

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

**2024/90579 adj, Rose And Crown, 6, Westgate, Cleckheaton, BD19 5ET**

**Erection of gable end digital-48 sheet advertisement**

**Date Responded: 03/04/2024.**

**Responding Officer: D. Stainsby**

**Responding Ref: K9-3SE/32**

RECOMMENDATION

The proposal is acceptable on Highway Grounds.

This application is for advertisement consent for the erection of a gable end digital 48 sheet advertisement on the side of the Rose and Crown 6, Westgate, Cleckheaton.

The proposed location of the sign will be visible on the approach to the Town centre for vehicles on A643 Parkside and is near to a signalised pedestrian crossing.

However, the sign is placed in a location that it is not directly in the sight lines of the signals for approaching motorists and therefore does not hinder the ready interpretation of the traffic signals. As a result, the proposal does not cause a highway safety concern.

Although all advertising signs cause a level of distraction to drivers due to their very nature, I do not consider that this proposal will cause any additional highway safety concerns within the vicinity of the site.

Please add the following condition to the decision notice:

**ILLUMINATED SIGNS / ADVERTS**

Illuminated signs shall be designed such that the maximum luminance does not exceed the values defined within the ILE Technical Report No 5 "Brightness of Illuminated Advertisements" and the values quoted in the application.

The permitted signs shall be statically illuminated only and no changes in their mode of illumination shall be permitted without the prior written consent of the LPA.

Flood lighting or general external illumination shall be appropriately baffled or suitably screened to prevent unwanted "upward light" or "light spill" onto the highway or adjacent properties or land.

The consent granted shall relate solely to the lighting system that is the subject of the application. Variation of or additions to the means/mode of lighting shall not be permitted without the prior written approval of the LPA.