

TOWN AND COUNTRY PLANNING ACT**HIGHWAY REPORT ON PROPOSALS FOR DEVELOPMENT**

DISTRICT:	Ashfield	Date received	14/02/2025
OFFICER:	Darius Walker		
PROPOSAL:	Application to display an illuminated advertisement	D.C. No.	V/2025/0067
LOCATION:	Wilkinson, Outram Street, Sutton In Ashfield, Nottinghamshire, NG17 4AB		
APPLICANT:	Mr Nigel Bryan		

The highway authority's 18/2/25 response to the initial consultation on this application was to recommend that the application be determined by the local planning authority (LPA) via standing advice. The applicant has since submitted further information and a revised proposal. Because of the nature of the revised proposal and its relationship to the classified road and features thereon, the highway authority must now comment.

The original application proposed a single electronic advertisement screen located on the first-floor elevation above the shop windows to the former Wilko building frontage.

The scheme now proposes signage in four locations, comprising a total of six display screens, as follows: Location 1 - two screens (2.15m x 1.25m) on each side of the former western store doors; Location 2 - a screen (6.72m x 4.8m) at first floor level above the former western store doors in place of the western Wilko logo; Location 3 - a screen (6.72m x 4.8m) at first floor level located in place of the eastern Wilko logo; Location 4 - a pair of screens (2.4m x 1.9m) located in the shop window to the west of the eastern store door.

All the screens would be electronic and capable of accommodating static images and moving displays including images, social media pages, videos, live TV and web sites, and scrolling text. All would be single screens except for that in location 1, which would comprise 35 individual P4 LED cabinet monitors.

Supporting documentation indicates that the LED displays would have "ultra-high brightness" (5500 to 8000 candela/sq m) with "vivid colours", "outstanding high brightness", "impressive brightness levels", and "outstanding visibility". The displays would be "readable even in direct sunlight", "instantly catching attention", and ensuring that "content always stands out".

All the displays would be visible to northbound drivers approaching along the classified B6023 Forest Street, as shown in the street view extract below. The displays in locations 1, 3 and 4 would always be highly visible. The display in location 2 would be highly visible when the street trees are not in leaf, with diffuse views at other times.



The displays in location 4 would be visible to westbound drivers approaching along the classified B6023 Outram Street, as shown below:



The display in location 3 would become visible to westbound drivers on Outram Street as they approach the signalised pedestrian crossing where Outram Street meets Forest Street, as shown below:



The displays at first floor level at locations 2 and 3 would be particularly novel features in the street scene, more so than the displays in the shop windows at ground floor level at locations 1 and 4. There is no other similar illuminated signage in the vicinity.

All the displays are located where highway conditions are relatively complex, given the location of the signalised crossing on the bend where Outram Street meets Forest Street and where vehicles emerge from the market place area onto Outram Street. There are multiple signal heads, streetlights, and road signs. The signalised crossing is frequently used. These features, along with numerous pedestrian and vehicle movements, result in a complicated and busy street environment.

The above conditions require a high level of concentration from road users including drivers and more vulnerable pedestrians and cyclists. The proposed displays would significantly alter the environment in which highway users interact. Road users would have to register the large changing displays within the immediate busy road environment. Accordingly, due to a combination of the siting, size and method of illumination, the displays would be overly prominent, particularly in the context of the traffic signals at the pedestrian crossing. The sharp vivid images and the movement created by changing displays would further add to the prominence of the displays. These features could cause distraction to road users and result in harm to highway safety.

For drivers and cyclists in some locations on the northbound Forest Street approach, the displays in location 3 would, albeit momentarily, overlap behind some of the signal heads (e.g. those on the offside of the northbound Forest Street approach) as vehicles approach the signalised crossing. This could render the aspects on those signal heads difficult to discern. If the nearside signal heads are obstructed by other vehicles, some

northbound drivers would not be aware of when to slow or stop, potentially leading to nose-to-tail conflicts on Forest Street or overrunning of the amber and/or red light signal aspects leading to conflicts with pedestrians on the crossing.

The displays would distract driver and cyclist attention away from the signals on both the Forest Street and Outram Street approaches. Pedestrians, including those using the signalised crossing, could also be distracted.

Under the circumstances detailed above, even momentary distraction of road users, such as that arising from sequential advertising, would increase the risk of accidents to the detriment of the safe operation of the highway.

Conditions could be applied to limit brightness and the minimum times for images to be displayed but would not mitigate the harms identified above.

The highway authority therefore considers that the proposed advertisement displays would give rise to unacceptably adverse impacts on highway and public safety by virtue of their location, size, method of illumination, display of changing images, and brightness and recommends that advertising consent should not be granted.

SD; NCC HDC; 3/4/25.