

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

2022/92224 122, Lockwood Road, Lockwood, Huddersfield, HD1 3QX

Advertisement consent for erection of 1 x 48 sheet gable mounted digital advertising display unit

Date Responded: 08/08/22

Responding Officer: CNB

Responding Ref: K6-6NE/27

This application is for advertisement consent for the erection of a 48-sheet digital advertising display on the side of an existing commercial building fronting on to A616 Lockwood Road, a 30mph two-way single carriageway main distributor road of approximately 13m width with footways on both sides and street lighting present. There is a bus stop marking immediately adjacent to the site and there is a hatched central reserve to support a right turning lane and a pedestrian refuge to the front of the proposed advertisement display.

The A616 Lockwood Road is a main access to/from Huddersfield town centre from the southeast of the town and as such will carry high volumes of traffic.

The proposal site is positioned so that the screen will face the northeast so that it will be visible only to traffic heading southwest from Huddersfield. The proposal site is not in line with any traffic signals or road signs and therefore will not cause interference with the ready interpretation of and signals or signs. There is a long straight approach to the site of approximately 150m and so drivers would be well aware of the sign before they arrived at it.

The only possible cause for concern would be the right turn and the pedestrian crossing to the front of the site. Both of these are protected with the central hatching and the crossing has a kerbed central refuge with lit keep left signs. These should reduce the possibility of conflict occurring if the sign caused a momentary driver distraction. There are no existing collisions recorded for the junction or crossing and so it is assumed to be operating safely and the proposals should not increase road safety concerns sufficiently at this junction as to be a point for objection.

By their very nature, all advertising boards cause some level of distraction, however the possible impact of the distraction can vary with the location and the volume and speed of traffic in the immediate location. In this case, although the traffic volumes are expected to be high, especially in the peak hours, we do not consider that any distraction caused by the proposal sign will cause sufficient concerns about highway safety as to warrant an objection.

With this we consider the application to be, on balance due to the traffic volumes along this stretch of road, acceptable on highways grounds with the following conditions.

Conditions

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

Reason: In the interests of highway safety

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).

Reason: In the interests of highway safety

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.

Reason: In the interests of highway safety

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.

Reason: In the interests of highway safety

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

Reason: In the interests of highway safety

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 as amended or superseded, for the lifetime of the development.

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

No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (Civil or Military).

Reason: In the interests of highway safety