

Development Control
Ribble Valley Borough Council

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Your ref: 23.0004
Our ref: D3.23.0004
Date: 10th February 2023

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Address: Pavement outside CJ's 75-77 King Street, Whalley

Proposal: Proposed installation of two digital 75 inch LCD display screens, one on each side of the Street Hub unit and associated display of advertisement to both sides of the unit.

The submitted documents and plans have been reviewed and the following comments are made.

The proposed street hub will feature an LED screen which is below 10sqm and a control panel for phone charging and WiFi.

The proposed sign position raises highway safety concerns. The sign location is in close proximity to a zebra crossing, a bus stop layby and two side road junctions named George Street and Woodlands Drive. There is a collision recorded on King Street at the junction of Woodlands Drive between a vehicle and cyclist resulting in a slight injury to a cyclist. There is a high level of conflict between vehicles, pedestrians, cyclists and horse riders at this location.

There is a private vehicle access on King Street between 77-79 King Street. The proposed sign location obstructs the visibility splay for drivers emerging onto King Street at the access. For this reason, we would raise an objection to the proposal.

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