JCDecaux

A01457

Flank Wall of 298 Oxford Road

M13 9NS

Upgrade of an Existing Advertising Site

Application Submission

January 2020

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Middlesex
TW8 9DN

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Background

This application is submitted under the provisions of s9 of the 2007 Advertisement Regulations and seeks express consent for a single sided landscape advertisement for a site on the flank wall of 298 Oxford Road, as illustrated within this document.

The application site currently has an existing advertising display on the flank wall, facing north. The proposed advertisement would be positioned in exactly the same position and be the same depth as the existing unit on the flank wall so as to be visible to drivers approaching the site from the north without conflicting with traffic heads. Following on from a recent decision, the applicant has amended the proposal accordingly. The proposed unit is of a similar screen size but of the same depth, only the method of illumination has been changed.

This proposed display will continue to be the same size as the in situ unit with the gantry being removed. The advertisement will continue to display images in sequence, and be illuminated to a level consistent with the Institute of Lighting Professional's (ILP) guidance. The use of digital technology is now commonplace and represents a more sustainable and greener approach to roadside advertising without creating a greater effect on the local amenity or affecting public safety.

I trust you will agree that the proposal will meet the Council's aspirations for developing high quality and innovative designs in the public realm. The proposed structure will set a high standard for design and build quality and a benchmark for the outdoor advertising medium. Overall, it is considered that the Amended proposal would continue to represent a positive addition to the street-scene without harming visual amenity or being against the interests of public safety

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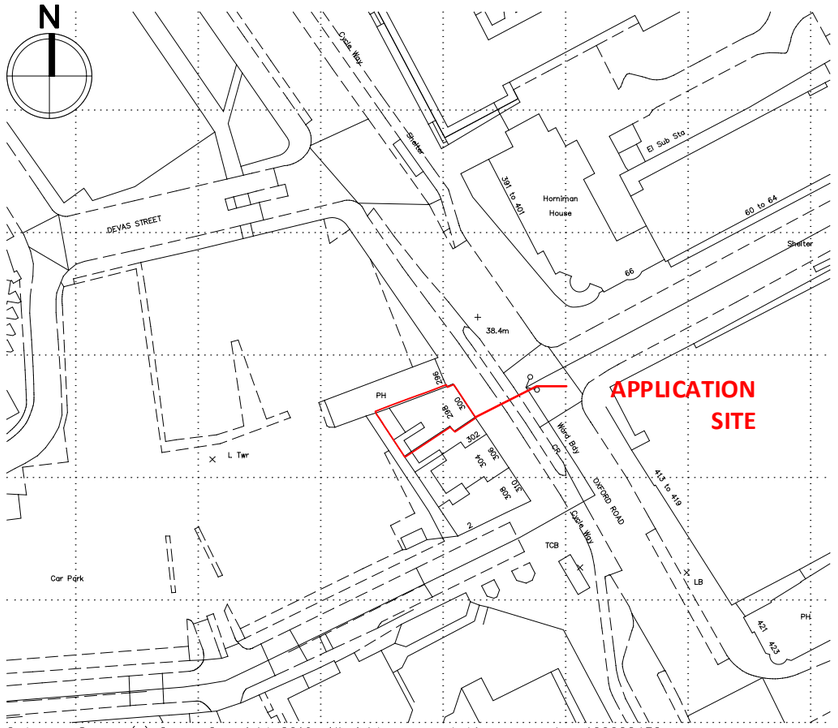
Site Details

Site and Surroundings



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THE APPLICATION SITE

0 25 50

The application site is the flank wall of 298 Oxford Road, Manchester. The display faces north, overlooking a bar and a small car park. The sites surroundings hold a primarily commercial nature with numerous shopping outlets positioned along the high street. The application seeks to develop the existing advertising site with a display of the same dimensions, in the same position as the existing unit. The site reflects the established character of the street scene in an acceptable manner without causing harm to public safety.

The continued use of advertising on site suggests the proposed display is an appropriate use within the area. The application site is approached via a relatively long section of road from the north with an uncomplicated approach for drivers heading outbound from Manchester city centre. Road users can view the display for an extended period of time while travelling along Oxford Road, and as such, can alter their driving style accordingly without creating a highway danger.

The flank wall does not lie within a Conservation Area nor is viewed in the same context as a Listed Building. The proposed display will be to the highest standard of build quality and design, respecting the local amenity and not being detrimental to highway safety.



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JOB	Flank wall of 298 Oxford Road, M13 9NS
CLIENT	Private
SCALE	1:1250
DRAWING	Site Location
REFERENCE	**A01457/01**

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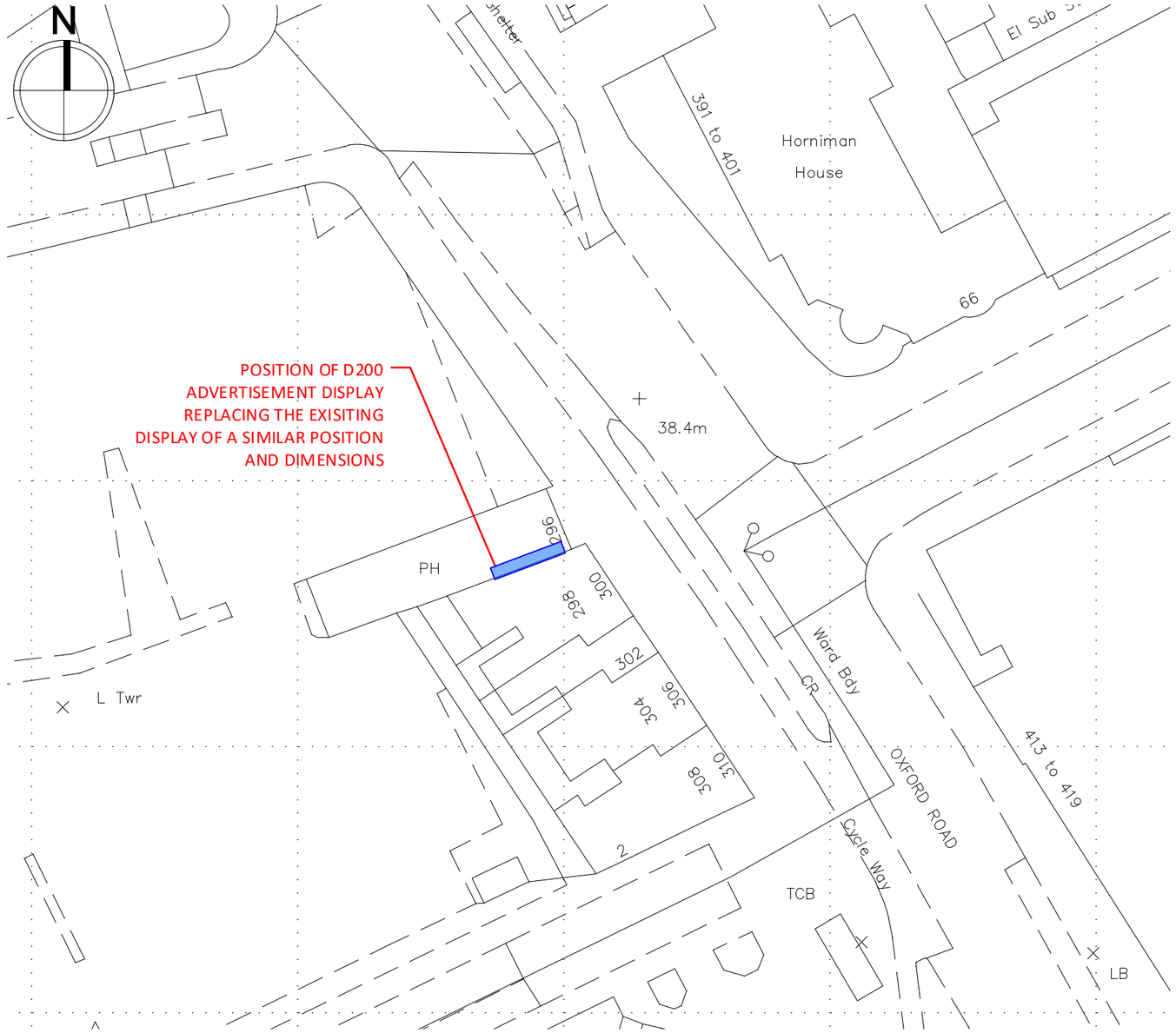

SCALE

1: 500

0 10 20

Site Block Plan

The application site is located on the flank wall of 298 Oxford Road. The site consists of an existing advertising display which has been in position for many years - becoming an established element on the streetscape. The proposed advertisement will replace the existing display and remove the gantry and be positioned at the same height to underside as the in situ unit.

The proposed display is a wall mounted unit positioned as to be visible for an extended time period heading south on approach to the display. The height of the advertisement above the pavement will continue to be the same as existing and aligned with the approach road to avoid any conflict with the signal heads. The depth of the unit will also be kept consistent with the existing unit, reflecting the feedback received from the recent decision. The proposed advertisement will be single sided and be orientated towards road users heading south. The display will be similar to the existing Panel and other units located within urban commercial environments. The unit will continue to display static images, however these images are capable of being changed remotely via a secure ISDN connection.

Within this context and in light of the character of area, the proposed advertisement, through its reduced depth, would not negatively impact upon visual amenity nor public safety.

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JOB	Flank wall of 298 Oxford Road, M13 9NS
CLIENT	Private
SCALE	1:500
DRAWING	Block Plan
REFERENCE	**A01457/02**

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Planning Considerations



This application is submitted for advertisement consent, the control of which is governed by the 2007 Regulations. The Regulations provide a self-contained code for advertising developments apart from mainstream Planning controls. Proposals are to be determined and considered in light of the Regulations, which also identifies two areas of interest that are material factors in each case; visual amenity and public safety.

In this case the proposed development is to replace an existing single sided advertisement with a display of the same dimensions in the same position. The display will continue to show illuminated images in a sequential motion.

The panel itself is a self-contained unit that is capable of showing illuminated static images that automatically change in sequence. The application site is the flank wall of 298 Oxford Road, which faces north, immediately overlooking a bar and a car park.

The local area is mixed in land use with Oxford Road itself being a heavily trafficked thoroughfare and a main transport route running through Manchester. In visual amenity terms, the scale of the proposed display will match the existing display unit and continue to be an acceptable feature, reflecting the areas established character.

JOB	Flank wall of 298 Oxford Road, M13 9NS
CLIENT	Private
SCALE	N/A
DRAWING	Planning Considerations
REFERENCE	**A01457/03**

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Planning Considerations

The Advertisement Regulations and Policy

Advertisement control in England is operated through the 2007 Regulations, which creates a separate self-contained code apart from mainstream planning controls. Regulation 3 states that;

'1. A local planning authority shall exercise its powers under these Regulations in the interest of amenity and public safety, taking into account –The provisions of the development plan, so far as they are material; and Any other relevant factors

2. without prejudice to the generality of paragraph (1) (b)-

a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

b) Factors relevant to public safety include the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air'

National Guidance on the control of advertisements is provided within paragraph 132 of the National Planning Policy Framework (NPPF). Specific guidance relating to advertising is contained within the Communities and Local Government Planning Practice Guidance ("PPG"), which contains the current guidance on this form of development. Section 8 of the PPG explains in greater detail the criteria for considering amenity issues in advertising proposals. More specifically, on the matter of scale the guidance suggests that advertisements should respect the scale of the surroundings.

On the matter of public safety, the principle consideration is whether the proposed advertisement is likely to affect driver behaviour and whether the position of the advertisement is acceptable in safety terms.

This proposal has been assessed in light of the above criteria.

Amenity

The proposal site is on the flank wall of a building located along Oxford Road. The surrounding area is predominantly commercial in nature, with retail properties located along the main road. The site is currently holds an existing advertising display which will be replaced in similar dimensions, with the same depth and height to underside.

The advertisement display will be a 48 sheet panel affixed to the flank wall of 298 Oxford Road. The scale of buildings within the immediate area is relatively large, with many buildings overlooking the main road. The most dominant feature of the proposal site surroundings is however the busy road network and high volumes of traffic passing through, which effects the quality and nature of local character. In light of the local context, it is considered that the continuation of a roadside display in this location would not harm visual amenity.

Highways

The advertisement is positioned so as to face north and be visible to drivers travelling along Oxford Road to the south. The advertisement will continue to display static images only and be orientated so as to avoid any direct conflict with signal heads. The approach is along a very straight road allowing the driver to view the oncoming advertisement, take in its simple message, and adjust their driving accordingly. The position and manner of advertisement display is unlikely to prejudice road safety. The display panel is located roadside to be visible to southbound drivers. The proposed development is considered to satisfy the requirements of the Regulations and represents an appropriate and consonant use of this flank wall within the context of the area.

JOB	Flank wall of 298 Oxford Road, M13 9NS
CLIENT	Private
SCALE	N/A
DRAWING	Planning Considerations
REFERENCE	**A01457/04**

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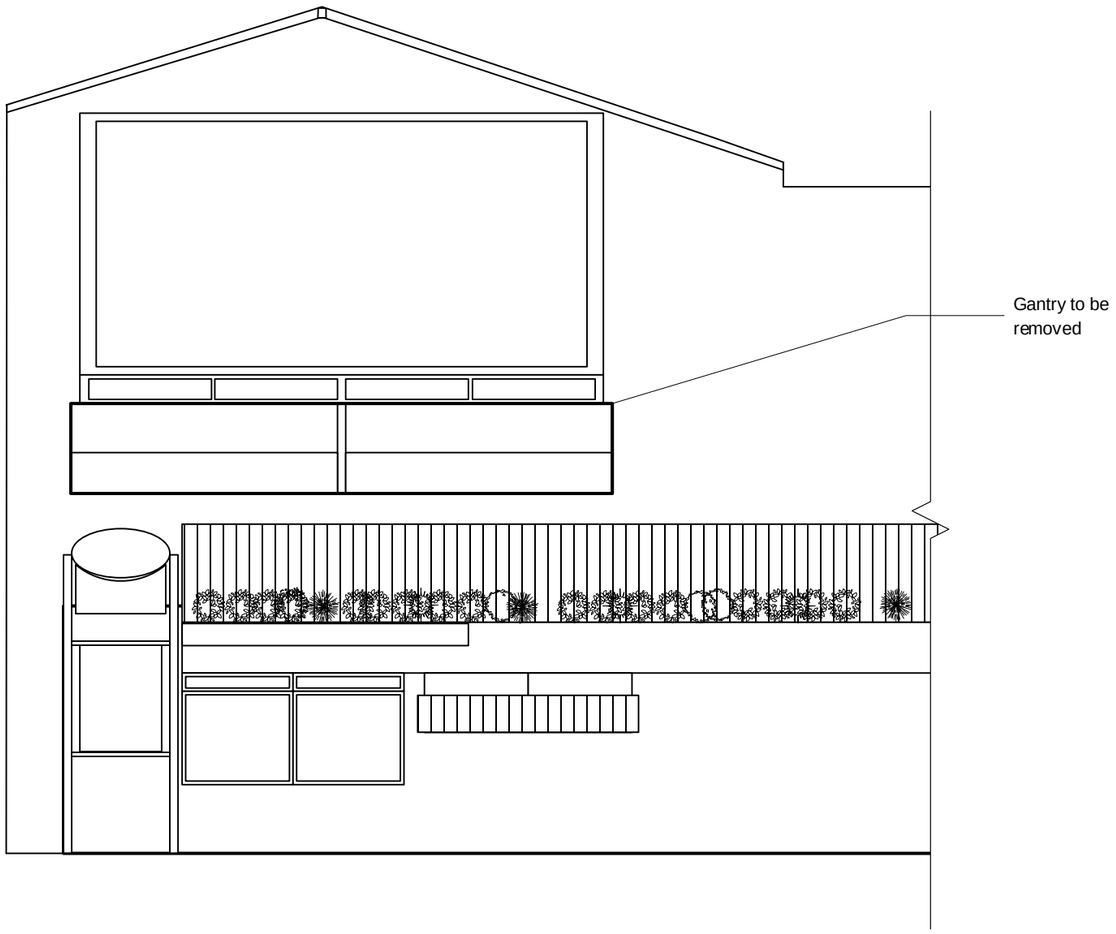
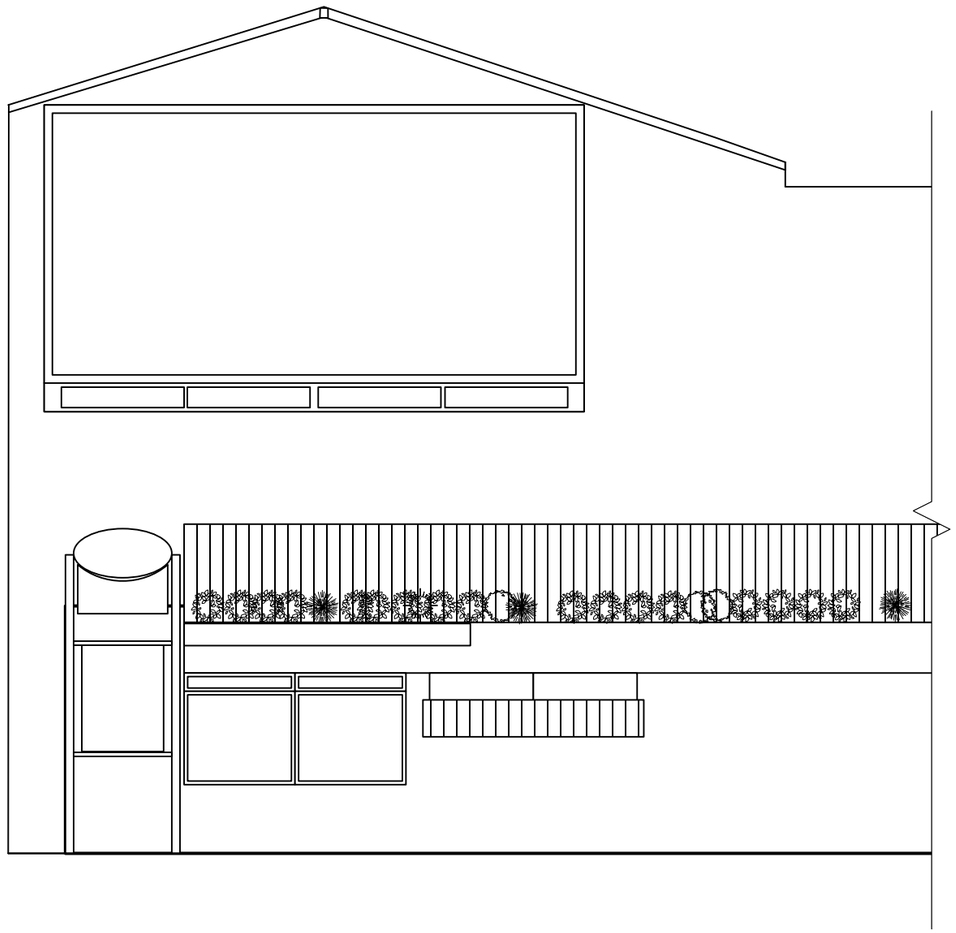
Display Elevations

Existing



Proposed



0.0 m 1.5 m 2.5 m 5.0 m

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JOB	Flank wall of 298 Oxford Road, M13 9NS
CLIENT	Private
SCALE	1:75 @ A3
DRAWING	Display Elevations
REFERENCE	**A01457/05**

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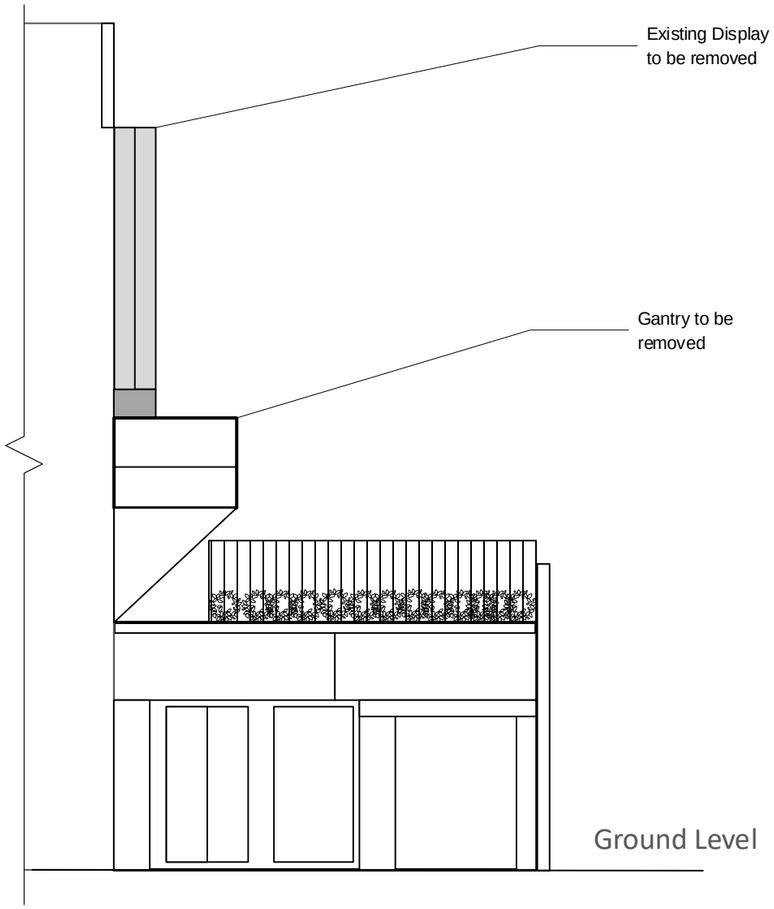
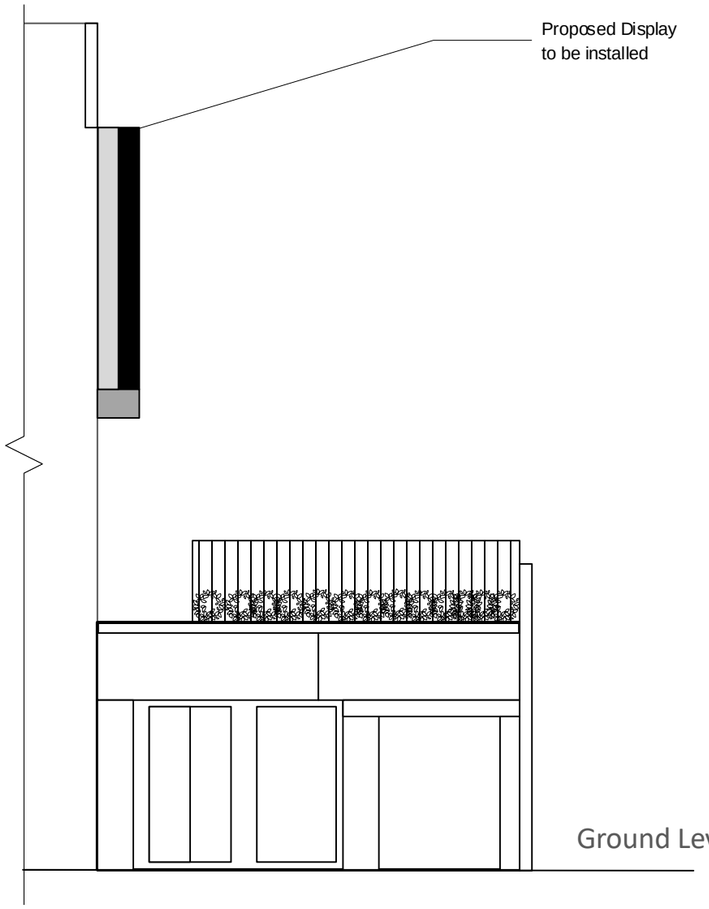
Display Sections

Existing



Proposed



0.0 m 1.5 m 2.5 m 5.0 m

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JOB	Flank wall of 298 Oxford Road, M13 9NS
CLIENT	Private
SCALE	1:75 @ A3
DRAWING	Display Elevations
REFERENCE	**A01457/06**

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Structure Detail

Wall Mounted Design



NAMEPLATE AND CLOCK DETAIL

NAMEPLATE TO BE POSITIONED ROADSIDE



RENDERED IMAGE OF THE WILMOTTE SINGLE LEG VERSION

MATERIAL AND COLOUR OF THE PANELLING BELOW TO DISPLAY PANEL TO MATCH SITE CONDITIONS

RAL 7040

WINDOW GREY
Leg Support and Box Outer Cladding

RAL 9005

JET BLACK
Screen Surround and Returns

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CLIENT	Private
SCALE	N/A
DRAWING	Structure Detail
REFERENCE	**A01457/07**

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Screen Specification

Using Valo Digital Technology by Daktronics

Presentation

The 'IT' TILE has been designed specifically for the fixed installation and roadside advertising market. The TILE is based on a 365mm x 365mm, IP67 platform that can be pre-built into super-sized modules that weigh under 44kg per square metre for speedy installation.
User friendly options include front access maintenance and remote diagnostics with fault detection down to pixel level. Remote diagnostics with email/SMS reporting option

- IP67 protection
- Radiant calibrated system
- Choice of Nichia & Everlight LEDs
- Front access maintenance options
- Lightweight and slim to reduce installation costs
- Super-sized modules for quick and easy installation
- CE & UL certification

DAKTRONICS

Robustness and Durability

This product is specially designed for direct outdoor use in a wide range of environmental/temperature Conditions. The brightness level of the screen is not affected by extreme temperatures and will not degrade over time. The technology features best in class components for optimum visibility and improved reliability through innovative thermal and solar management design.

Certifications

CE

Manageability

This product includes monitoring capability through digital image verification that gives immediate feedback on performance.

Modularity

Modular design for simple on-site service.

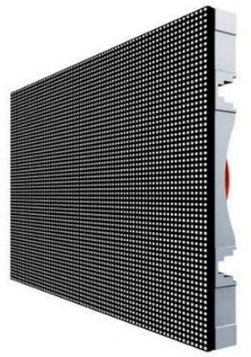
Vandalism

Special tools are required to open the unit and all screw heads and fixing gears are concealed. Outer panels are fabricated in unalterable material and powder coated to prevent disfigurement. The transmission feed between the operator and the unit is secure and encrypted.

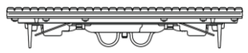
Screen Information

Pixel Spacing (mm)	10
Rows and Columns	17 x 9
Pixel Configuration	RGB LED
Calibrated Brightness	2500Cdm^2 Max
	300Cdm^2 Night Time Limit
Lifetime ½ brightness	100,000 hours
Viewing Angle	
Horizontal	140°
Vertical	60°
Video Processing	Daktronics 19bit LED Image
Colour Processing	14 bit
Colour temperature	3500° – 9500° K
Dimming Capability	5 bit (32 levels)
LED Refresh Rate	1000Hz
Contrast Ratio	1000:1
Calibration	Full Depth LED to LED
Service Access	Front
Cabinet Depth	221mm
Cabinet Construction	All Alluminium
Overall Area	6200 x 3200
Display Area	6000 x 3000
Display Weight	44Kg per M

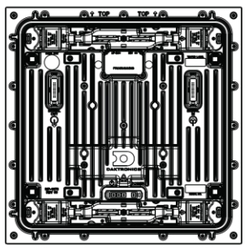
Power Requirements	
Max	15840 watts
Typical	4752 watts
Temperature Rating	-39° – 49° C
Weatherproofing	IP 55/ IP 65
Ventilation	Fan Filter
Graphics Capability	VGA/DVI to UXGA
Data to Display	Remote Internet/Network
Pixel Processing	Each pixel contains an independently controlled RGB LED for exceptional detail and colour accuracy
High Brightness	Used controlled intensity overcomes harsh lighting conditions even in direct sunlight



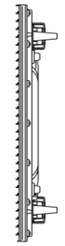
Module:
Top



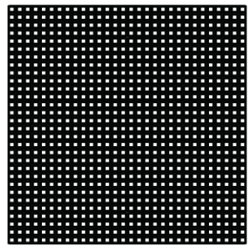
Rear



Side



Front



JOB	Flank wall of 298 Oxford Road, M13 9NS
CLIENT	Private
SCALE	N/A
DRAWING	Display Modules
REFERENCE	**A01457/08**

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