

Development Control
Ribble Valley Borough Council

Phone: 0300 123 6780
Email: developeras@lancashire.gov.uk

Your ref: 23.0005
Our ref: D3.23.0005
Date: 3rd February 2023

App no: 23.0005

Address: Pavement outside 7-9 King Street, Clitheroe

Proposal: Advertisement consent: 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 site was visited on 27th January 2023.

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

The footway at the proposed location of the street hub is currently being altered to extend the footway into the carriageway to provide an enhanced pedestrian crossing point.

The plans should be amended to reflect this.

Should the application be approved, the following conditions are requested to ensure the illuminance of the sign and its content are controlled.

1. Between sunset and sunrise the intensity of the illumination of the display screen shall not exceed 600cd/m², and between sunrise and sunset the intensity of the illumination of the display screen shall not exceed 5000 cd/m²;
2. The display screen shall be fitted with a light intensity monitoring sensor to ensure the illumination intensity is dimmable to take account of ambient light conditions and comply with the maximum recommended lighting intensity. The advertisement will go to a blank (dark) screen in the circumstance of a malfunction;
3. The advertisement provides static images only for the lifetime of the development. The display screen shall not display any moving or apparently moving images, strobe or flashing light effects;
4. The proposed change in image method for the advertisement uses a fade/dissolve process and shall not give the appearance of movement for the lifetime of the

Lancashire County Council

Phil Durnell
Director of Highways and Transport
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development. Any sequential change between advertisements will take place over a period no greater than one second;

5. The advertisements displayed shall not change more frequently than once every 10 seconds. No interactive messages or messaging sequences are to be displayed. There shall be no fine grain material such as email address or telephone numbers.
6. The illuminance levels shall be checked once every six months and adjusted if necessary to ensure that the lighting intensity remains within the permitted levels as prescribed above;
7. The advertisement does not contain any images which may be interpreted as road signs or emit sound, smoke or odours.

Reason: In the interest of highway safety to avoid glare, dazzle or distraction to passing highway users.

Informative note

1. The grant of planning permission will require the developer to obtain the appropriate permits to work on, or immediately adjacent to, the adopted highway network. The applicant should be advised to contact Lancashire County Council's Highways Regulation Team, who would need a minimum of 12 weeks' notice to arrange the necessary permits. They can be contacted on lhsstreetworks@lancashire.gov.uk or on 01772 533433.

Kelly Holt
Highway Development Control Engineer
Highways and Transport
Lancashire County Council
www.lancashire.gov.uk

