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HIGHWAY SAFETY REPORT

Vivid Outdoor Media

Proposed Digital Advertising Display, Land Adjacent to Sandbrook Way, Rochdale

December 2020

VN201799

Highway Safety Report

Report control

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Primary Author: Phil Tilby Initialled: PT

Contributor: Emilia Gosden Initialled: EG

Review by: Phil Tilby Initialled: PT

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1 INTRODUCTION

1.1 Vectos have been commissioned by Vivid Outdoor Media Ltd on behalf of Rochdale Borough Council to provide a highway safety report relating to a proposal for a single-sided digitally illuminated LED advertising screen on land adjacent to Sandbrook Way, Rochdale, OL11 2NQ. The purpose of this report is therefore to assess the highway safety implications of erecting the digital display at the proposal site.

Proposal Site

1.2 The proposal site is located on the north side of the A627(M) / A664 Edinburgh Way / Sandbrook Way four-arm signalised junction on land between the A664 Edinburgh Way and Sandbrook Way arms of the junction. The proposed advertising screen will primarily face towards the A627(M) arm and the A664 northbound approach to the junction, and this is illustrated in **Figure 1.1**.

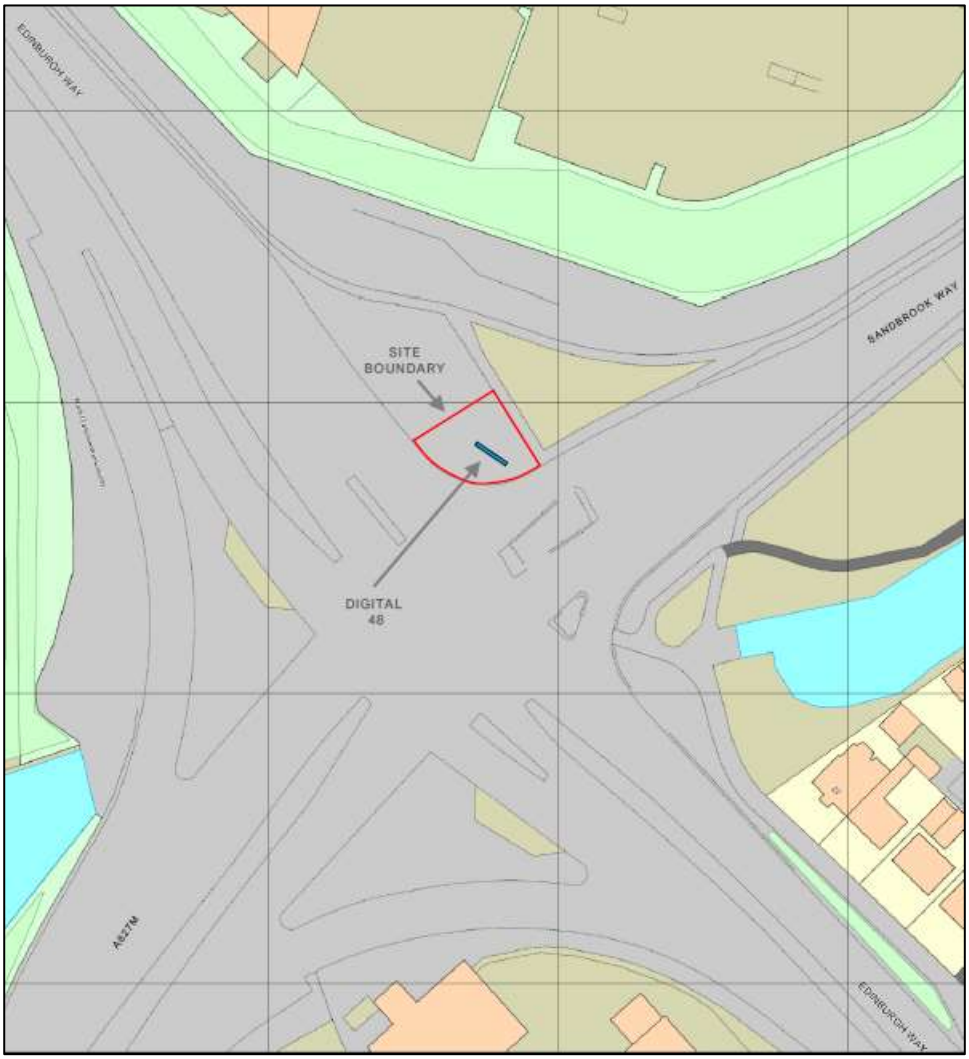


Figure 1.1 – Site Location Plan

Key Considerations

1.3 The following factors will be subject to detailed analysis to ensure that no conflicts will arise as a result of the proposal:

i) Proximity to a traffic signal junction, including a merge from the A627(M);

ii) Proximity to pedestrian crossings;

iii) Proximity to traffic signs;

iv) Existing accident rates at this location; and

v) Arrangement of the highway layout in the vicinity of the proposal site.

1.4 This document has been prepared in due cognisance of the Transport for London (TfL) document, 'Guidance for Digital Roadside Advertising and Proposed Best Practice' (2013). Although the proposal site is outside of London, it is considered that the guidance document provides a good framework for assessing the suitability of sites for digital roadside advertising and it should be noted that it is fully endorsed by TfL.

Report Structure

1.5 Following the introduction, the structure of this report is as follows:

i) Chapter 2 considers the relevant policy and guidance within which this proposal is being brought forward;

ii) Chapter 3 sets out the proposal in more detail and reviews its relationship with the surrounding highway infrastructure and operation;

iii) Chapter 4 reviews the accident data relevant to the proposal site;

iv) Chapter 5 provides some details on approved comparable sites at locations with similar surrounding highway layouts in terms of signalised junctions; and

v) Chapter 6 sets out the summary and conclusions of the report.

2 POLICY CONTEXT

Introduction

2.1 This chapter considers the relevant policy and guidance within which this development is being brought forward.

National Planning Policy Framework, February 2019

2.2 In relation to advertising, paragraph 132 in the National Planning Policy Framework (NPPF) states that:

> *"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts".*

2.3 The overarching presumption in favour of sustainable development also covers a proposal having an acceptable safety impact, and this is applicable in the case of an application for roadside advertising and the public safety impact.

2.4 Paragraph 109 of the NPPF states:

> *"Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe".*

2.5 Accordingly, whether the proposals are likely to be so distracting that these create unacceptable hazards is considered to be the key policy test.

Planning Practice Guidance: Advertisements, March 2014

2.6 This guidance from the Ministry of Housing, Communities and Local Government (MHCLG) replaces a number of older guidance notes and complements the NPPF. It recognises that where advertisements are more likely to effect public safety on the roads they will require more careful consideration, but this does not necessarily mean that advertising will be unacceptable in these locations.

> *"All advertisements are intended to attract attention but proposed advertisements at points where drivers need to take more care are more likely to effect public safety. For example, at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing or other places where local conditions present traffic hazards. There are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline".*

2.7 The proposal site is located in close proximity to a signalised junction, and therefore it will require more careful consideration. This report sets out a detailed analysis of the advertising proposal to demonstrate that no conflict will occur in terms of driver distraction and risk to road safety.

Planning Policy Guidance (PPG) 19: Outdoor Advertising Control

2.8 Though now withdrawn and superseded by NPPF, previous guidance provided in paragraph 15 of PPG19 'Outdoor Advertising Control' provided useful insight into how to approach the assessment of advertisement applications in a positive manner:

> *"The vital consideration, in assessing advertisement's impact, is whether the advertisement itself, or the exact location proposed for its display is likely to be so distracting, or so confusing, that it creates a hazard to or endanger people in the vicinity who are taking reasonable care for their own or others safety".*

2.9 This indicates a presumption in favour of allowing advertising unless there are particular circumstances that give rise to a significant risk above those normally associated with driving in general.

Transport for London (TfL): Guidance for Digital Roadside Advertising and Proposed Best Practice

2.10 The TfL document 'Guidance for Digital Roadside Advertising and Proposed Best Practice' (2013) provides clear advice regarding the acceptable form of, or location for, digital roadside advertising.

2.11 The guidance acknowledges that there is no demonstrable proof that advertisements cause traffic collisions or are inherently unsafe, and adverts in proximity to traffic signals require detailed analysis to ensure that no conflict occurs. It also recognises that digital advertisements are highly controllable and so it is possible to provide recommendations to manage the level of distraction by control of type, brightness, form of change and interval between advertisements.

2.12 Although the TfL guidance relates to Greater London, it is considered that the guidance document provides a good framework for assessing the suitability of sites for digital roadside advertising throughout the UK. It should be noted that it is fully endorsed by TfL, and this document is applied by London Boroughs as well as TfL.

Summary

2.13 The above policy review has described the framework within which the acceptability of the proposal needs to be assessed.

2.14 The overarching message from policy and guidance is that there is not a presumption against roadside digital advertising, however where advertisements are more likely to effect public safety on roads they will require more careful consideration and detailed analysis to ensure that no unacceptable conflicts will arise.

2.15 It is also important to note that digital advertisements are highly controllable and it is possible to provide recommendations to manage the level of distraction by control of type, brightness, form of change and interval between advertisements.

3 SITE ASSESSMENT

Proposal Site

3.1 This application brings forward a proposal to develop a free-standing single-sided digitally illuminated LED screen, which will measure 6m wide by 3m high and the bottom of the display will be raised 2.5m above ground level. The proposal site is located on the north side of the A627(M) / A664 Edinburgh Way / Sandbrook Way four-arm signalised junction on land between the A664 Edinburgh Way and Sandbrook Way arms of the junction.

3.2 The display will be principally directed towards traffic on the A627(M) northbound carriageway, which forms the west arm of the junction. The following image captures an overview of the A627(M) / A664 Edinburgh Way / Sandbrook Way junction layout, the proposal site location and orientation of the advertising screen.



Figure 3.1 – Proposal Site in Relation to the A627(M) / A664 Edinburgh Way / Sandbrook Way Junction
Source – https://www.google.co.uk/maps

3.3 The digital advertising display structure will be positioned behind the footway, and the proposed scheme design and the open nature of the A627(M) northbound approach to the site will facilitate an early assimilation of the advertising screen by drivers before the layout of the west arm of the A627(M) / A664 Edinburgh Way / Sandbrook Way junction necessitates increased cognitive demand from drivers.

Proposed Advertising Controls

3.4 The following planning conditions are proposed by the applicant to control the operation of the digital advertising display to ensure that the screen operates in a safe manner:

i) The display will be controlled by conditions in accordance with the Institution of Lighting Professionals 'Brightness of Illuminated Advertisements' (2015) guidance, with night time luminance limited to 300cd/m2 so as not to cause glare;

ii) The advertising screen shall not display any moving, or apparently moving, images;

iii) The sequential advertisements shall not change more than once every 10 seconds; and

iv) Any sequential change between advertisements will take place over a period no greater than one second unless otherwise agreed with the Local Authority.

3.5 Detailed plans of the proposed scheme have been included in **Appendix A**.

Site Description

3.6 The proposal site is located on the north side of the A627(M) / A664 Edinburgh Way / Sandbrook Way four-arm signalised junction behind the footway, on land between the A664 Edinburgh Way and Sandbrook Way arms of the junction. The speed limit across three arms of the junction is 40mph with the Sandbrook Way subject to a 30mph limit, and the four approaches are lit. The signalised junction comprises of a controlled stagger pedestrian crossing on the Sandbrook Way arm and all of the junction approaches have at least three lanes.

3.7 Sandbrook Way is the east arm and comprises of a three-lane approach to the junction and a single lane exit. The A664 Edinburgh Way forms the north and south arms to the junction. The southern arm is three lanes at the junction stop line, with two going straight ahead and a right turn lane. The is also a two-lane segregated left turn onto the A627(M) southbound carriageway, which is signal controlled. The northern arm is five lanes at the junction stop line that includes two right turn lanes. Both of the A664 arms of the signalised junction are two lane exits. The A627(M) is the west arm of the junction and comprises of three lanes at the stop line and a two lane exit. There is also a segregated left turn lane onto the A664 northern arm.

3.8 There is already a roadside advertising presence in this location with two poster and paste advertisements located on the south side of the A627(M) / A664 Edinburgh Way / Sandbrook Way four-arm signalised junction adjacent to the A627(M) southbound carriageway, as shown in **Figure 3.2**. It should therefore be noted that there is already a precedent with regard to roadside advertising being in view to traffic at this junction; the proposal would not introduce features that are either unfamiliar, or would be unexpected by highway users. The TfL guidance and best practice also states that static digital advertising is likely to be acceptable in locations where static advertising exists or would be accepted.



Figure 3.2 – Existing Roadside Advertising at the A627(M) / A664 Edinburgh Way / Sandbrook Way Junction

3.9 The display will be principally directed towards traffic on the A627(M) northbound carriageway, which forms the west arm of the junction. The potential effects of the digital advertising proposal in relation to driver distraction have been assessed in detail on this approach, and the level of interaction between the advertising display and the road users on the other arms of the signalised junction has also been reviewed.

Sandbrook Way Arm

3.10 Sandbrook Way is the eastern arm of the adjacent signalised junction and the approach is on a southwest alignment. Due to the proposed southwest facing digital display, the advertising screen will not be visible towards this arm of the junction.

A664 Edinburgh Way North Arm

3.11 The A664 Edinburgh Way north approach to the adjacent signalised junction is on a southeast alignment. Due to the proposed southwest facing digital display, the advertising screen will not be visible towards this arm of the junction and also the advertising screen will not be in the field of vision of drivers who are travelling straight on or turning right. The southwest orientation of the display combined with its 2.5m height above ground level and the nearside carriageway position forward of the traffic signal stop line, means that drivers on this approach turning left into Sandbrook Way cannot view the advertising screen.

3.12 For the above reasons, it is considered that the proposed digital advertising display will not create an unacceptable impact for traffic passing the site on the A664 Edinburgh Way north arm in terms of risk to public safety.

A664 Edinburgh Way South Arm

3.13 The A664 Edinburgh Way south approach to the adjacent signalised junction is on a northwest alignment. Due to the proposed southwest facing digital display and the horizontal alignment of the two-lane segregated left turn to the south away from the junction, the advertising screen will not be in the field of vision of drivers who are turning left onto the A627(M) southbound carriageway.

3.14 The digital advertising display will be located in an offside carriageway position in relation to this approach. It should be noted that although the TfL guidance document favours digital advertisements being located alongside the nearside carriageway, it acknowledges that other locations may be acceptable if they are within the eye line of drivers and do not create unacceptable risks of diverting attention. The presence of offside advertising hoardings adjacent to the motorway network and principal routes in urban areas is commonplace in the UK.

3.15 Due to the relatively straight alignment of the carriageway, it is considered that approaching drivers will have good visibility of the presence of the advertising structure from at least 120m to the south of the proposal site, which is appropriate in line with the Design Manual for Roads and Bridges (DMRB) Stopping Sight Distance (SSD) for a 40mph road.

3.16 The good forward visibility on this approach provides drivers with a clear view of the road ahead in advance of the proposed digital advertising display. The advanced signage and directional road lane markings on this approach to the signalised junction and the long right turn lane (circa. 70m) provide the opportunity for drivers to execute early cross lane movements upstream from the location of the proposed digital advertising display. It is considered that this road layout represents a low conflict scenario in relation to the proposal.

3.17 The primary and secondary traffic signal heads that control the A664 Edinburgh Way southern arm of the signalised junction are located to the south of the proposed advertising display position. It is therefore considered that the offside advertising screen position and the locations of the traffic signals on this arm of the A627(M) / A664 Edinburgh Way / Sandbrook Way signalised junction will not interact in respect of approaching drivers and there will be no safety conflict. The advertising screen will not be in the field of vision of drivers who are exiting the signalised junction travelling straight on. For vehicles turning right into Sandbrook Way the advertisement will be located in a nearside carriageway position and in the driver's eye line, which will reduce the risk of drivers turning attention away from the road.

3.18 For the above reasons, it is considered that the proposed digital advertising display will not create an unacceptable impact for traffic passing the site on the A664 Edinburgh Way south arm in terms of risk to public safety.

A627(M) Arm

3.19 The A627(M) is the western arm of the adjacent signalised junction and the approach is on a northern alignment, which turns to the northeast past the Gorrels Way overpass.

3.20 The location of the proposal site will be consistent with nearside carriageway position on this approach. The TfL guidance document acknowledges that a digital advertisement is likely to be best located alongside the nearside carriageway to reflect where official road signs would normally be located. This will locate the advertisement in the driver's eye and reduce the risk of drivers turning away from the road.

3.21 Due to the relatively open nature of the approach on either side of the A627(M) as observed on a site visit on 2nd December 2020, it is considered that approaching drivers will have good visibility and a clear sight line towards the advertising screen from around 230m upstream of the proposal site. This would give sufficient time for the proposal's contents to be assimilated without surprise, and before the layout of the west arm of the signalised junction necessitates increased cognitive demand from drivers.

3.22 On the A627(M) northbound approach to the proposal site the nearest traffic signs are around 130m upstream where the speed limit changes to 40mph as shown in **Figure 3.3**, and so drivers will have the opportunity to assimilate both sets of information in sequence. The nearside and offside positions of these traffic signs mean that they would be seen by drivers either side of the advertising display. It is therefore considered that the proposed digital advertising display would not interfere or conflict with traffic signage on this approach.



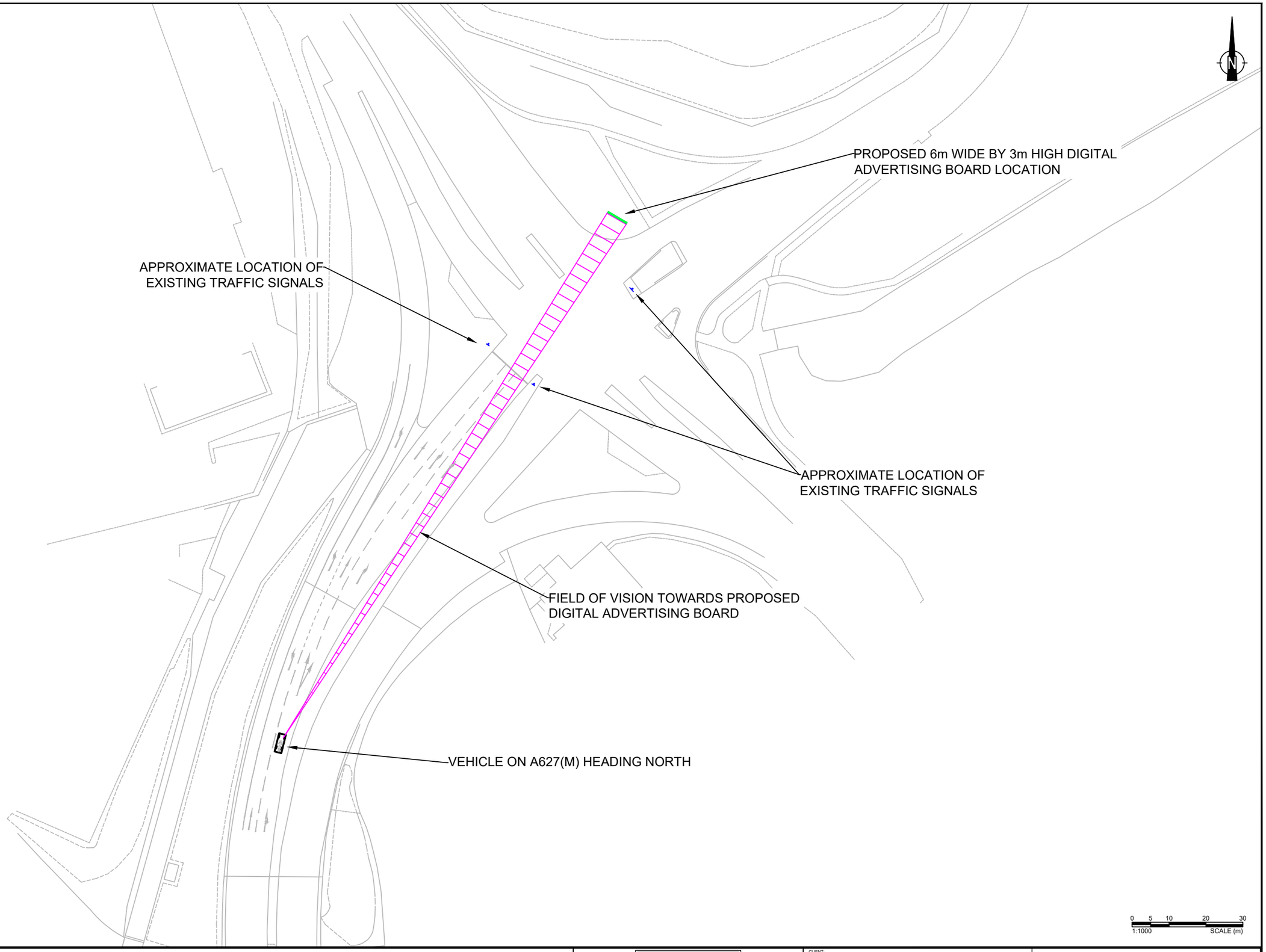
Figure 3.3 – Traffic Signage on the A627(M) Northbound Approach to the Proposal Site
Source – https://www.google.co.uk/maps

3.23 The good forward visibility on this approach provides drivers with a clear view of the road ahead in advance of the proposed digital advertising display. The advanced signage and directional road lane markings on this approach to the signalised junction, and the long right turn and segregated left turn lanes provide the opportunity for drivers to execute early cross lane movements upstream from the location of the proposed digital advertising display. It is considered that this road layout represents a low conflict scenario in relation to the proposal.

3.24 The horizontal alignment of the segregated left turn lane onto the A664 northern arm is to the northwest and away from the junction, and the advertising screen will not be in the field of vision of drivers as they come to join the A664 carriageway.

3.25 The A627(M) western arm of the signalised junction comprises of both near and offside primary double height signal poles, with the offside primary on the central reserve. The secondary signal heads are located on the central pedestrian island of the Sandbrook Way arm on the east side of the junction. The traffic signals on the A627(M) approach to the A627(M) / A664 Edinburgh Way / Sandbrook Way junction are illustrated in **Figure 3.3**. It is considered that both the traffic signals and the advertising screen could be processed in the same view by the approaching driver. **Drawing VN201799-D100** details the driver field of vision towards the proposal site from the A627(M) northbound carriageway at the SSD of 120m for a 40mph approach speed in relation to the traffic signal infrastructure that controls this arm of the junction. The proposed advertising display will be seen by drivers in a position between the nearside and offside primary traffic signals on this approach, and also the offside secondary signal heads and the advertising screen will not interact. The position of the proposed advertisement display is not considered to be in conflict with the motorist's view of the upstream traffic signals on the A627(M) arm of the adjacent signalised junction.

3.26 In addition, the traffic signals comprise of backing boards and this will further help to isolate them from the advertising display and ensure that the signal heads are clear to drivers.



REV	DETAILS	DRAWN	CHECKED	DATE
-	-	-	-	--.--.--

KEY

- PROPOSED DIGITAL ADVERTISING BOARD
- EXISTING TRAFFIC SIGNAL
- DRIVER FIELD OF VISION TOWARDS PROPOSED DIGITAL ADVERTISING BOARD

PRELIMINARY

DRAWING TITLE:
PROPOSED DIGITAL ADVERTISING DISPLAY DRIVER VISIBILITY SPLAY REVIEW

DRAWN:	CHECKED:	DATE:
NL	SR	DEC 2020

CLIENT:
VIVID OUTDOOR MEDIA LTD

PROJECT:
ADVERTISING SITE
EDINBURGH WAY, ROCHDALE

SCALE:
1:1000 @ A1

vectos.
4th Floor Oxford Place, 61 Oxford Street, Manchester, M1 6EQ
0161 228 1008 e: vectos@vectos.co.uk

DRAWING NUMBER:
VN201799 - D001

REVISION:
-

3.27 The advertising screen will not be in the field of vision of drivers who are exiting the signalised junction and turning right. For vehicles travelling straight on into Sandbrook Way the advertisement will be located in a nearside carriageway position and in the driver's eye line, which will reduce the risk of drivers turning attention away from the road.

3.28 For the above reasons, it is considered that the proposed digital advertising display will not create an unacceptable impact for traffic passing the site on the A627(M) west arm in terms of risk to public safety.

Pedestrian Environment

3.29 In terms of the pedestrian environment in the vicinity of the site, there is a stagger controlled pedestrian crossing on the Sandbrook Way arm of the adjacent signalised junction. Given that measures are in place to ensure that pedestrians can cross this arm of the junction in a controlled and safe manner, it is concluded that the digital advertising screen proposal would not raise any public safety issues for pedestrians.

Summary

3.30 The proposed scheme comprises of a free-standing single-sided digitally illuminated LED screen on land adjacent to Sandbrook Way, Rochdale, OL11 2NQ. The site assessment has reviewed the proposal site in the context of the key factors that are relevant in terms of the consideration of the acceptability of the site for roadside digital advertising.

3.31 In summary, it is considered that the proposed digital advertising display:

i) Is in a location where there is existing poster and paste advertisements adjacent to the A627(M) / A664 Edinburgh Way / Sandbrook Way signalised junction;

ii) Does not conflict with the safe operation of the A627(M) / A664 Edinburgh Way / Sandbrook Way signalised junction;

iii) Benefits from good sightlines on the A627(M) northbound approach, and the position of the proposed advertisement display will not be in conflict with the motorist's view of the traffic signals that control this arm of the adjacent signalised junction;

iv) Does not conflict with traffic signs;

v) Does not present a safety risk in terms of the pedestrian environment; and

vi) Will not create an unacceptable impact in terms of driver distraction and risk to road safety for traffic passing the proposal site.

4 REVIEW OF ACCIDENT DATA

Introduction

4.1 In order to examine whether the proposed digital advertising screen is likely to cause a safety concern, the Crashmap database has been reviewed for the most recent five-year period available (2015-2019).

4.2 A plan extracted from Crashmap in the vicinity of the site is shown below.

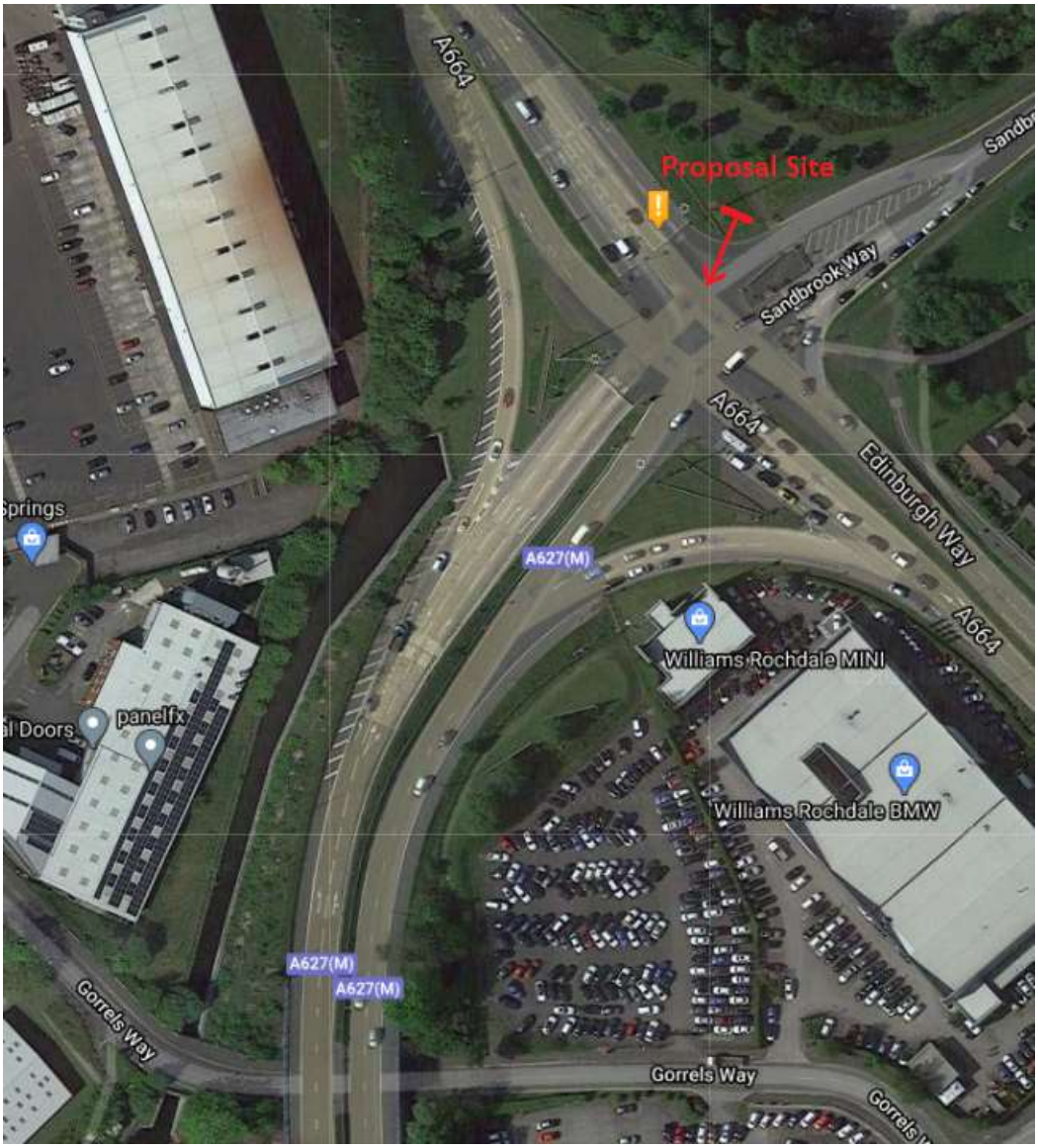


Figure 4.1 – Locations of Accidents in the Vicinity of the Proposal Site (2015 – 2019)
Source – https://www.crashmap.co.uk/

Analysis and Conclusion

4.3 The accident data shows that only one accident has occurred in the five-year period up to 31st December 2019 in the vicinity of the proposal site, and this was slight in severity. The accident appears to have been a rear end shunt incident that occurred on the Edinburgh Way north arm of the A627(M) / A664 Edinburgh Way / Sandbrook Way junction, and the advertising screen direction would not have been in full view to these drivers.

4.4 Whilst any accident is regrettable, it is not considered that an accident rate of one per five year period, i.e. 0.2 per year, demonstrates a poor safety record for the adjacent highway network, including on the A627(M) northbound approach to the proposal site.

4.5 It is therefore considered that the proposal site for the single-sided digital advertising display is in a good location in terms of the recent accident record in the vicinity and it is not likely to cause a road safety problem.

4.6 In summary, there will not be a conflict with the proposal to erect the digital advertising display adjacent to the A627(M) / A664 Edinburgh Way / Sandbrook Way signalised junction.

5 COMPARABLE SITES

Introduction

5.1 This chapter provides examples of other sites where digital advertising screens have been approved and introduced in the vicinity of large signalised junctions.

A5103 Princess Road / Greenheys Lane, Manchester

5.2 There is an existing digital advertising display in Manchester at a large signalised junction along a main radial route into the city from the south. The A5103 forms a large signal junction with Greenheys Lane on the approach to the city centre, and there is a digital display located on the nearside carriageway at the junction that is directed towards the A5103 inbound traffic (northbound carriageway) and this sign shows moving adverts. This example is documented below in **Figure 5.1**.



Figure 5.1 – A5103 Princess Road / Greenheys Lane Signalised Junction, Manchester

Waterloo IMAX, London

5.3 The IMAX is located in close proximity to Waterloo Station and is at the centre of four key vehicular routes with displays aimed at road, pedestrian and cycle users. The advertising feature comprises a significant dome structure, which has a

circular digital advertising display encompassing all of the central island. This location comprises of a complex four-arm signalised junction. **Figure 5.2** presents an image and location plan of this existing digital advertising site.



Figure 5.2 – A3200 / A301 / Waterloo Bridge Signalised Junction, London
Source – http://www.oceanoutdoor.com/products/banners/imax/

Elephant and Castle Roundabout, London

5.4 The Elephant and Castle roundabout is located in close proximity to the Elephant & Castle Station and is at the centre of five key vehicular routes with displays aimed at road, pedestrian and cycle users. The digital advertising display is located in the central island of the five-arm signalised junction and faces northwards towards the A3.

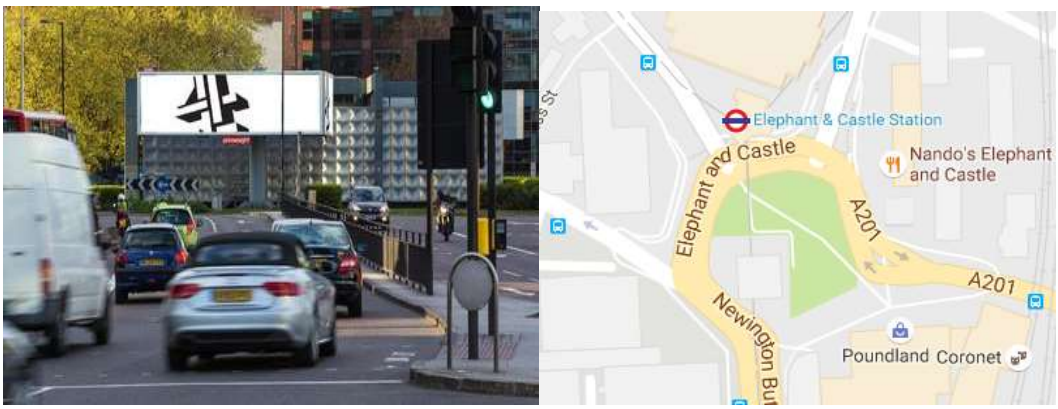


Figure 5.3 – A201 / A3 / A302 / Newington Butts / London Road Signalised Junction, London

Trafford Centre, Manchester

5.5 Three applications for consent to display internally illuminated free standing digital advertisements, logo boxes and totems were approved on 7th November 2016 (Trafford Council Application References 89125/ADV/16, 89127/ADV/16 and 88885/ADV/16). One of these sites is located at a major signalised roundabout along one of the main access routes into the Intu Trafford Centre at the B5214 / Trafford Way / Trafford Centre junction where there are separate advertisements that face the north and southbound approaches, with one of these advertising screens shown in **Figure 5.4**.



Figure 5.4 – B5214 / Trafford Way / Trafford Centre Signalised Roundabout, Manchester
Source – https://www.google.co.uk/maps

A57 Regent Road, Manchester

5.6 There is an existing digital advertising display in Manchester on an overhead gantry where traffic approaching the city from the M602 meets traffic on the arterial A5063 and A57 routes. There is a large signal junction at the end of the M602 inbound towards Manchester, which continues as the A57 and an arterial route into the city centre and although the digital advertising display is overhead, it is located immediately at the end of the motorway. This example is documented below with a photographic record and site location plan.



Figure 5.5 – A57 Regent Road / M602 / A5063 Trafford Road Signalised Roundabout, Manchester

178 Huntingdon Street, Nottingham

5.7 This advertising application (Nottingham City Council application reference 18/00213/ADV2) sought advertising consent for the replacement of a 48-sheet static advertisement with a modern digital LED display of the same size on the gable wall at this site in Nottingham City Centre. The site is located adjacent to Huntingdon Street and the advertising display faces towards the northbound carriageway on the approach to the Huntingdon Street / Cairns Street / Great Freeman Street traffic signal junction. Nottingham City Council approved the application in March 2018. The proposed digital advertising screen location is shown below.

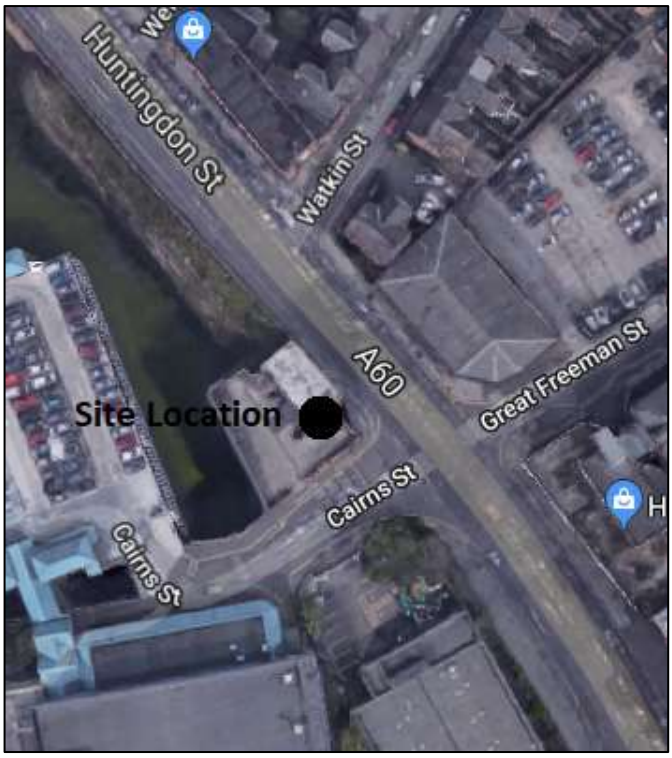


Figure 5.6 – 178 Huntingdon Street, Nottingham

111 Fore Street, Devonport, Plymouth

5.8 This advertising application (Plymouth City Council application reference 19/00029/ADV) sought advertising consent for the replacement of a 48-sheet static advertisement with a modern digital LED display of the same size on the gable wall at this site in Devonport, Plymouth. The site is located adjacent to Fore Street and the advertising display faces towards the westbound carriageway on the approach to the Fore Street / Chapel Street / Park Avenue traffic signal junction, as shown in **Figure 5.7**. Plymouth City Council approved the application in March 2019.



Figure 5.7 – 111 Fore Street, Plymouth

Summary

5.9 This chapter has reviewed existing sites and advertising applications for digital displays in other similar locations and highway environments across the UK. It has been shown that there are various examples of digital advertising displays, which are similar in location that have gained planning permission. The case studies include examples of advertisements, located adjacent to traffic signal junctions, which were all approved.

6 CONCLUSIONS

Summary

6.1 Vectos have been commissioned by Vivid Outdoor Media Ltd on behalf of Rochdale Borough Council to provide a highway safety report to support an advertising application relating to a proposal to develop a single-sided digitally illuminated LED advertising screen on land adjacent to Sandbrook Way, Rochdale, OL11 2NQ.

6.2 The proposed digital advertising display will measure 6m wide by 3m high and the bottom of the display will be raised 2.5m above ground level. The proposal site is located on the north side of the A627(M) / A664 Edinburgh Way / Sandbrook Way four-arm signalised junction on land between the A664 Edinburgh Way and Sandbrook Way arms of the junction, and the display will be principally directed towards traffic on the A627(M) northbound carriageway.

6.3 There is not a presumption against roadside digital advertising in the relevant planning policy and guidance, and accordingly this report has set out a detailed analysis of the proposal to consider the acceptability of the site for a roadside digital media screen.

6.4 The principle of advertising in this location has been established as there are two existing poster and paste advertisements located on the south side of the A627(M) / A664 Edinburgh Way / Sandbrook Way signalised junction adjacent to the A627(M) southbound carriageway.

6.5 It is also important to note that digital advertisements are highly controllable and it is possible to provide recommendations to manage the level of distraction by control of type, brightness, form of change and interval between advertisements, and the proposed advertising screen will be subject to the appropriate controls as detailed earlier in chapter 3.

6.6 The proposal site has been reviewed with due consideration given to the following factors, and the assessment has demonstrated that the proposed digital advertising display:

i) Is in a location where there is existing poster and paste advertisements adjacent to the A627(M) / A664 Edinburgh Way / Sandbrook Way signalised junction;

ii) Does not conflict with the safe operation of the A627(M) / A664 Edinburgh Way / Sandbrook Way signalised junction;

iii) Benefits from good sightlines on the A627(M) northbound approach, and the position of the proposed advertisement display will not be in conflict with the motorist's view of the traffic signals that control this arm of the adjacent signalised junction;

iv) Does not conflict with traffic signs;

v) Does not present a safety risk in terms of the pedestrian environment; and

vi) Will not create an unacceptable impact in terms of driver distraction and risk to road safety for traffic passing the proposal site.

6.7 On review of the accident statistics both on the approaches and at the A627(M) / A664 Edinburgh Way / Sandbrook Way signalised junction in the vicinity of the proposal site, it is evident that there is no safety concern on this part of the transport network.

6.8 There are examples in other cities around England of digital advertising displays being located in similar locations adjacent to traffic signal junctions, which were all approved.

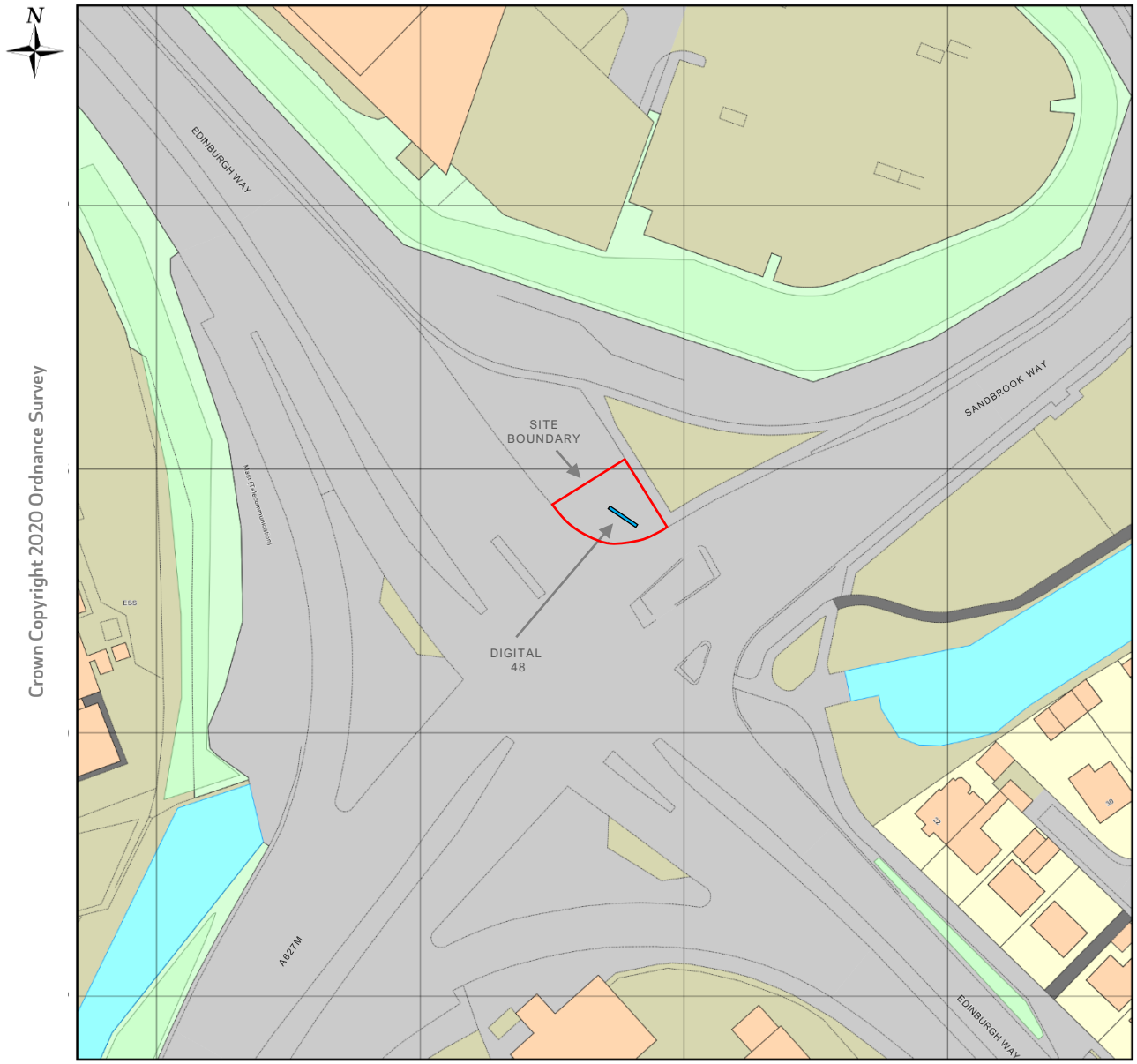
Conclusion

6.9 Taking into account the findings of this highway safety report the applicant considers that the proposed digital advertising screen would not have an unacceptable or severe impact on highway safety at this location and is therefore not contrary to paragraph 109 of the National Planning Policy Framework (February 2019).

6.10 In conclusion, the proposal to develop a single-sided digitally illuminated LED advertising screen on land adjacent to Sandbrook Way, Rochdale, OL11 2NQ, will not adversely impact on driver distraction, and so does not present a risk to road safety. It is therefore considered that there are no significant transport reasons why the development proposals should not be granted planning permission.

Appendix A

Development Proposals



Crown Copyright 2020 Ordnance Survey

Vivid

Vivid Outdoor Media
Landmark House
Station Road
Cheadle Hulme
Stockport
SK8 7BS
www.vividoutdoormedia.com

SITE LOCATION

Sandbrook Way
At Edinburgh Way
Facing A627M
Rochdale
OL11 2NQ

DRAWING NAME

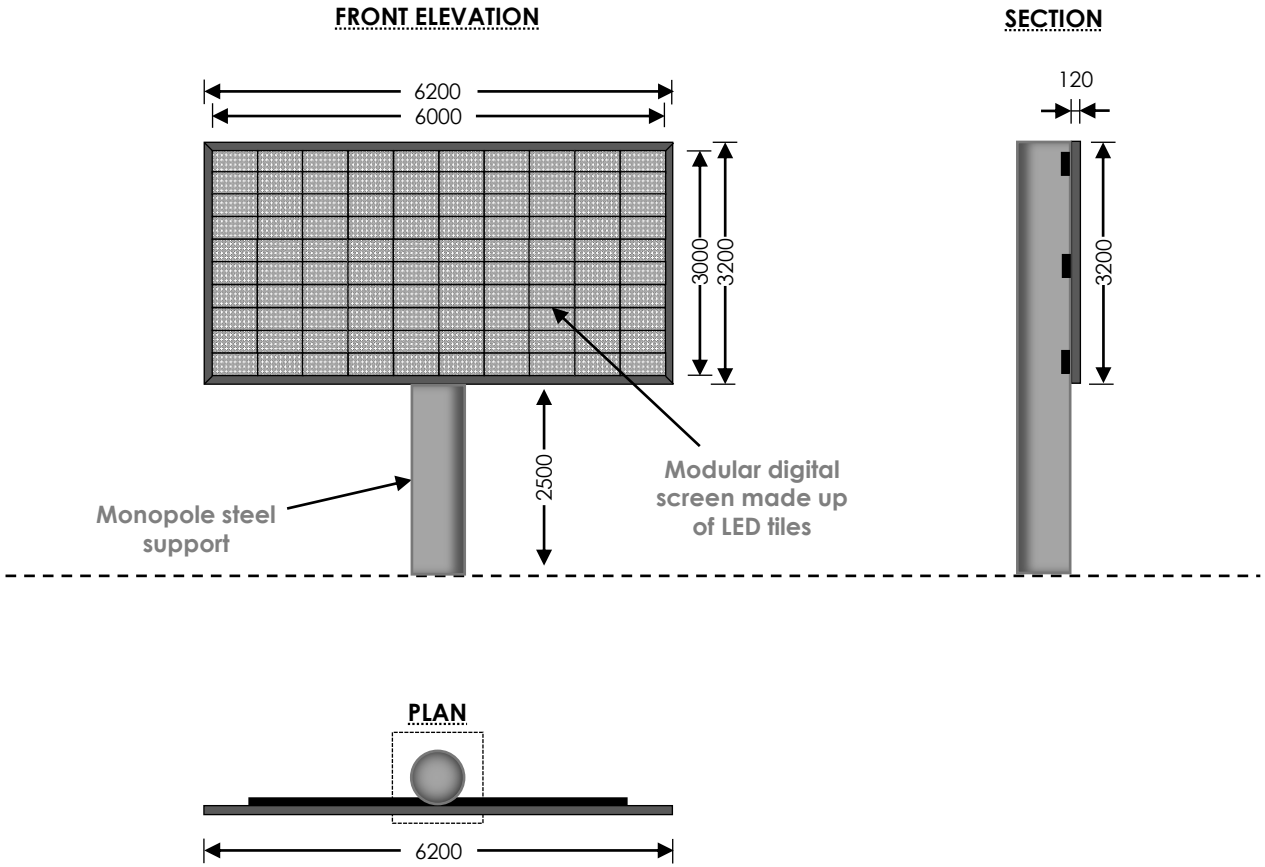
RBCSWEW2 Site Plan

DRAWING SCALE

1:1250 @ A4

DATE

10th September 2020



Vivid Outdoor Media
Landmark House
Station Road
Cheadle Hulme
Stockport
SK8 7BS
www.vividoutdoormedia.com

SITE LOCATION

Sandbrook Way
At Edinburgh Way
Facing A627M
Rochdale
OL11 2NQ

DRAWING NAME

RBCSSWEW3 Specification Drawings

DRAWING SCALE

1:100 @ A4

DATE

10th September 2020

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Contact

London
Network Building,
97 Tottenham Court Road,
London W1T 4TP.
Tel: 020 7580 7373

Bristol
5th Floor, 4 Colston Avenue,
Bristol BS1 4ST
Tel: 0117 203 5240
www.vectos.co.uk

Cardiff
Helmont House, Churchill Way,
Cardiff CF10 2HE
Tel: 029 2072 0860

Exeter
6 Victory House,
Dean Clarke Gardens,
Exeter EX2 4AA
Tel: 01392 422 315

Birmingham
Great Charles Street,
Birmingham B3 3JY
Tel: 0121 2895 624

Manchester
Oxford Place, 61 Oxford Street,
Manchester M1 6EQ.
Tel: 0161 228 1008

Leeds
7 Park Row, Leeds LS1 5HD
Tel: 0113 512 0293

Bonn
Stockenstrasse 5, 53113,
Bonn, Germany
Tel: +49 176 8609 1360
www.vectos.eu

Registered Office
Vectos (North) Limited
Oxford Place
61 Oxford Street
Manchester M1 6EQ
Company no. 07794057