

PROPOSED UPGRADE OF A DOUBLE-SIDED ADVERTISING PANEL TO D POSTER FORMAT, A57 HYDE ROAD, MANCHESTER

HIGHWAY SAFETY STATEMENT

APRIL 2020

1 INTRODUCTION

- 1.1 Vectos has been commissioned by Wildstone Planning to support an advertising application to vary a planning condition that currently restricts the rate of change between adverts so that advertisements shall not change more than once every 30 seconds. The site location is 18 Hyde Road, Manchester, M12 6BW.

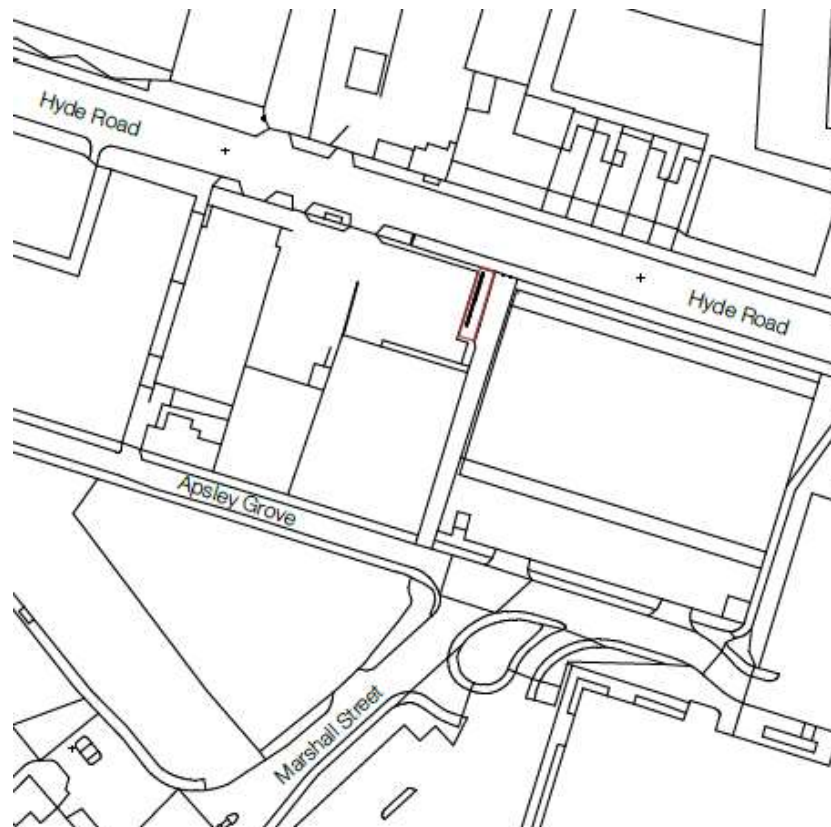
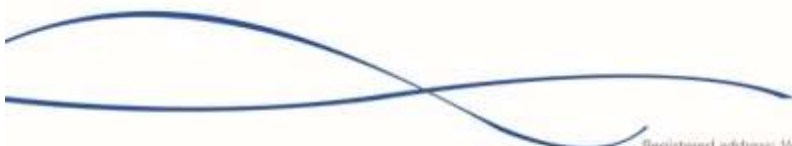


Figure 1.1 – Site Location

- 1.2 The proposal is to upgrade existing 96-sheet (12m wide x 3m high) and 48-sheet (6m wide x 3m high) poster and paste roadside adverts to 48-sheet static LED digital advertising display panels.
- 1.3 The proposal site is located adjacent the A57 Hyde Road on the south side of the carriageway between the A57 / A6 / Brunswick Street / Higher Ardwick roundabout junction to the west and the A57 / A665 traffic signal crossroads junction to the east. The existing 96-sheet advert faces to the west towards the



roundabout and the A57 Hyde Road eastbound approach and the 48-sheet advert faces to the east towards the A57 westbound approach and the traffic signal junction.

- 1.4 The proposals comprise of the removal of one existing 96-sheet panel advert at the site that will be replaced by a digital 48-sheet advertising display for the west facing display location, and overall the amount of advertising space across this site is set to reduce by around 33% as a result of the development.
- 1.5 The proposed double-sided digital advertising display will be a free standing unit located in the same location, orientation and height above ground level as the existing poster and paste adverts. Detailed plans showing the proposals for the digital advertising screens at this site have been included as **Appendix A** to this Highway Safety Statement.
- 1.6 It is proposed that the digital screens will still be displaying static adverts and as such it is not considered that the proposals represent a material change or risk in terms of road safety. With the use of appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising such as poster and paste.
- 1.7 The only change that will result from the proposals relates to the digital LED illumination and the sequential change of adverts. The proposed upgrade of these poster and paste adverts to static digital format will permit the changeover between adverts to be silent and instantaneous, which will ensure that both eye dwell time and the level of distraction is minimised. It is therefore considered that there should be no material difference in road safety terms between static poster and paste sites and digital advertising sites given that the proposed replacement digital screens will be subject to the appropriate controls.

2 PLANNING BACKGROUND

- 2.1 The proposals to replace one 48-sheet poster display and one 96-sheet poster display with one double-sided 48-sheet internally illuminated digital display and associated logo box were refused by Manchester City Council (MCC) on 13th February 2019 (advertising application reference: 122232/AOH/2018). It is important to note that despite the refusal decision, as set out in the Delegated Officer Report for the Planning Application, MCC Highways confirmed that the siting of the proposed digital signs was acceptable in highway and operational terms. The Local Highway Authority recommended a condition to control luminance levels, types of image displayed and the frequency of display.
- 2.2 Wildstone Capital Ltd subsequently appealed the refusal decision in relation to the above advertising application at the site of 18 Hyde Road, Manchester, M12 6BW (appeal reference: APP/B4215/Z/19/3226463). The appeal was allowed, but one of the conditions imposed by the



Inspector in the Appeal Decision Notice dated 29th May 2019 was that, *“No individual advertisement shall be displayed for a duration of less than 30 seconds”*.

- 2.3 This Highway Safety Statement has been prepared by Vectos in relation to the above Appeal Decision Notice and to support an advertising application to vary the planning condition to permit a rate of change of once every 10 seconds between adverts at 18 Hyde Road, Manchester.

3 SITE DESCRIPTION

- 3.1 The proposal site is located adjacent to the A57 Hyde Road on the south side of the carriageway between the A57 / A6 / Brunswick Street / Higher Ardwick roundabout junction to the west and the A57 / A665 traffic signal crossroads junction to the east. Hyde Road consists of two lanes in each direction past the proposal site, is subject to a 30mph speed limit and is lit. The Stopping Sight Distance for a 30mph road in line with Design Manual for Roads and Bridges is 90m.
- 3.2 The A57 / A665 signal signalised junction is approximately 330m to the east of the proposed advertising display location. Because this distance it is considered that the traffic signals will not interact with the downstream east facing advertising screen in respect of vehicles travelling westbound on the A57 Hyde Road.
- 3.3 The A57 / A6 / Brunswick Street / Higher Ardwick roundabout junction is approximately 140m to the west of the proposed advertising display location, and there is a controlled pedestrian crossing on the Hyde Road eastbound exit around 115m upstream on this approach. The proposal site will be visible to traffic on the Hyde Road eastbound carriageway after exiting the upstream roundabout, and the potential driver distraction effects of the advertising changeover proposals in relation to the above signalised pedestrian crossing have been considered in more detail on this approach.
- 3.4 The image below captures the view towards the proposal site from the A57 Hyde Road eastbound approach, and this also shows the existing west facing poster and paste advert at the site.





Figure 3.1 – Image Looking Towards the Proposal Site from the A57 Hyde Road Eastbound Carriageway

Source – <https://www.google.co.uk/maps/>

4 A57 HYDE ROAD EASTBOUND APPROACH DETAILED ASSESSMENT

4.1 The proposed digital advertising display at 18 Hyde Road, Manchester, is located on the south side of the carriageway behind the footway on this approach. As shown in **Figure 3.1**, it will appear between the nearside and offside primary and secondary traffic signals that are located upstream from the proposal site on the A57 Hyde Road eastbound approach. Due to the straight alignment of the Hyde Road carriageway in the vicinity of the site it is considered that both the traffic signals and the advertising screen could be processed in the same view by the driver, and also that the signals and advertising screen will not interact. The advertising proposal for the west facing display comprises of the replacement of a 96-sheet poster and paste advert with a 48-sheet digital display, and therefore the amount of advertising space visible to drivers on this approach is set to reduce by 50% as a result of the development.

4.2 **Drawings VN201603-D100** details the driver field of vision towards the proposal site from the nearside straight ahead lane in relation to the pedestrian crossing traffic signals at the exit from the upstream A57 / A6 / Brunswick Street / Higher Ardwick roundabout junction. The position of the proposed advertisement display is not considered to be in conflict with the motorist's view of the upstream pedestrian crossing and the associated traffic signals.

- 4.3 In summary, the above detailed assessment of the Hyde Road eastbound approach demonstrates that the proposal to upgrade the existing poster and paste advert to a smaller digital display format with a 10 second changeover between adverts will not cause an unacceptable distraction to motorists on this approach, as well as not impacting upon the ability for motorists to correctly read the signals during low light conditions, thus not adversely impacting highway safety conditions.

5 MINIMUM MESSAGE DISPLAY DURATION REVIEW

- 5.1 The proposal site is a location where existing poster and paste advertising has been in situ for ten or more years without discontinuance, and therefore it is considered that the principle of advertising being acceptable in road safety terms is already established.
- 5.2 The acceptability of a 10 second minimum message display duration for the proposed digital advertising screens is now considered in detail. There has been some research undertaken by Bellamy Roberts LLP (May 2016) with regard to appropriate time intervals between changeover of roadside advertising displays. The evidence involved calculating the time interval between changes for a 50mph speed limit and an assessment of the distance at which an advertisement is legible and therefore has the potential to attract a driver's attention.
- 5.3 To establish some factual basis for the calculation Bellamy Roberts conducted a video survey in a car along the elevated section of the M4 motorway in West London, where there are a number of roadside digital advertising sites. The survey captured the timing of the locations on the approach to each display when it was first considered to be sufficiently legible to possibly attract a driver's attention, and then timing when the car passed each display.
- 5.4 The results were calculated based on an 85%ile approach to establish a "typical" legibility distance given that the data collected was variable for a number of reasons, including the size of the media screen and the content of the advert. For the advertisements surveyed alongside the M4, the 85%ile legibility distance was 314m. This meant that for an approach speed towards a site of 50mph (22.35m per second) that the 314m legibility distance was covered in approximately 14 seconds. It was subsequently calculated that for a driver to see no more than one change of the display, the time interval between changes cannot be less than half the time taken to cover the legibility distance. On this basis, seven seconds equates to half the time taken to cover the 314m legibility distance at 50mph.
- 5.5 Applying the same methodology, the values for half the time to cover the 314m legibility distance travel time at 30mph, 40mph and 60mph road speeds have been calculated, with the average value for the four road speeds of 8.341 seconds. Recommending a constant proposed changeover rate for the proposal site of once every 10 seconds would be in line with the findings from the research undertaken by Bellamy Roberts LLP, so that drivers generally see no more than one change of the display on approach to the digital advertising display on the A47 Hyde Road eastbound approach at a speed of

30mph. The advertising screen will be visible to drivers from around a distance of approximately 140m at the upstream A57 / A6 / Brunswick Street / Higher Ardwick roundabout junction, which is acceptable for the 30mph speed limit and would give sufficient time for the proposal's contents to be assimilated without surprise. As the proposed changeover is once every 10 seconds, it is likely to change a maximum of once whilst in the view of drivers in 30mph traffic conditions. It should be noted that every 10 seconds is a typical changeover rate that is applied to roadside digital advertising sites across the UK.

6 COMPARABLE SITES

6.1 This section provides examples of other sites where the conversion of existing static display panels to digital advertising screens have been approved requiring a 10 second changeover between adverts, and where digital advertising displays have been introduced in urban areas and in the vicinity of traffic signals.

Ings Road, Wakefield

6.2 This advertising application (Wakefield Council application reference 18/00489/ADV) comprised of the digitalisation of two existing advertising hoardings into one free standing 48 sheet advertising screen. The site is located adjacent to the Ings Road / Ings Road / Grove Street / B&M Homestore signalised junction in Wakefield, as shown in **Figures 6.1 and 6.2**. Wakefield Council refused the application, and the reasons for refusal included concerns around public safety on the roads given the site's close proximity to the adjacent signalised junction and the low bridge.

6.3 The applicant successfully appealed against the decision by Wakefield Council to refuse the application (appeal reference APP/X4725/Z/18/3205903). In the Appeal Decision the Inspector concluded that proposals would not cause unacceptable effects in terms of public safety, and that there was no evidence to support the view that the existing display of hoardings had contributed in any way to accidents due to driver distraction. One of the conditions in the Appeal Decision required a minimum changeover of 10 seconds between adverts. The Inspector considered that with the layout of the surrounding junctions and traffic movements through them there would be opportunities for drivers to assimilate the content of the proposed display without demonstrably increasing the risk of accidents. The proposed digital advertising screen is shown in **Figure 6.3**.



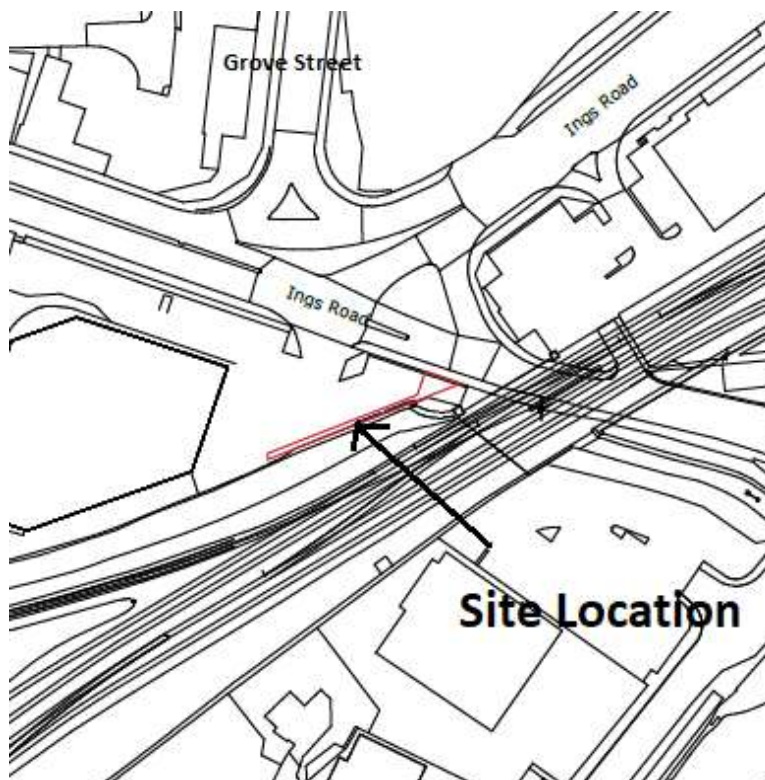


Figure 6.1 – Site Location



Figure 6.2 – Advertising Hoardings





Figure 6.3 – Ings Road Digital Advertising Screen

8 Kinmel Street, Rhyl

6.4 This advertising application (Denbighshire County Council application reference 45/2018/1155/AD) sought express 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. The site is located adjacent to Kinmel Street and the entrance to the bus station in Rhyl Town Centre. The advertising display faces towards two lanes of oncoming traffic and is a short distance downstream from the Kinmel Street / High Street traffic signal junction, as shown in **Figures 6.4 and 6.5**. Denbighshire County Council approved the application in February 2019. One of the conditions in the Certificate of Decision required a minimum changeover of 10 seconds between adverts. The proposed digital advertising screen is shown in **Figure 6.6**.

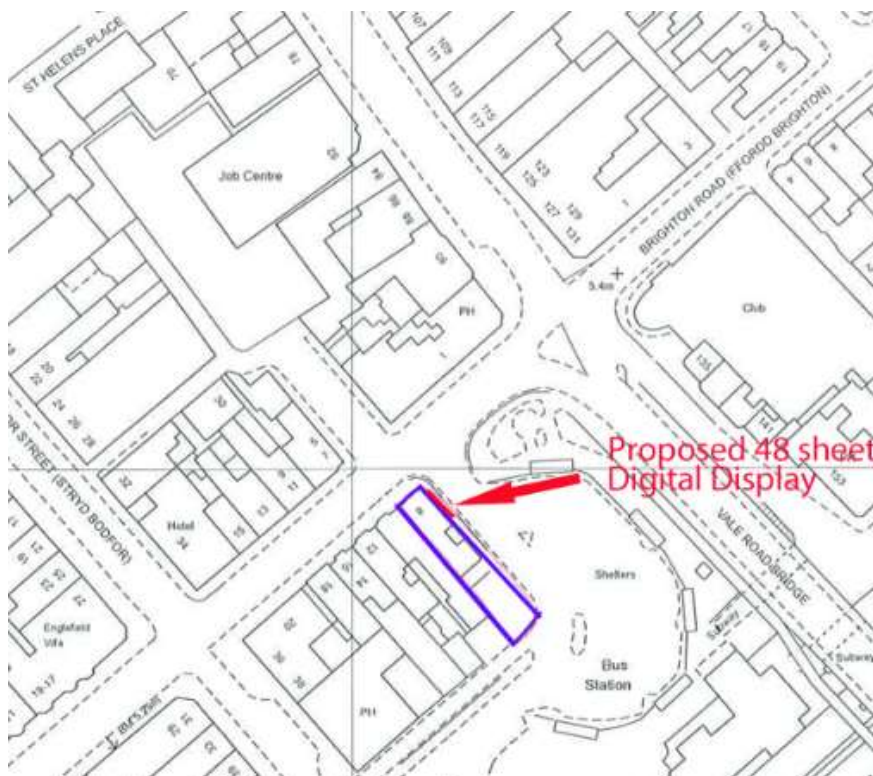


Figure 6.4 – Site Location



Figure 6.5 – 48-Sheet Static Advertising Display





Figure 6.6 – 8 Kinmel Street Digital Advertising Screen

111 Fore Street, Devonport, Plymouth

6.5 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 6.7**. Plymouth City Council approved the application in March 2019. One of the conditions in the Planning Decision Notice required a minimum changeover of 10 seconds between adverts. The former 48-sheet static advertisement and proposed digital advertising screen are shown in **Figures 6.8 and 6.9**.



Figure 6.7 – Site Location



Figure 6.8 – 48-Sheet Static Advertising Display



Figure 6.9 – 111 Fore Street Digital Advertising Screen

178 Huntingdon Street, Nottingham

6.6 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, as shown in **Figures 6.10 and 6.11**. Nottingham City Council approved the application in March 2018. The Decision Notice did not impose a condition with regard to a requirement for a minimum changeover between adverts. The proposed digital advertising screen is shown in **Figure 6.12**.

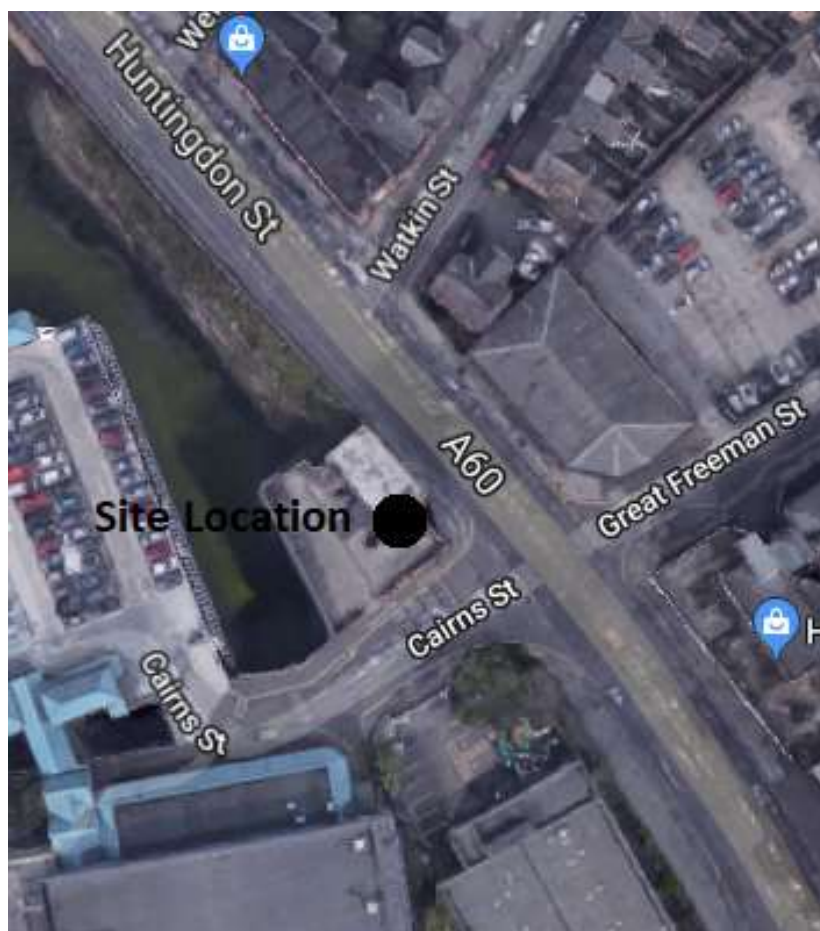


Figure 6.10 – Site Location



Figure 6.11 – 48-Sheet Static Advertising Display



Figure 6.12 – 178 Huntingdon Street Digital Advertising Screen

7 CONCLUSIONS

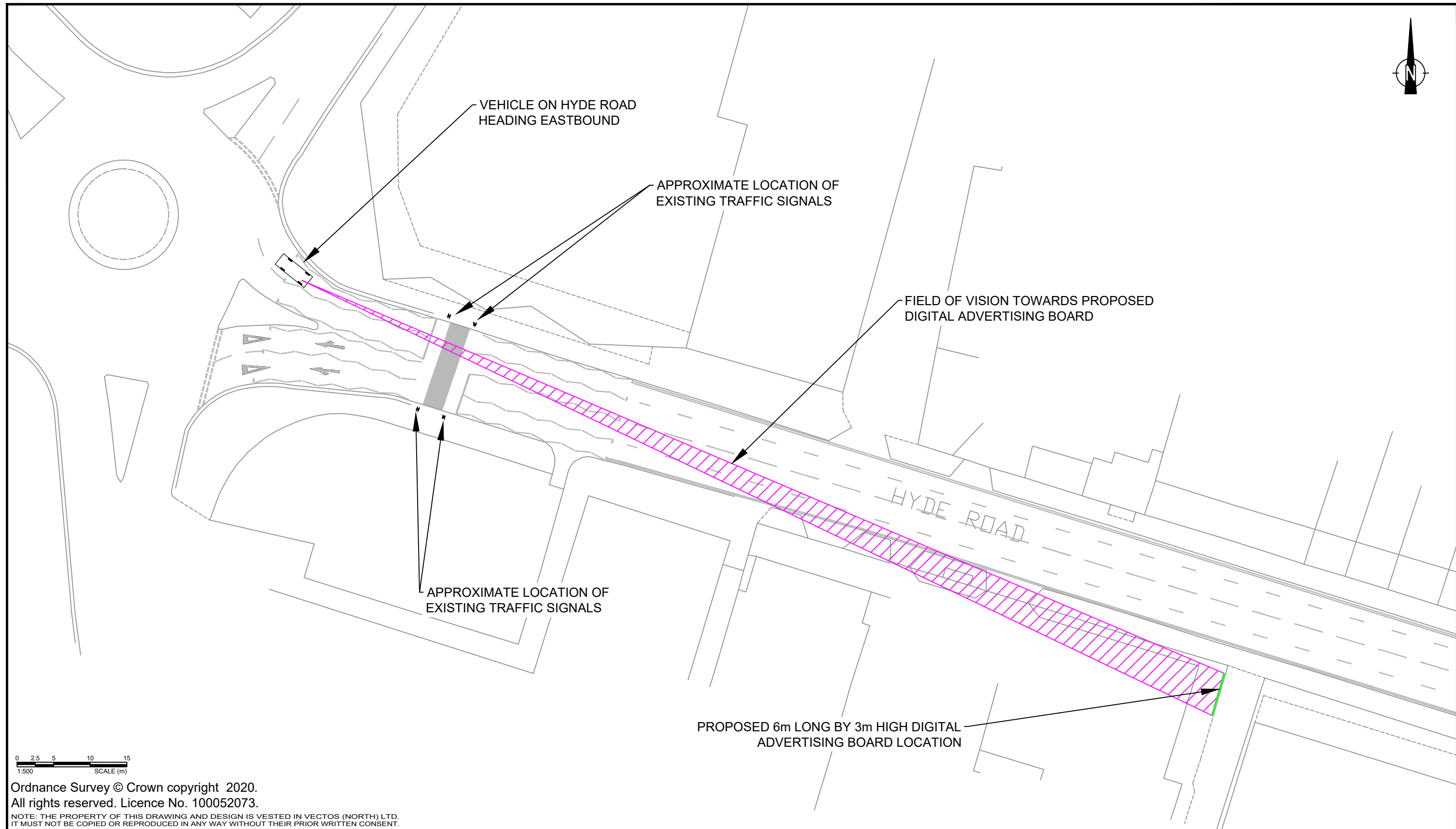
- 7.1 This Highway Safety Statement has been prepared by Vectos on behalf of Wildstone Planning to support an advertising application to vary a planning condition that currently restricts the rate of change between adverts so that advertisements shall not change more than once every 30 seconds. The site location is 18 Hyde Road, Manchester, M12 6BW.
- 7.2 The original advertising application was refused by MCC, but highway safety was not one of the reasons for refusal. Wildstone Capital Ltd subsequently appealed the refusal decision and the appeal was allowed, but one of the conditions imposed by the Inspector was that, *“No individual advertisement shall be displayed for a duration of less than 30 seconds”*.
- 7.3 The approved advertising scheme comprises of the removal of back to back 48-sheet and 96-sheet panel adverts at the site that will be replaced by a digital double-sided 48-sheet advertising display, and overall the amount of advertising space across this site is set to reduce by around 33% as a result of the development.
- 7.4 The A57 / A665 signalised junction is approximately 330m to the east of the proposed advertising display location. Because this distance it is considered that the traffic signals will not interact with the downstream east facing advertising screen in respect of vehicles travelling westbound on the A57 Hyde Road, and there is no road safety conflict with proposal to operate a 10 second changeover between adverts.
- 7.5 The detailed assessment of the Hyde Road eastbound approach also demonstrates that the proposal to upgrade the existing poster and paste advert to a smaller digital display format with a 10 second changeover between adverts will not cause an unacceptable distraction to motorists on this approach,

as well as not impacting upon the ability for motorists to correctly read the signals during low light conditions, thus not adversely impacting highway safety conditions. The advertising screen on this approach will be visible to drivers from around a distance of approximately 140m at the upstream A57 / A6 / Brunswick Street / Higher Ardwick roundabout junction, which is acceptable for the 30mph speed limit and would give sufficient time for the proposal's contents to be assimilated without surprise. As the proposed changeover is once every 10 seconds, it is likely to change a maximum of once whilst in the view of drivers in 30mph traffic conditions. It should be noted that every 10 seconds is a typical changeover rate that is applied to roadside digital advertising sites across the UK.

- 7.6 It is proposed that the digital screens will still be displaying static adverts and as such it is not considered that the proposal represents a material change or risk in terms of road safety. With the use of appropriate controls, digital advertising should be no more or less acceptable than traditional forms of advertising such as poster and paste. The only change that will result from the proposal relates to the digital LED illumination and the sequential change of adverts. The proposed upgrade of this poster and paste advertising site to static digital format will permit the changeover between adverts to be silent and instantaneous, which will ensure that both eye dwell time and the level of distraction is minimised. It is therefore considered that there should be no material difference in road safety terms between the static poster and paste adverts and the digital advertising screens given that the proposed replacement digital screens will be subject to the appropriate controls.
- 7.7 There are examples in other cities around England where the conversion of existing static display panels to digital advertising screens have been approved requiring a 10 second changeover between adverts, and where digital advertising displays have been introduced in urban areas and in the vicinity of traffic signals.
- 7.8 In summary, it is considered that there are no material reasons why the proposal to vary a planning condition that currently restricts the rate of change between adverts to once every 30 seconds for the approved digital advertising scheme at 18 Hyde Road, Manchester, M12 6BW should not be granted planning consent on highways or transportation grounds.

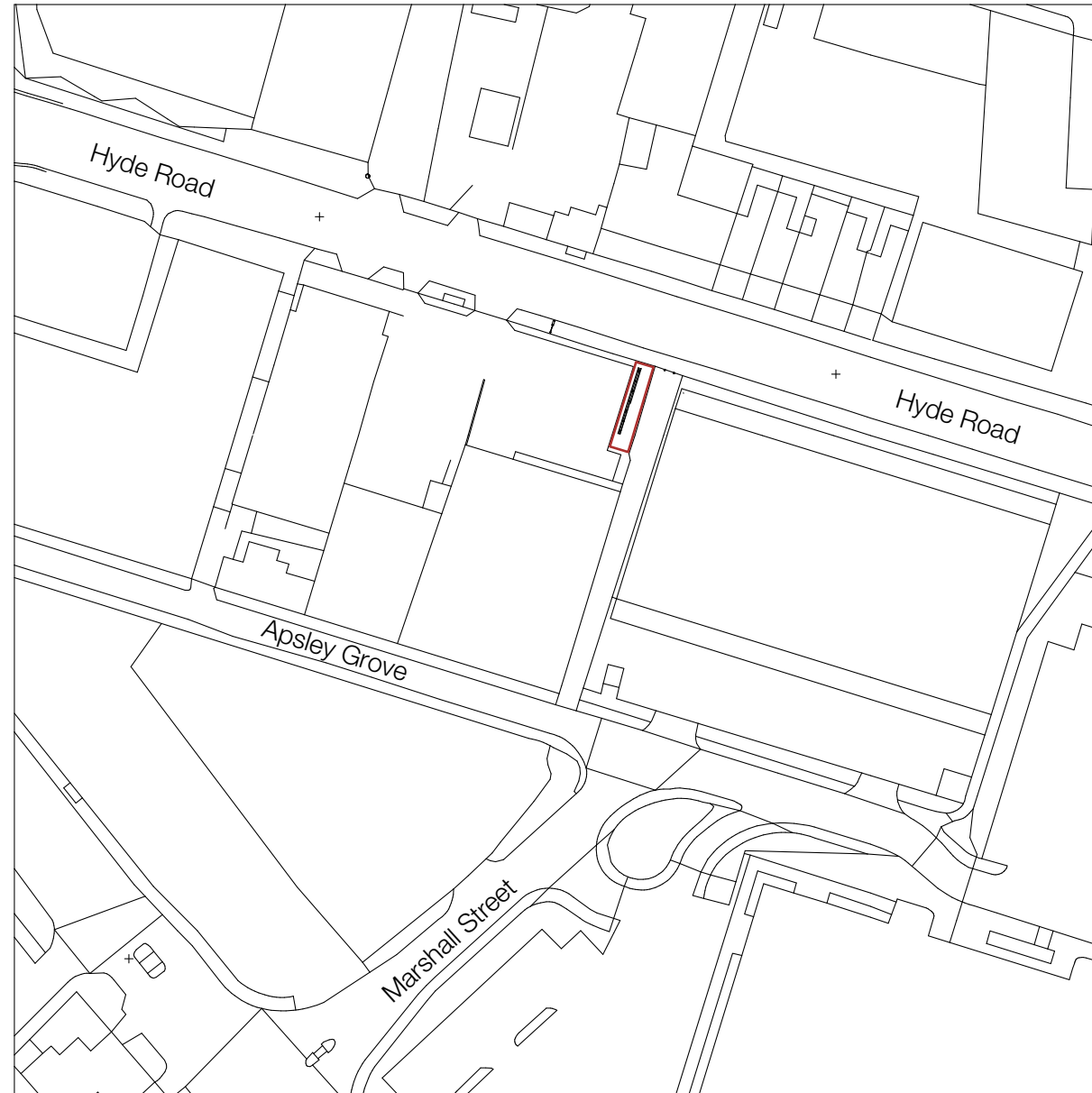
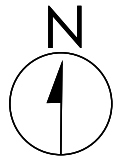


DRAWINGS



REV.	DETAILS	DRAWN	CHECKED	DATE	Notes:	18 HYDE ROAD, MANCHESTER	WILDSTONE
					1. This is not a construction drawing and is intended for illustrative purposes only. 2. White lining is indicative only. <u>KEY</u> PROPOSED DIGITAL ADVERTISING BOARD EXISTING TRAFFIC SIGNAL DRIVER FIELD OF VISION TOWARDS PROPOSED DIGITAL ADVERTISING BOARD	PROPOSED DIGITAL ADVERTISING DISPLAY DRIVER VISIBILITY SPLAY REVIEW	vectos transport planning specialists 4th Floor Oxford Place, 61 Oxford Street, Manchester, M1 6EQ 0161 228 1008 e: manchester@vectos.co.uk
						DRAWN: NL CHECKED: PT DATE: APRIL 2020 SCALES: 1:500 at A3	DRAWING NUMBER: VN201603-D100 REVISION: .

APPENDIX A



0 20m 40m 100m

Title
Site Location Plan

Project
18 Hyde Road, Manchester, M12
6BW

Client
Wildstone Capital Limited

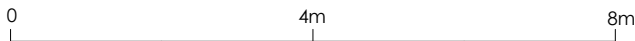
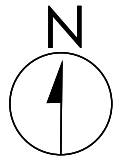
Job No. 10927
Issued 20/12/18

Drawn By ML
Checked By

Signed By
Scale 1:1250 @ A3

Key
 1. Site Boundary

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone



Title
Site Plan - Existing

Project
18 Hyde Road, Manchester, M12
6BW

Client
Wildstone Capital Limited

Job No.
10927

Issued
20/12/18

Drawn By
ML

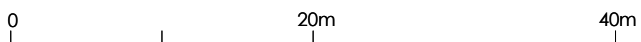
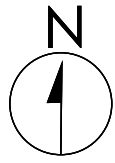
Checked By

Signed By

Scale
1:100 @ A3

- Key**
- 1. Site Boundary
 - 2. 96 Sheet Advertisement
(To be removed)
 - 3. 48 Sheet Advertisement
(To be removed)

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone



Title
Site Plan - Proposed

Project
18 Hyde Road, Manchester, M12
6BW

Client
Wildstone Capital Limited

Job No.
10927

Issued
20/12/18

Drawn By
ML

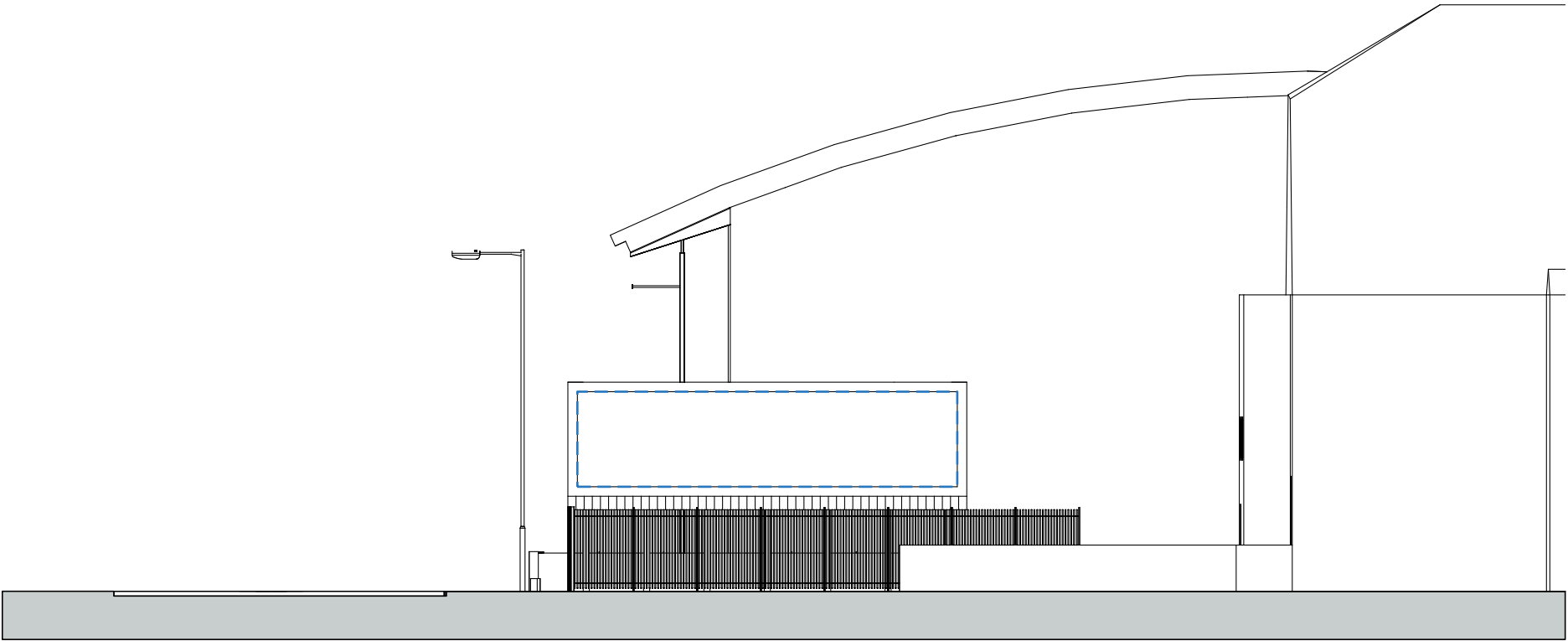
Checked By

Signed By

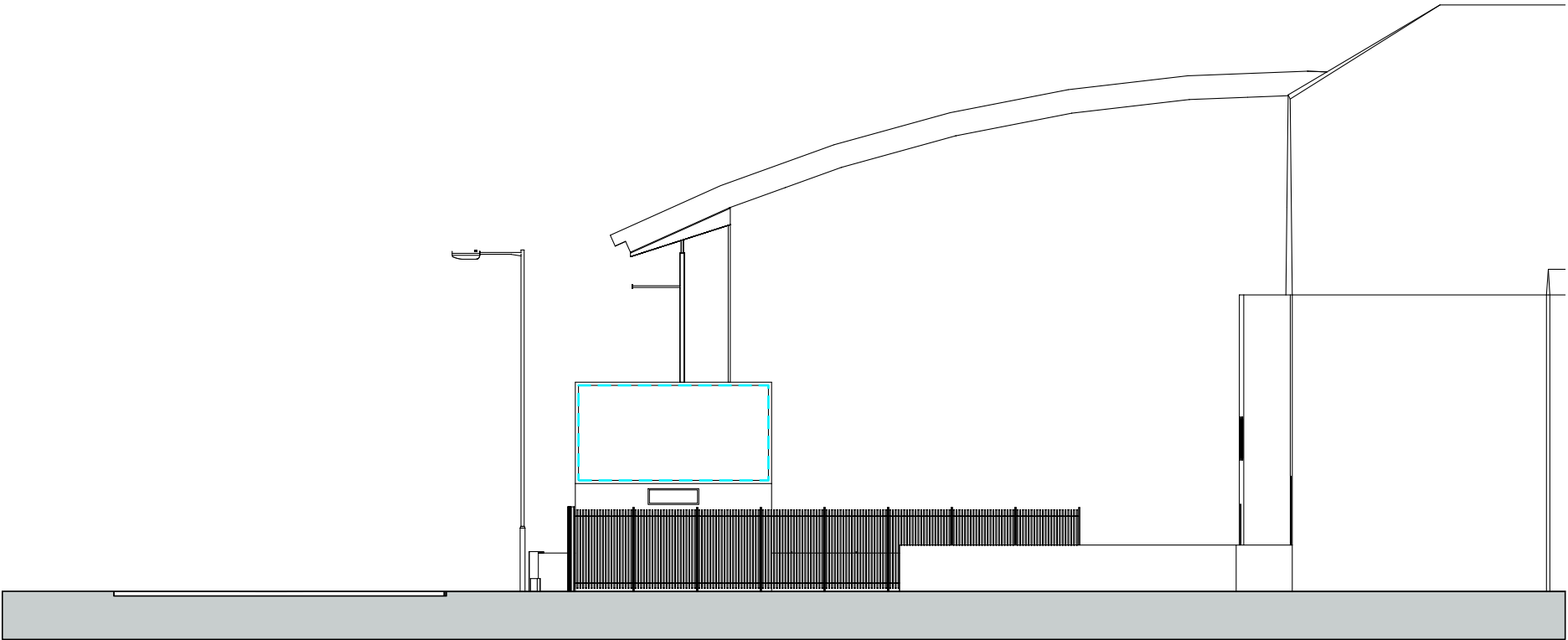
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1:500 @ A3

Key
1. Site Boundary
2. Proposed Digital
48 Sheet

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone



EXISTING



PROPOSED



Title
Elevation AA

Project
18 Hyde Road, Manchester, M12
6BW

Client
Wildstone Capital Limited

Job No.
10927

Issued
20/12/18

Drawn By
ML

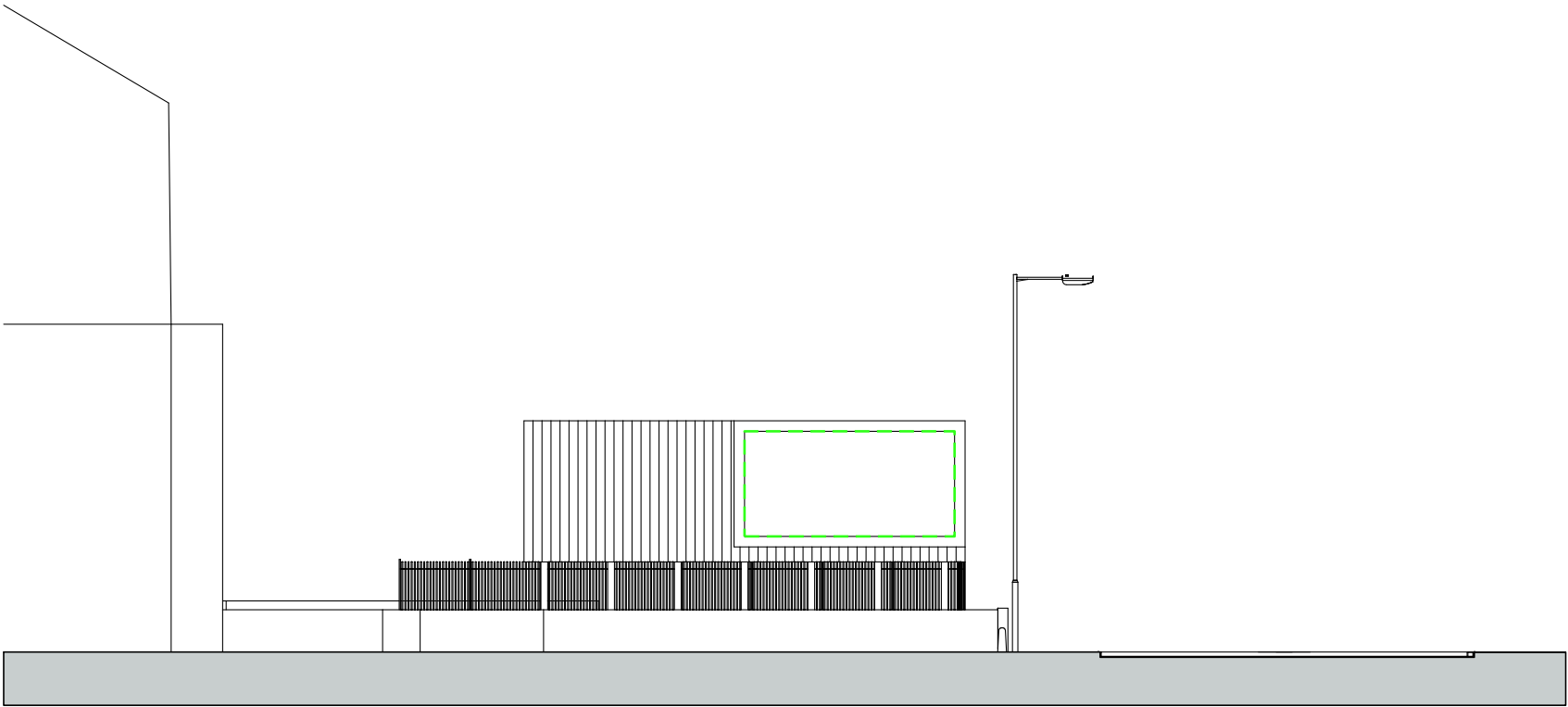
Checked By

Signed By

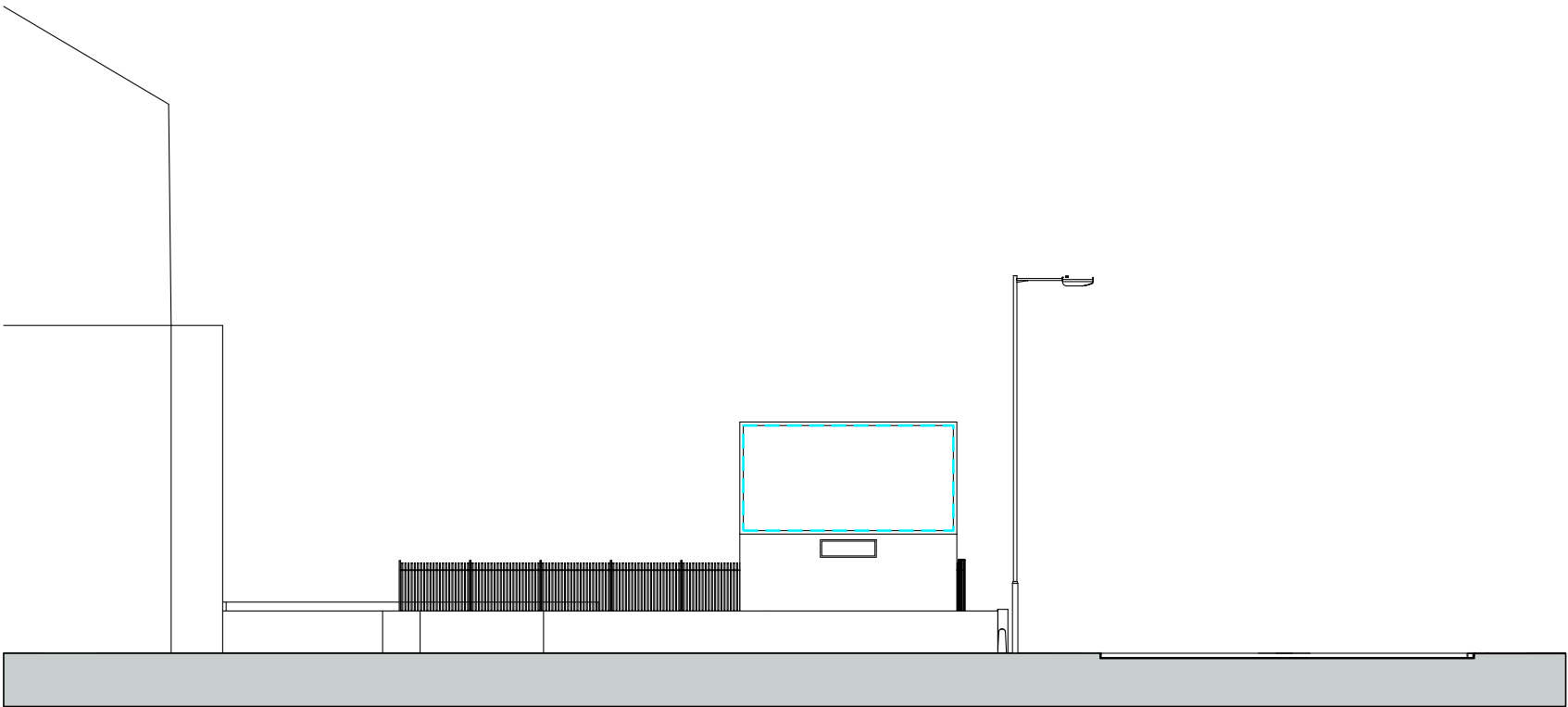
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- Key**
- 1. 96 Sheet Advertisement
(To be removed)
 - 2. Proposed Digital 48 Sheet

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EXISTING



PROPOSED



Title
Elevation BB

Project
18 Hyde Road, Manchester, M12 6BW

Client
Wildstone Capital Limited

Job No.
10927

Issued
20/12/18

Drawn By
ML

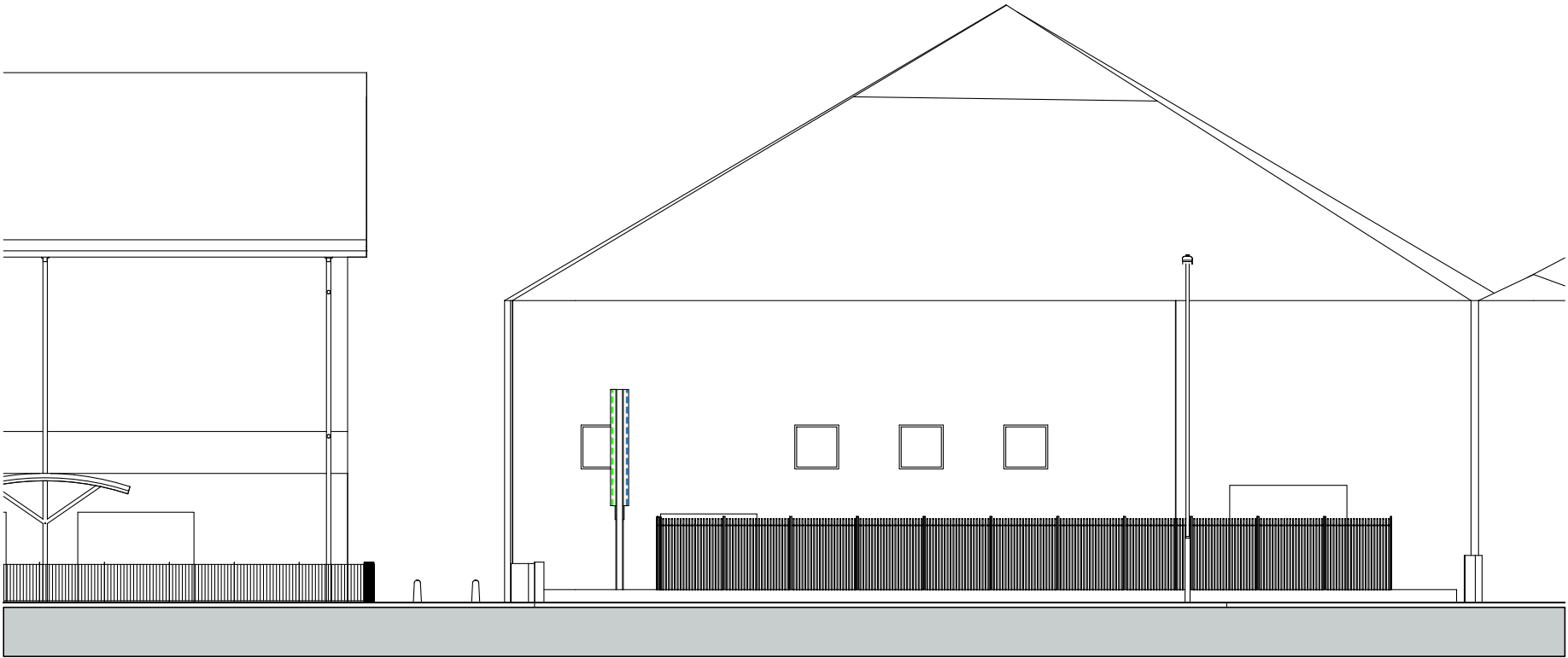
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Signed By

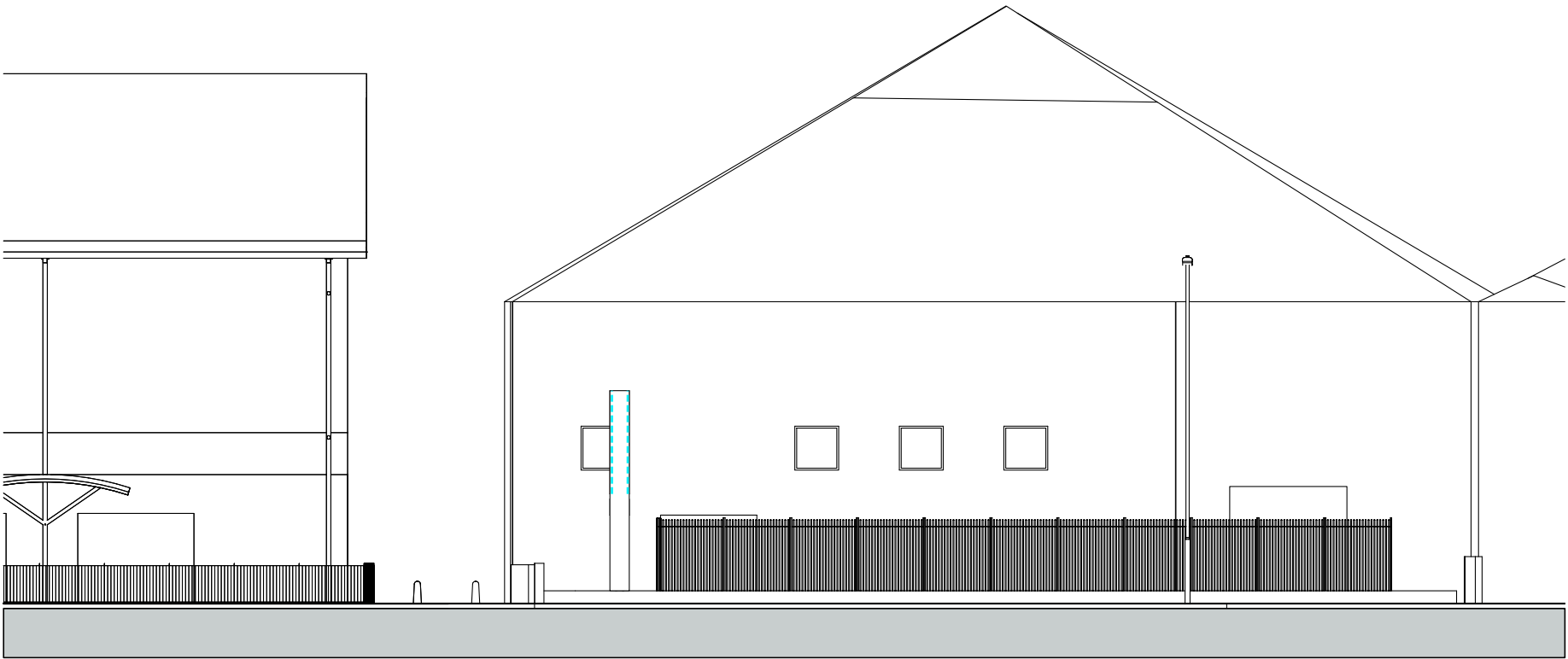
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- Key**
- 1. 48 Sheet Advertisement (To be removed)
 - 2. Proposed Digital 48 Sheet

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone



EXISTING



PROPOSED

0 4m 8m

Title
Elevation CC

Project
18 Hyde Road, Manchester, M12
6BW

Client
Wildstone Capital Limited

Job No.
10927

Issued
20/12/18

Drawn By
ML

Checked By

Signed By

Scale
1:100 @ A3

- Key**
- 1. 96 Sheet Advertisement (To be removed)
 - 2. 48 Sheet Advertisement (To be removed)
 - 3. Proposed Digital 48 Sheets

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone

Title
Specification Sheet

Project
18 Hyde Road, Manchester, M12 6BW

Client
Wildstone Capital Limited

Job No.
10927

Issued
20/12/18

Drawn By
ML

Checked By

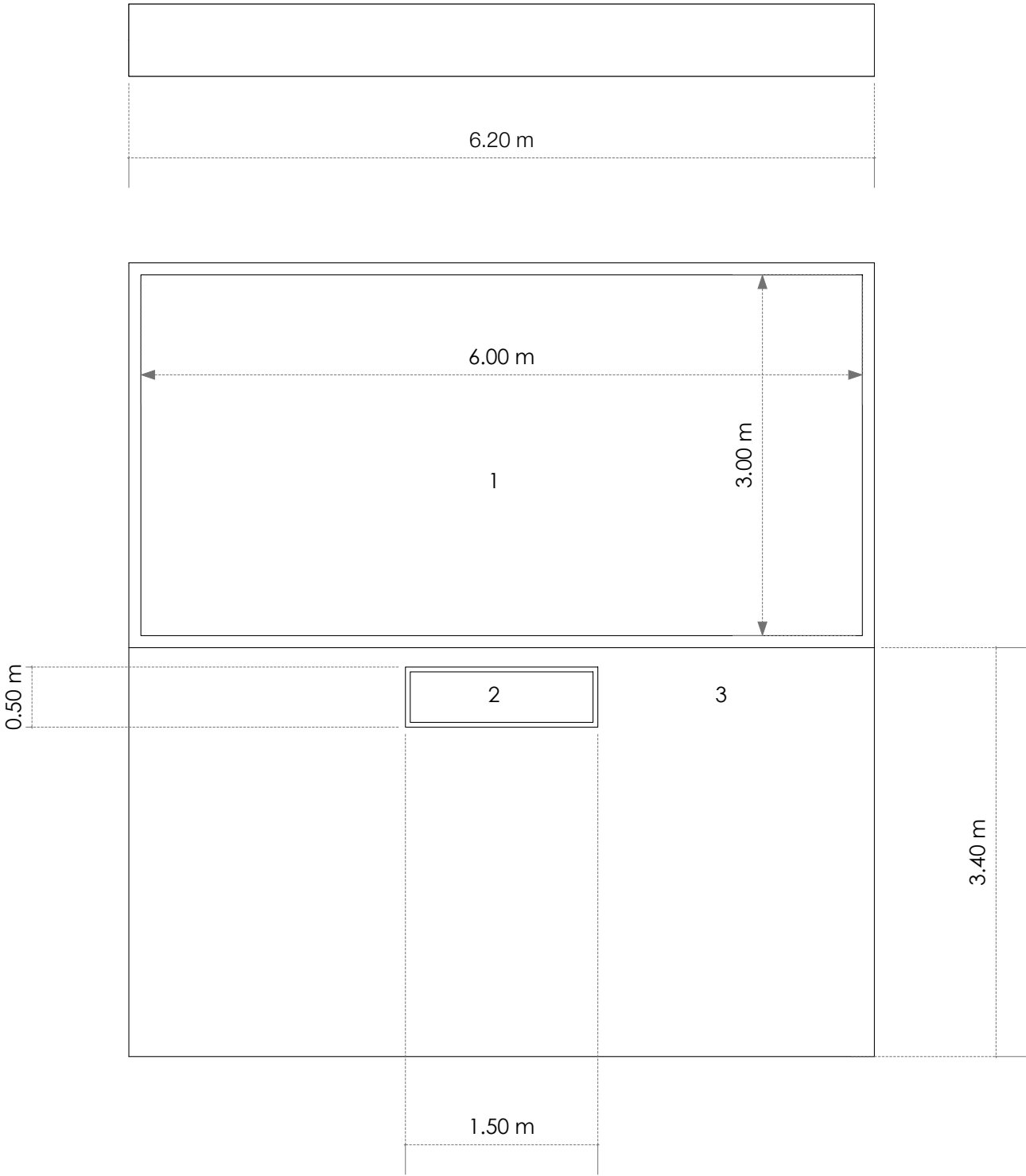
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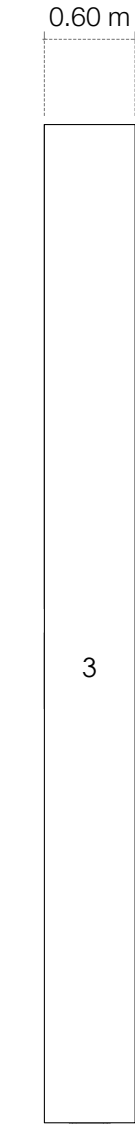
- Key
- 1. Digital 48 Sheet
 - 2. Associated Logo Box
 - 3. Cladding

All information is to be checked on site for accuracy and fit. Only drawings with WD status with the most recent revision are to be used for construction. Report any discrepancies and omissions to Wildstone

Plan



Front/Back



Side

