interchange and the associated slip roads.

3.3.3 When considering the general street furniture at the Castlegate Interchange there are multiple traffic signals directing traffic from all approaches as well as road signs occurring well in advance of the interchange itself, meaning eye lines through the junction are clear and without obstacles.

3.3.4 The Castlegate Interchange currently has two advertising billboards located just north of the junction, one of which is located on the footway just west of the A641 Oxford Street carriageway and the other just off the footway to the north of the A641 Northgate slip road to A641 Oxford Street.

3.4 A641 NORTHGATE

3.4.1 A641 Northgate meets the Castlegate Interchange from the north with five lanes for movements in all directions. The DAS will be located approximately 60m to the south-west of the approaches closest vehicle stop line. Vehicles turning left onto Lower Fitzwilliam Street and ahead onto A62 Southgate are not facing the direction of the board which is located to the right-hand side and so is not in the eye line of the vehicles.

3.4.2 The location of the proposed DAS is illustrated in **Figure 4** and is to the furthest south-western extent of the Castlegate Interchange, meaning it is behind, and thus does not restrict the view of, all traffic signals directing movements from the A641 Northgate arm of the junction.

3.5 LOWER FITZWILLIAM STREET

3.5.1 Lower Fitzwilliam Street approaches the Castlegate Interchange from the west, forming two lanes. The DAS will be located approximately 65m to the west and just to the left of the oncoming vehicles forwards sight line.

3.5.2 The location of the DAS is illustrated in **Figure 5** and will not impede the view of any traffic signals for the Lower Fitzwilliam Street approach. Road signage is located approximately 50m prior to the vehicle stop line and approximately 110m from the proposed DAS location meaning there will be little interference for drivers when looking at road signage.

3.5.3 The DAS will be situated to the left of the single road sign within the Interchange itself, of which is not aimed at traffic from the east, but from the north, and therefore the location of the digital advertising board will not be at a detriment to drivers negotiating the junction from Lower Fitzwilliam Street.

3.5.4 The sight lines for vehicles turning right onto A641 Northgate to see oncoming vehicles and the direction of travel will not be affected by the DAS, as well as the site lines for vehicles turning south onto A62 Southgate. For vehicles travelling ahead onto A62 Castlegate the DAS will be to the left of the carriageway and will not impede any sight lines looking forward down A62 Castlegate.

3.6 A62 SOUTHGATE

3.6.1 A62 Southgate approaches the Castlegate Interchange from the south, forming two lanes and a slip road for traffic heading west onto A62 Castlegate. The DAS will be located approximately 30m to the west of the vehicle stop lines and directly adjacent to the slip road vehicle slip stop lines. Due to the location, forward facing vehicles will not be facing the display and will not be in the driver's eye line in relation to these routes.

3.6.2 The DAS location is illustrated in **Figure 6** to the nearside of and is approximately 100m from the approaches road signage and as detailed above will be facing in a different direction to oncoming traffic and therefore will be out of forward site lines.

3.6.3 For vehicles using the slip road to join A62 Castlegate the DAS will not be visible other than the structural components and profile of the screen, with vehicles travelling in a north-western direction and the screen facing the north-east.

3.6.4 Furthermore, it is demonstrated that the forward visibility of vehicles using the A62 Southgate slip road onto A62 Castlegate will not be impeded. **Appendix B** details the forward visibility envelope of vehicles using the slip lane.

3.6.5 Given the 30mph speed limit of the road and the approach to the Castlegate Interchange as well as the 'SLOW' warnings on the carriageway itself, a speed of 25mph has been assumed for the approaching traffic. Table 7.1 in Manual for Streets (MfS) sets out a 33m stopping sight distance (SSD) adjusted for bonnet length for required visibility for vehicles of this speed. The visibility envelope set out in **Appendix B** illustrates that the proposed DAS will have no impediment on the vehicles forward visibility meaning no reduction in vehicle or pedestrian safety on the A62 Southgate westbound slip road.

3.6.6 Whilst there is a crossing very close to of the site of the proposed DAS, the angle of the screen is not visible by moving vehicles going down this single slip road so their attention would not be drawn to the billboard.

3.7 A62 CASTLEGATE

3.7.1 A62 Castlegate approaches the Castlegate Interchange from the west, forming two lanes. The advertising display will be located approximately 35m to the south of the approaches vehicle stop line. Due to the location, no vehicles will be directly facing the display and will not be in the driver's eye line in relation to these routes, with both forward facing traffic and the DAS facing in an approximate north-eastern / eastern alignment.

3.7.2 The A62 Castlegate approach to the interchange has clear site lines throughout the approach with all road signs located to the left-hand side of the carriageway. The location of the DAS is illustrated in **Figure 7** and will clearly not impede any site lines for drivers approaching and negotiating the interchange.

3.8 UNNA WAY

3.8.1 The location of the DAS will be completely unsighted for traffic approaching Castlegate Interchange on Unna Way and proceeding under the junction.

3.9 SUMMARY

3.9.1 In summary, it is considered that the DAS facing north-east across the Castlegate Interchange:

- Is in a location where static advertising already exists.
- Does not conflict with signage on this approach.
- Is in an acceptable location in terms of forward visibility and driver sight lines negotiating the junction.
- Will not create an unacceptable impact in terms of driver distraction for traffic passing the site in terms of risk to road safety.

4 REVIEW OF ACCIDENT DATA

4.1 INTRODUCTION

4.1.1 In order to examine whether the proposal to erect a DAS hoarding at the site is likely to cause a safety concern, the Crashmap database has been interrogated for a five-year period dating back from the most recent available data.

4.2 ANALYSIS

4.2.1 A total of seven Personal Injury Collisions (PIC's) occurred on the approaches to the Castlegate Interchange and within the vicinity of the proposed site location, the most recent of which occurred in June 2018.

4.2.2 The data contained on the Crashmap website can be broken down as follows:

- A641 Northgate arm: Two slight PIC's
- Lower Fitzwilliam Street arm: No PIC's
- A62 Southgate arm: Two serious PIC's and one slight PIC
- A62 Castlegate arm: Two slight PIC's.

A641 NORTHGATE

4.2.3 The two slight PIC's for the A641 Northgate approach both resulted in one casualty, with one incident involving two vehicles and the other three. Given the close proximity to the junction, it can be deduced that the PIC's are likely to have occurred as a result of a failure of drivers to stop, resulting in rear end shunts.

A62 SOUTHGATE

4.2.4 The two serious PIC's that occurred on the A62 Southgate arm of the junction were located on the slip road joining A62 Castlegate and the A62 Southgate southbound carriageway leaving exiting the Interchange network, just prior to the minor T-junction with Broadway.

4.2.5 The serious PIC that occurred on the slip road involved two vehicles and resulted in two casualties.

4.2.6 The serious PIC that occurred on the exit to the Interchange involved a pedestrian at the pelican crossing across A62 Southgate. The collision occurred in 2014 and has not seen a repeat incident. From this it can be deduced either pedestrian or driver error was a primary cause for the incident.

4.2.7 The slight PIC occurred just prior to the slip road to A62 Castlegate and involved two vehicles. The collision occurred in 2017.

A62 CASTLEGATE

4.2.8 The two slight PIC's occurred on the westbound carriageway of the A62 Castlegate arm, leaving the interchange. Both PIC's involved two vehicles and resulted in one casualty.

4.3 SUMMARY

4.3.1 There has been a total of seven accidents that have occurred between 2014 and 2019 on the approaches relevant to the proposal site, and given this low frequency of accidents it is considered that overall the study area is not characterised by a poor safety record in this context.

5 COMPARABLE SITES AND PRECEDENTS

5.1 INTRODUCTION

5.1.1 This chapter provides some details on precedent sites that are adjacent to main roads within built up, city environments as well to the SRN. These examples include DAS's alongside the A63 in Leeds, the A62 Southgate in Huddersfield which are of greatest relevance to the proposed site, as well as the M621 and those in the Birmingham Motorway Box. In addition, information is provided on DAS's in London, Manchester and Liverpool that are located alongside urban motorways and major arterial routes linking motorways and city centres. Where possible, PIC records in the vicinity of the sites for the years preceding and following the introduction of the digital advertising displays have been compared to assess whether there has been any noticeable impact on road safety.

5.2 SHOREHEAD ROUNDABOUT, A62, HUDDERSFIELD

5.2.1 There is a DAS located approximately 600m to the south of the proposed site location, at the Shorehead roundabout, where the A62 Southgate, A629 Wakefield Road and A62 Queensgate meet. The sign is location is shown in **Figure 8** and is located to the nearside of the carriageway for traffic arriving from the west on A62 Queensgate and directly infront of traffic arriving from the south on A620 Wakefield Road. The DAS was granted permission on the 9th April 2013 (reference number: 2013/64/90457/W).

5.2.2 The sign was installed on the eastern extent of the Kingsgate Shopping Centre and is 6.0m x 3.0m. The sign presents a very similar scenario to that of the proposed site, being similar in size and in a very similar location, albeit at a roundabout, rather than a traffic signal-controlled interchange. As with the proposed site, the DAS does not directly impede any driver sight lines, and does not interfere with any street furniture, with the angle of the screen targeting one direction of traffic.

5.3 LEEDS ADVERTISING SITES

5.3.1 There is a DAS located along the A63 when leaving Leeds city centre, facing south-west towards traffic heading towards Leeds city centre on A61. The initial application for the sign (reference number: 17/00854/ADV) was rejected on the 14th April 2017, but was later accepted at appeal. The sign presents a very similar scenario to that of the proposed site, being located next to a traffic signal-controlled interchange. Differing from the proposed site, the screen was rejected on the basis of a history of accidents at the junction associated with signal violations. The rejection was later waivered upon the conditions that luminance be controlled as well as frequency of image change.

5.3.2 The proposed site does not suffer from a detrimental accident record as illustrated previously in the report and will also operate under similar conditions to that detailed above, with the screen image being static and changing based on agreed intervals. Whilst the above DAS was refused on the basis of road traffic accidents, a review of Crashmap has shown no increase in collisions since the sign was approved with three collisions occurring directly infront of the site before it was installed, and none registered since.

5.3.3 Another DAS is located adjacent to the A61 Hunslet Road, facing south towards traffic heading towards Leeds just prior to a traffic signal-controlled Interchange and almost level with the vehicle stop line. The application was granted on the 6th October 2014 (reference number: 14/04343/ADV). A Crashmap review of the period before and after the permission was granted shows no change in crash patterns and no increase in collisions as a result of the installation. This location of the sign is shown in **Figure 9**.

5.3.4 There is an existing DAS adjacent to the M621 between Junctions 1 and 2 as well as another single sided advertising hoarding located adjacent to the M621 between Junctions 4 and 5, which is directed towards the westbound carriageway of the motorway.

5.4 SALFORD ADVERTISING SITES

5.4.1 There are examples of more DAS's on primary routes in city centre locations in Salford, Manchester. A large backlit display was converted to an LED screen of 7.5m in height on Trinity Way, to the northern side of the Salford Central railway bridge as shown in **Figure 10** (application reference: 15/67476/ADV) as well as a two back-to-back DAS facing both east and westbound along A57 Regent Road as shown in **Figure 11** (application reference: 17/67762/ADV). Both applications were successful and present similar scenarios to that of the proposed site, being located on or next to A roads (A6 and A57) in city centre locations.

5.4.2 There is an existing DAS located further west along the A57 in Salford on an overhead gantry where traffic approaching the city from the M602 meets traffic on the arterial A5063 and A57 routes as shown in **Figure 12**. This example presents a much larger scale DAS than that of the proposed site, with the proposals being less onerous than the example seen in Manchester as well as many others across the county.

5.5 BIRMINGHAM MOTORWAY BOX OVERVIEW

5.5.1 There is precedent for advertising in general around the Birmingham Motorway Box. This shows a general acceptance for allowing advertising in suitable locations adjacent to urban roads.

5.5.2 There are two particular clusters of permitted advertising hoardings on totem structures, or otherwise elevated, to address the M6 and M5. These are located between Junctions 9 and 8 on the M6 and Junctions 1 and 2 on the M5. They include conventional, back lit and digital advertising installations as illustrated in **Figure 13**.

5.5.3 Elsewhere in the UK there are many examples of advertising hoardings adjacent to urban motorways and an increasing number of permitted DAS's that have been approved by local authorities and on appeal following consultation and agreement with HE. These include signs of a similar size, nature and control as this proposal.

5.6 M3 LONDON CASE STUDY

5.6.1 There is an existing digital advertising display on Hanworth Road, which is located adjacent to the M3 Junction 1 southbound off-slip. This advertising site has been subject to two Planning Appeals in 2005 and 2006. In the Appeal Decision Notice dated 6th April 2005 (Appeal Reference: APP/Z3635/H/05/1173769) the Inspector concluded that the proposed advertising display would not be detrimental to the interests of public safety.

5.6.2 In the Appeal Decision Notice dated 19th October 2006 (Appeal Reference: APP/Z3635/H/06/1199191) the Inspector stated that he saw no reason to consider that this display would appear as such a sudden or unusual feature that it would be likely to distract the attention of those drivers on the motorway exercising due care and attention for themselves and other road users, and this contradicted the objection from HE. He concluded that the proposed advertising display would not be detrimental to the interests of public safety. The advertising application reference 13/01253/ADV was for the replacement of the two existing internally illuminated 5m wide x 7.5 high 'light box' advertising units with two internally illuminated 5m wide x 7.5m high 'LED screen' advertising units.

5.7 BOWRING PARK ROAD TWIN ADVERTISING TOWERS, LIVERPOOL

5.7.1 This site comprises of two dual facing LED advertisement screens (7.5m x 5m) within two circa 20m high freestanding towers, which have been operational since January 2016 as shown in **Figure 14**. The twin advertising towers were granted planning approval on the 9th June 2015 (advertising application reference 15A/0521), and are located towards the western end of the M62 between Junctions 4 and 5 and are visible to both east and westbound traffic. It should be noted that the twin advertising towers are significantly larger and much more prominent than the digital advertising screens proposed as part of the proposals on A62 Castlegate.

5.8 HISTORICAL IMPACT OF ROADSIDE DIGITAL ADVERTISING INSTALLATIONS

5.8.1 A piece of research CH2M Hill undertook in 2014 analysed five sites in Greater London in relation to the historical safety impact of roadside digital advertising installations. The results of the research indicated that there was no statistical relationship between digital advertising and increased accident rates and that an average reduction of 20% of accidents was observed across the five sites following the erection of the displays. Overall, across the five digital display advertisement sites that were analysed, the annual collision rate had been shown to have decreased from 4.0 to 3.2 collisions per year.

5.9 SUMMARY

5.9.1 This chapter has reviewed existing advertising sites in Leeds, Manchester, Salford, Huddersfield, Birmingham and London, with many of the sites presenting similar conditions to that of the proposed site and others presenting slightly differing examples. It has been shown that there are numerous sites comprising of digital advertising displays in similar locations to the proposal site adjacent to urban roads as well as urban motorways, which have successfully gained planning permission. The case studies from the Leeds and Greater London sites also demonstrate how the introduction of digital advertising displays does not necessarily worsen the safety record of the surrounding highway network.

6 SUMMARY AND CONCLUSIONS

6.1.1 Andrew Moseley Associates (AMA) has been commissioned by Dewar Planning Associates to prepare a Highway Safety Report (HSR) in support of a planning application for a proposed digital advertisement sign (DAS) located on A62 Castlegate, Huddersfield.

6.1.2 The application site consists of a parcel of land to the south of A62 Castlegate, and to the south-west of the Castlegate Interchange which is located inside the A62 circular route in Huddersfield town centre. The site is located immediately adjacent to the A62 Southgate (northbound) left-turn lane joining A62 Castlegate (westbound), located on a grass verge between the carriageway and the Tesco Superstore car park. To the north-west of the proposed site location is a footway / cycleway which connects to a toucan crossing across the left-turn slip road.

6.1.3 The principle of advertising in this location as well as on the nearby Shorehead Roundabout has been established with both DAS advertisements as well as static roadside billboards in operation on the road network.

6.1.4 There is not a presumption against roadside digital advertising in the relevant planning policy and guidance, and accordingly this report has set out a detailed analysis of the proposal to consider the acceptability of the site for roadside digital media screens.

6.1.5 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 static advertising already exists.
- Does not conflict with signage or traffic signals on any of the approaches to the interchange.
- Is in an acceptable location in terms of forward visibility on the A62 Southgate slip lane to A62 Castlegate.
- Will not create an unacceptable impact in terms of driver distraction for traffic passing the site in terms of risk to road safety.

6.1.6 On review of the accident statistics on the key approaches in the vicinity of the site from which the digital advertising screens would be visible, it is evident that there is no safety concern on this part of the transport network and the recent good accident record shows that the existing advertising hoardings are not linked to a road safety problem.

6.1.7 There are examples in other cities around England of both static and digital advertising displays being located alongside arterial routes within city centre locations as well as urban motorways which have successfully gained advertising approval and not proven to have an adverse impact on public safety.

6.1.8 It is therefore concluded that the proposal for a double sided freestanding digital advertising display at A62 Castlegate in Huddersfield will not adversely impact on driver distraction to the extent that it will present an unacceptable risk to road safety, and that there are no significant transport reasons why the development proposals should not be granted planning permission.

FIGURES

Figure 1 – Site Location Plan

Figure 2 – Google Maps Traffic Data AM

Figure 3 – Google Maps Traffic Data PM

Figure 4 – Sign Location A641 Northgate Approach

Figure 5 – Sign Location Lower Fitzwilliam Street Approach

Figure 6 – Sign Location A62 Southgate Approach

Figure 7 – Sign Location A62 Castlegate Approach

Figure 8 – Digital Advertising Sign Example A62 Huddersfield

Figure 9 – Digital Advertising Sign Example A61 Leeds

Figure 10 – Digital Advertising Sign Example Trinity Way Salford

Figure 11 – Digital Advertising Sign Example A57 Regent Road Salford

Figure 12 – Digital Advertising Sign Example A57 Salford

Figure 13 – Digital Advertising Sign Example M6 Birmingham

Figure 14 – Digital Advertising Sign Example M62 Liverpool

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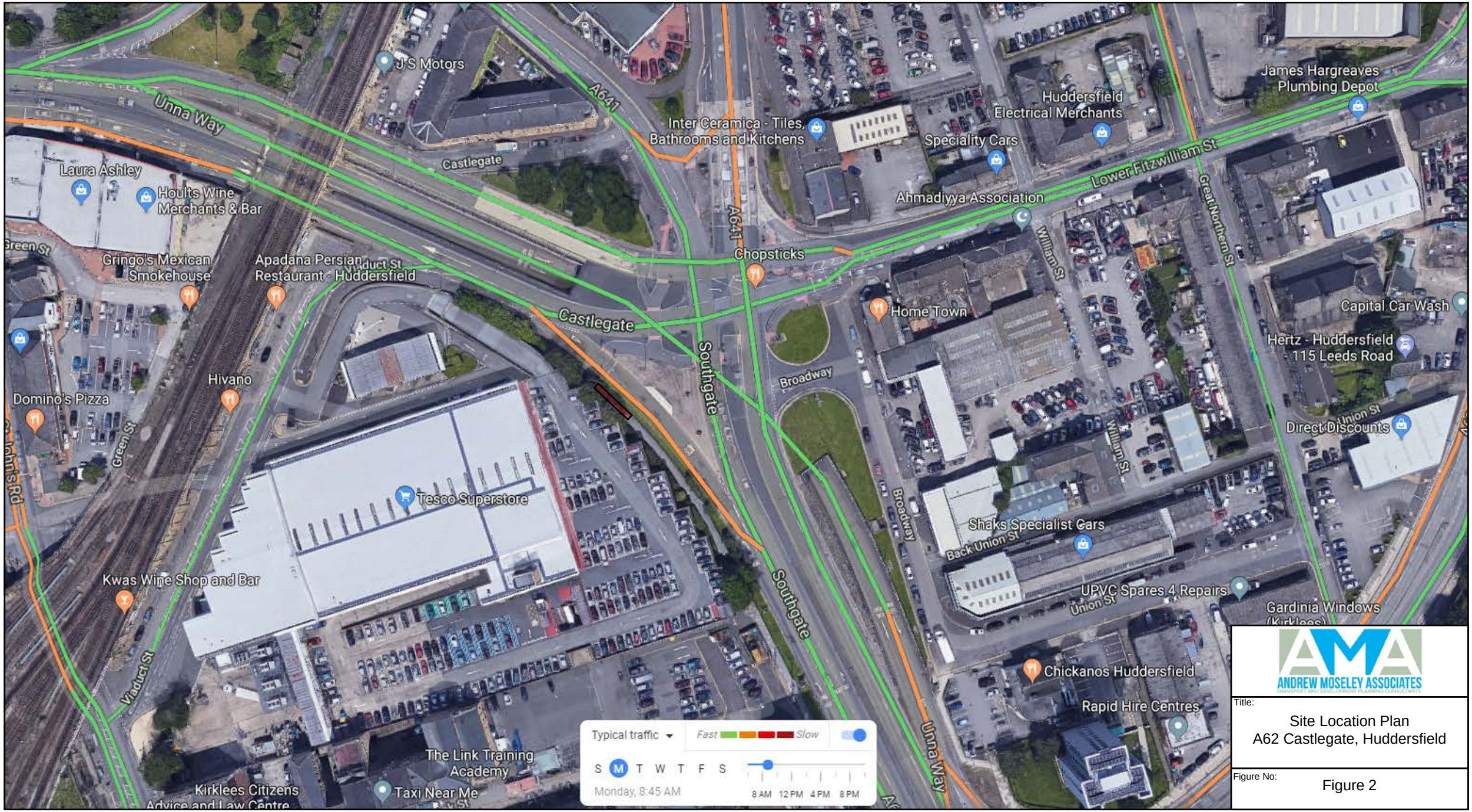
Title:

Site Location Plan
A62 Castlegate, Huddersfield

Figure No:

Figure 1



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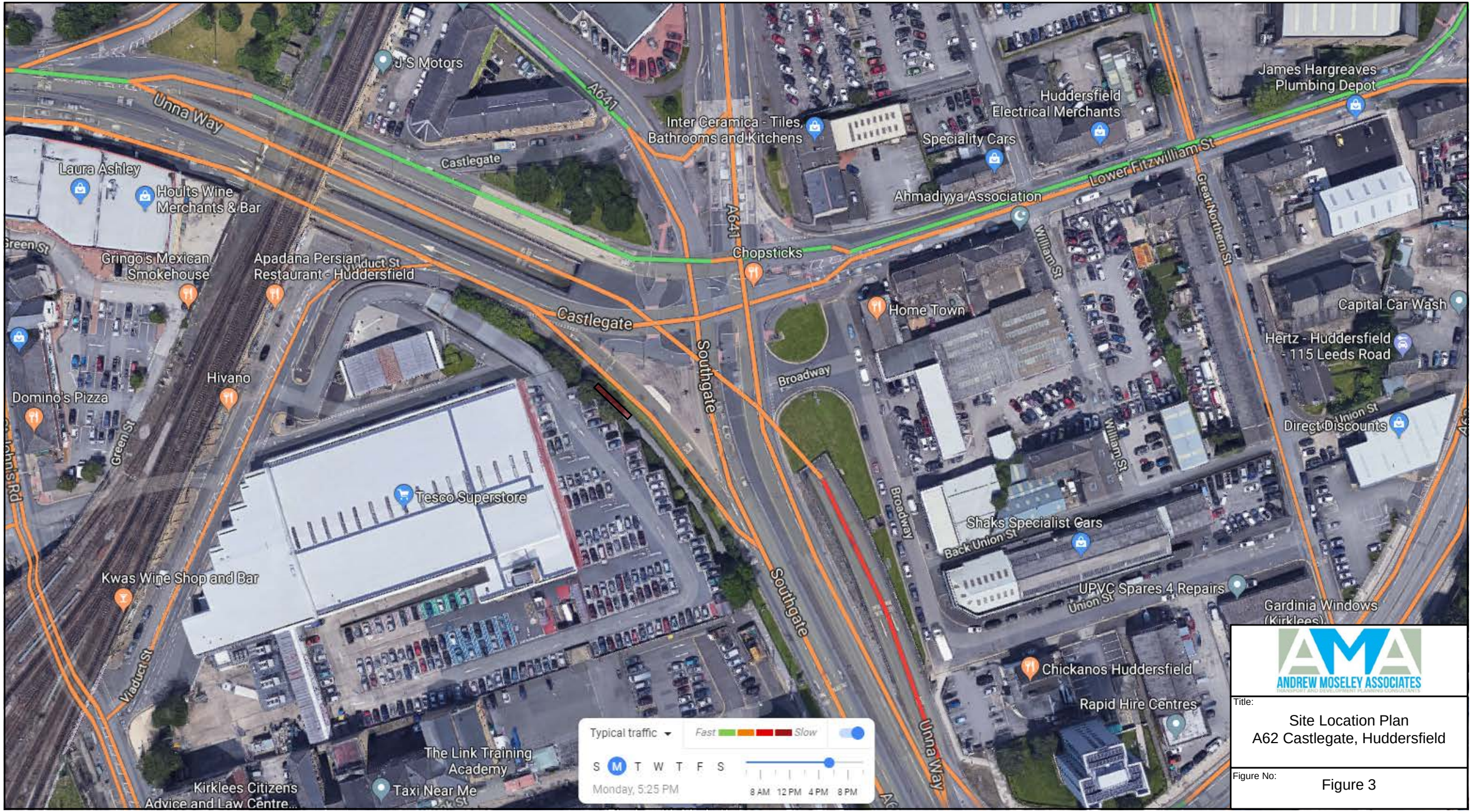
Title:

Site Location Plan
A62 Castlegate, Huddersfield

Figure No:

Figure 2



ANDREW MOSELEY ASSOCIATES

Title:

Site Location Plan
A62 Castlegate, Huddersfield

Figure No:

Figure 3

ANDREW MOSELEY ASSOCIATES
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Title:
Sign Location
A641 Northgate Approach
A62 Castlegate, Huddersfield

Figure No:
Figure 4

ANDREW MOSELEY ASSOCIATES
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Title:
Sign Location
Lower Fitzwilliam Street Approach
A62 Castlegate, Huddersfield

Figure No:
Figure 5

ANDREW MOSELEY ASSOCIATES
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Title:
Sign Location
A62 Southgate Approach
A62 Castlegate, Huddersfield

Figure No:
Figure 6

ANDREW MOSELEY ASSOCIATES
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Title:
Sign Location
A62 Castlegate Approach
A62 Castlegate, Huddersfield

Figure No:
Figure 7

ANDREW MOSELEY ASSOCIATES
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Title:
Digital Advertising Sign
Shorehead Roundabout
A62 Castlegate, Huddersfield

Figure No:
Figure 8

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Title:
Digital Advertising Sign
A61 Hunslet Road, Leeds

Figure No:
Figure 9

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Title:
Digital Advertising Sign
Trinity Way, Salford

Figure No:
Figure 10

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Title:
Digital Advertising Sign
A57 Regent Road, Salford

Figure No:
Figure 11

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Title:
Digital Advertising Sign
A57, Salford

Figure No:
Figure 12

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Title:
Digital Advertising Sign
M6, Birmingham

Figure No:
Figure 13

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Title:
Digital Advertising Sign
M62 Bowring Park Road, Liverpool

Figure No:
Figure 14

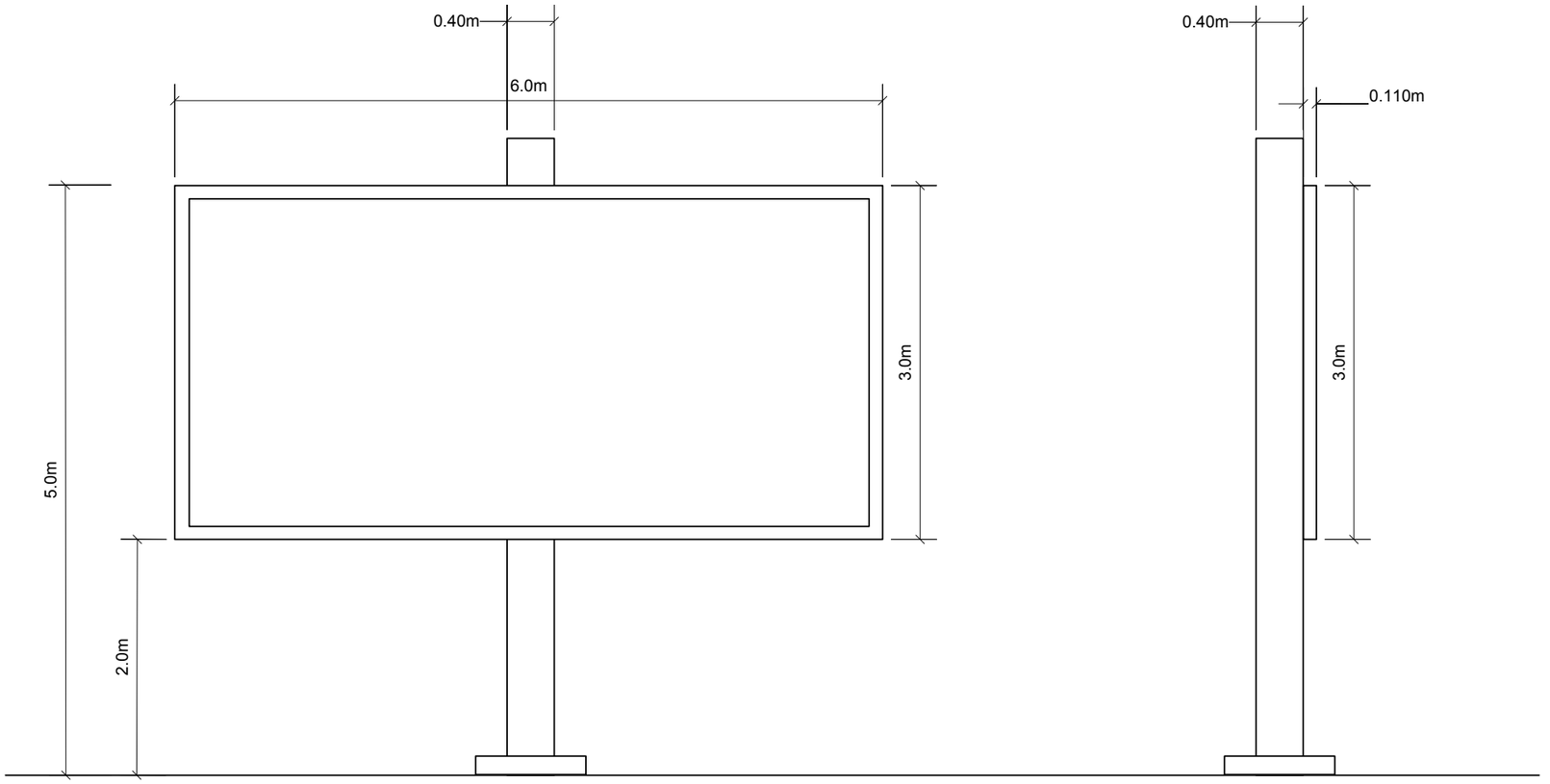
APPENDICES

Appendix A Indicative Sign Dimensions and Elevations

Appendix B Vehicle Forward Visibility Envelope

Appendix A

INDICATIVE SIGN DIMENSIONS AND ELEVATIONS



Front elevation

Side elevation

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Tel: + 44 1757 242 748
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SITE ADDRESS:
Land adjacent to A62
Huddersfield

Notes

Please see other submitted documents for additional information regarding overall appearance and materials.

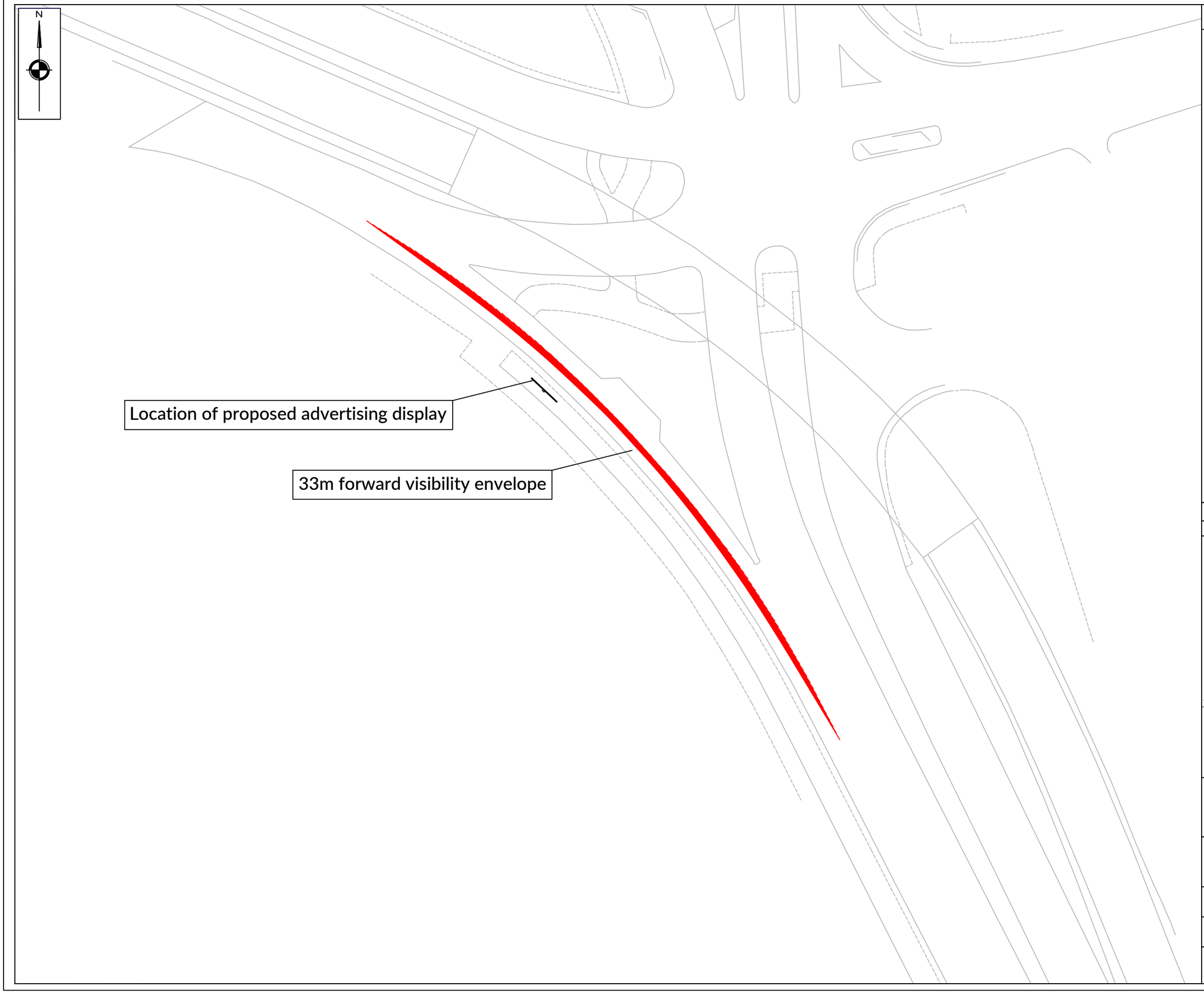
0m 1m 2m

Date	By	Paper	Scale	Dwg no.	Rev
30/05/2019	SD	A3	1:100	BEE003	-

Proposed elevations

Appendix B

VEHICLE FORWARD VISIBILITY ENVELOPE



NOTES

REVISIONS

REV	DESCRIPTION	DATE	BY
-	-	-	-

ANDREW MOSELEY ASSOCIATES
TRANSPORT AND DEVELOPMENT PLANNING CONSULTANTS

Project:
DIGITAL ADVERTISING BOARD
HUDDERSFIELD

Client:
DEWAR PLANNING ASSOCIATES

Drawing:
FORWARD VISIBILITY ENVELOPE

Drawn By:	Date:
MHT	20/11/2019
Checked:	Scale:
AM	1:500 @ A3

Drawing No. AMA/20585/001 Rev. -

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