DERBYSHIRE County Council

Response provided under the delegated authority of the Executive Director for Place

Planning Manager
Amber Valley Borough Council
PO Box 15, Town Hall, Market Place
RIPLEY
Derbyshire
DE5 3XE

Highway Officer: Robert Smith
Our ref: AVBC/2026/017405
Your ref: AVA/2026/0310
Date: 28 May 2026

Dear Rebecca Godson,

TOWN AND COUNTRY PLANNING ACT 1990
(DEVELOPMENT MANAGEMENT PROCEDURE) (ENGLAND) ORDER 2015
ARTICLE 18 CONSULTATION WITH HIGHWAY AUTHORITY

PROPOSAL: Installation of 2 no. 65-inch portrait digital display screens and associated works

LOCATION: Geoff Cox Car Sales Geoff Cox Car Sales 120 - 122 Derby Road Denby Ripley Derbyshire DE5 8LG

Derbyshire County Council, the Highway Authority acting in its role as Statutory Consultee, has undertaken a full assessment of this planning application. Based on the appraisal of the development proposals the Highways Development Management Manager on behalf of the County Council, under Article 18 of the Town and Country Planning (Development Management Procedure) (England) Order 2015, has no objection subject to conditions being imposed should approval be granted.

Background

Applications AVA/2026/0310 and AVA/2026/0311 both seek advertisement consent for the installation of 2 no. 65-inch portrait digital display screens associated with Geoff Cox Car Sales, 120 - 122 Derby Road, Denby. The proposals subject to both applications are the same.

The Local Highway Authority's (LHA) response is therefore the same for both applications.

The site has existing commercial advertisements and signage. The proposed screen adverts will be static, displayed for approximately 10 seconds, and the screens will be fitted with ambient light sensors which will automatically adjust brightness based

on surrounding light levels, from approximately 450 cd/m² in darker conditions to 2500 cd/m² in daylight hours.

Assessment

The digital display screens would be prominently located a short distance from the busy signalised crossroads of the A609 Rawson Green and B6179 Derby Road, with one screen located circa 16m from the junction along Rawson Green and the second is circa 25m from the junction along Derby Road.

The level of illuminance should accord with guidance set by the Institute of Lighting Professionals.

Whilst the proposed screens are situated relatively close to the signalised junction they are considered to the positioned sufficiently distant from the junction itself such that they will not result in a significant distraction to motorists, particularly given the wider back drop of the site and its existing signage.

The submitted Derby Road mock-up image shows the digital display screen within highway limits. This is not shown on the sign placement plan. For the avoidance of doubt, the displays must be erected within the site boundary and not within highway land.

Conclusion

Having regard to the above and subject to the following conditions and informative being attached to the consent, if granted, the LHA would have no objection to the application.

Conditions

The digital display screens shall always be fitted with an ambient light sensor to adjust the brightness to changes in ambient light levels.

Reason: In the interests of highway safety.

The intensity of the illumination of the advertisements permitted by this consent shall be no greater than as recommended in the Institute of Lighting Professionals' Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in a replacement Guide).

Reason: In the interests of highway safety.

The digital display screens shall at no time contain moving images, animation, intermittent or full motion video images, audio, directional symbols, or any images that resemble road signs or traffic signals.

Reason: In the interests of highway safety.

The image shall change no more frequently than every 10 seconds. Notwithstanding this, the frequency must be adjusted to a level agreed in writing by the Local

Planning Authority within 10 days of written request of such change throughout the life of the development.

Reason: In the interests of the safety of road users.

The interval between successive images shall be 0.1 seconds or less and the complete screen shall change.

Reason: In the interests of highway safety.

The display shall include a mechanism to freeze or turn off the screen in the event of a malfunction.

Reason: In the interests of highway safety.

Informative

Before any works commence, the written consent of the County Council as Highway Authority must be obtained by emailing highways.hub@derbyshire.gov.uk or telephone Call Derbyshire on 01629 533190.

Yours sincerely,

Robert Smith
Transport Development Management

Date Received	Case Officer	Reviewer	Date Issued
20 May 2026	**Robert Smith**	**SD**	**28 May 2026**