Consultation Response from KC, Highways Development Management
2023/91624 land at, Webster Hill, Dewsbury, WF12 9QA
Advertisement Consent for erection of pair of LED illuminated 48-sheet advertisement displays
Date Responded: 12/07/2023. Responding Officer: D. Stainsby Responding Ref: K15-2SW/9

This application is for advertisement consent for erection of pair of LED illuminated 48-sheet advertisement displays on land at, Webster Hill, Dewsbury,

RECOMMENDATION

Highways DM object to the proposal on Highway safety grounds.

The LED illuminated displays are proposed to be sited on land adjacent to the A644 Webster Hill and in between two major signalised junctions and are designed to face towards on-coming traffic travelling each way along the A644, Webster Hill.

The approach from A644 Aldams Road westbound will place the signal aspect of both the nearside primary signal and the nearside secondary signal directly in front of the proposed LED sign.

The approach from A644 Webster Hill eastbound will place the signal aspect of both the offside primary and the offside secondary signal almost directly in front of the proposed LED sign.

As a result, the proposed LED signs will hinder the ready interpretation of the traffic signals for approaching motorists on both the westbound approach on A644 Aldams Road and the eastbound approach on A644 Webster Hill to the detriment of road safety at both of these busy junctions.

By their very nature all advertising signs cause some level of distraction, however, in this instance, the unnecessary level of distraction and confusion is such that the signs will create a road safety hazard and cannot be supported by Highways DM on Highway Safety grounds.