

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

2022/93077 adj, 2/4, Ramsden Street, Huddersfield, HD1 2SZ

**Advertisement consent for two internally illuminated digital 75 inch LCD display screens
(within a Conservation Area)**

Date Responded: 09/01/23

Responding Officer: CNB

Responding Ref: K5-7SW/32

This application is for Advertisement Consent for two digital display screens within a BT street hub on the footway adjacent to Ramsden Street, a 30mph one-way single carriageway town centre access road of approximately 5m width with footways on both sides and street lighting present. There are No Waiting at Any Time TRO restrictions adjacent to and opposite the site and a kerb separated contra-flow cycle lane opposite.

The site is located within the town centre pedestrianised zone and as such will encounter very little vehicular traffic between 10am and 4pm, however the expected level of pedestrian traffic will be greater than usually expected for a standard footway.

The application site is also under planning as 22/93080 for the removal of a phone box and installation of a BT hub.

The proposals may impact on the highway in four ways, as an obstruction to the safe and free flow of pedestrian movements along the footway, as a distraction to drivers using the highway, an obstruction to the safe visibility splay at a junction or access or by the obstruction or obfuscation of a traffic signal or sign which may lead to an increase in the probability of a collision.

Obstruction to pedestrian movement

The guidance for footway widths is taken from the DfT document “Inclusive Mobility – A Guide to best Practice” dated December 2021 and this suggests that the width for a footway to allow two wheelchair users to pass would be 2m with an absolute minimum of 1.5m, however a lower width of 1m can be used providing that the narrowing is no longer than 6m in length. However, in the case of higher-than-average pedestrian flows, such as those found in town centres and along certain desire lines, or areas adjacent to shops and services where browsing or waiting may occur, then wider footway distances may be required. The hubs are approximately 1.2m wide, but when being used for charging or call access the addition of a user may increase the obstruction width closer to 2m.

In this case the footway is approximately 7.1m wide at the site location and so the remaining footway width after installation would be approximately 5.1m.

As the location of the application site is within the Huddersfield Town Centre area we would also recommend that you consult with the Major Projects team to see if the development would prejudice any proposals put forward as part of the redevelopment of the town centre as part of the Huddersfield Blueprint scheme.

Distraction to drivers

By their very nature all advertising signs are a distraction to drivers, however the severity of the distraction, the number of drivers that can be distracted and the location of the site can impact on the level of severity of the outcome of any distractions. In this case the location of the Hub is adjacent to a 1 way bus and taxi only (10am – 4pm) route and very low traffic levels would be and because of this there is a low possibility of driver distraction occurring.

Obstruction of safe Visibility Splays

The site is not located near or adjacent to a junction or vehicular access.

Obstruction or obfuscation of a traffic signal or sign

The site is not near to a signalised junction or pedestrian crossing facilities.

Display image cycle time calculation

This is done with consideration to the approach distance to the sign where the advertisement or light from the advertisement may be seen by the driver of a moving vehicle and the posted road speed on the approach to the advertisement. This is to ensure that there are not multiple changes to the display visible to an approaching driver as this will increase the level of distraction that will be expected. A minimum cycle time of 10 seconds is required if the approach distance calculation is lower than this.

With this site the approach distance has been measured at 100m and so the minimum cycle time to be used in the following conditions would be 10 seconds.

With this we consider the application to be acceptable on highways grounds with the following standard conditions.

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.

Reason: 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).

Reason: 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.

Reason: 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.

Reason: 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.

Reason: 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.

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