

**Consultation Response from KC,
Highways Development Management**

2020/93157 37, Leeds Road, Dewsbury, WF12 7BB

Removal of existing billboard and erection of 48 sheet digital advertisement board

Date Responded: 12/11/20 Responding Officer: CNB Responding Ref: K15-2NE/18

This application is for advertisement consent for the erection of an illuminated 48 sheet digital displays located on the site of an existing advertising hoarding on A653 Leeds Road. Leeds Road is a 30mph Two way single carriageway main distributor road of approximately 9.3m width with footways on both sides and street lighting present. To the east of the site the road has a single solid central white line for vehicles travelling westbound (towards the site).

Department for Transport traffic count data shows Leeds Road has an AADF of 14,400 vehicles, with the most recent survey (2016) showing approximately 680 vehicles travelling westbound towards the site in the AM peak hour.

There are two injury accidents recorded over the last 5 years to the east of the proposal site neither of which would have been exacerbated by the proposals.

By their very nature all advertising signs are a distraction to drivers, however the severity of the distraction and the location of the site can impact on the level of severity of the outcome of any distractions.

The proposal site would be offset from the highway and would not obstruct or hinder the interpretation of any highway signs or signals, noticeably the signalised junction with A634 Wakefield Road which is approximately 300m to the west and not visible to vehicles whilst approaching the application site.

With this we consider that, on balance, the application is acceptable on highways grounds.

Digital Advertising Conditions

MOVING IMAGES

There shall be no moving images or special effects (including noise, smell, smoke, animation, flashing, scrolling, three-dimensional, intermittent or video elements) of any kind during the time that any message is displayed.

In the interests of highway safety

TRANSITION OF IMAGES

The interval between successive displays shall be instantaneous (0.1 seconds or less), the complete screen shall change, there shall be no visual effects (including fading, swiping or other animated transition methods) between successive displays and the display will include a mechanism to freeze the image in the event of a malfunction).

In the interests of highway safety

CYCLE TIME OF IMAGES

The display shall not change more than once every 10 seconds, the use of message sequencing for the same product is prohibited and the advertisements shall not include features or equipment which would allow interactive messages or advertisements to be displayed.

In the interests of highway safety

FAIL SAFE MECHANISM

The screen display shall be erected with a mechanism installed in order that, if the installation breaks down, it defaults to a blank black screen in order to avoid any flashing error messages or pixilation.

In the interests of highway safety

LIGHT SENSOR

The screen display panel shall at all times be fitted with a light sensor to adjust the brightness to changes in ambient light levels.

In the interests of highway safety

LUMINANCE LEVEL

At no time shall the Luminance level of the signs exceed the thresholds contained within the Institute of Lighting Professionals (ILP) guidance document PLG05 – The Brightness of Illuminated Advertisements 2015, for the lifetime of the development.

In the interests of visual amenity and highway safety and to comply with advice contained within the NPPF.