JCDecaux

A01417

Advertising Site Upgrade and Rationalisation
Land at

Hyde Road Junction of Belle Vue Street

Manchester M12 5PR

Roadside Advertising Proposal

September 2019

REV A 16th October 2019 - change to a single display

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Hyde Road Junction of Belle Vue Street

Manchester M12 5PR

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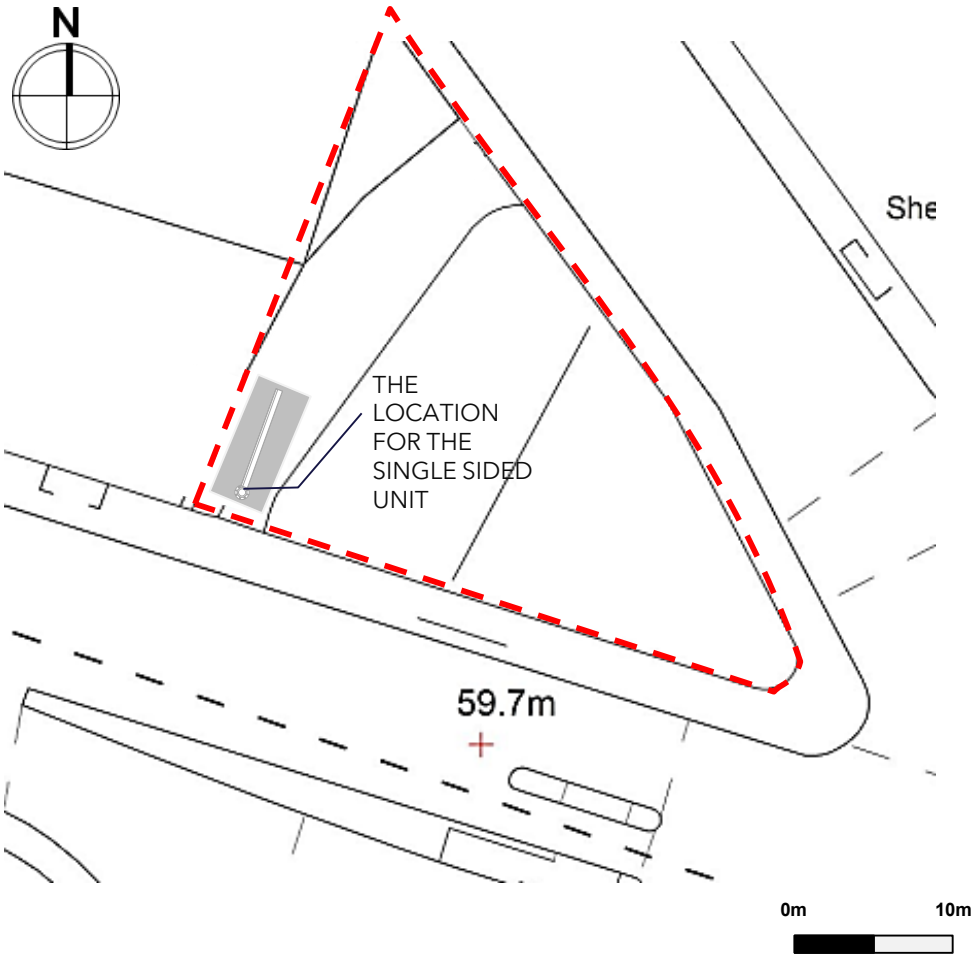
Site and Surroundings

Block Plan 1:500



The application site is an established advertising location on the north side of Hyde Road. The position of the replacement landscape advertisement will face east towards traffic on Hyde Road travelling into the city centre. Hyde Road is a major arterial route on the south eastern approach to the City.

The surrounding area is open and comprises a number of commercial units and businesses including entertainment venues and local stores. The application site is a grassy area with four existing advertising hoarding which will be removed as part of this proposal. The proposed advertising structure will sit to the east of the location of the current scrolling hoarding and is sufficiently distanced from signal heads not to present a conflict.

The advertising screen will be elevated above the road on the far side of the traffic flow heading towards the city centre. It will encompass a single sided Wilmotte leg structure positioned at the roadside edge of the site. The cantilevered leg reduces the footprint of the asset and retains an open space below the displays.

Application Site Hyde Road C/O Belle Vue Street M12

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Site and Surroundings

Aerial View



The advertising panel for this location is a single -sided landscape screen which will show static illuminated images that are changed remotely. The advertising structure is one of a series of similar designs that will be developed across JCDecaux's estate to maintain a uniform high quality and architecturally design look.

The advertisement will be visible to drivers approaching from the east and will be seen within the visual context and scale of the commercial uses and buildings found within this part of the City. The proposed advertisement will fit comfortably within this local context without dominating the street scene. The proposed rationalisation will in fact reduce the area of advertisement display by 86%.

The position of the advertisement would not create a conflict with traffic heads nor present an obstruction to road signage. Drivers will be able to see the displayed messages without causing distraction or creating a safety hazard. The proposed location and the design of the advertisement display itself would not be against the interests of visual amenity or public safety.

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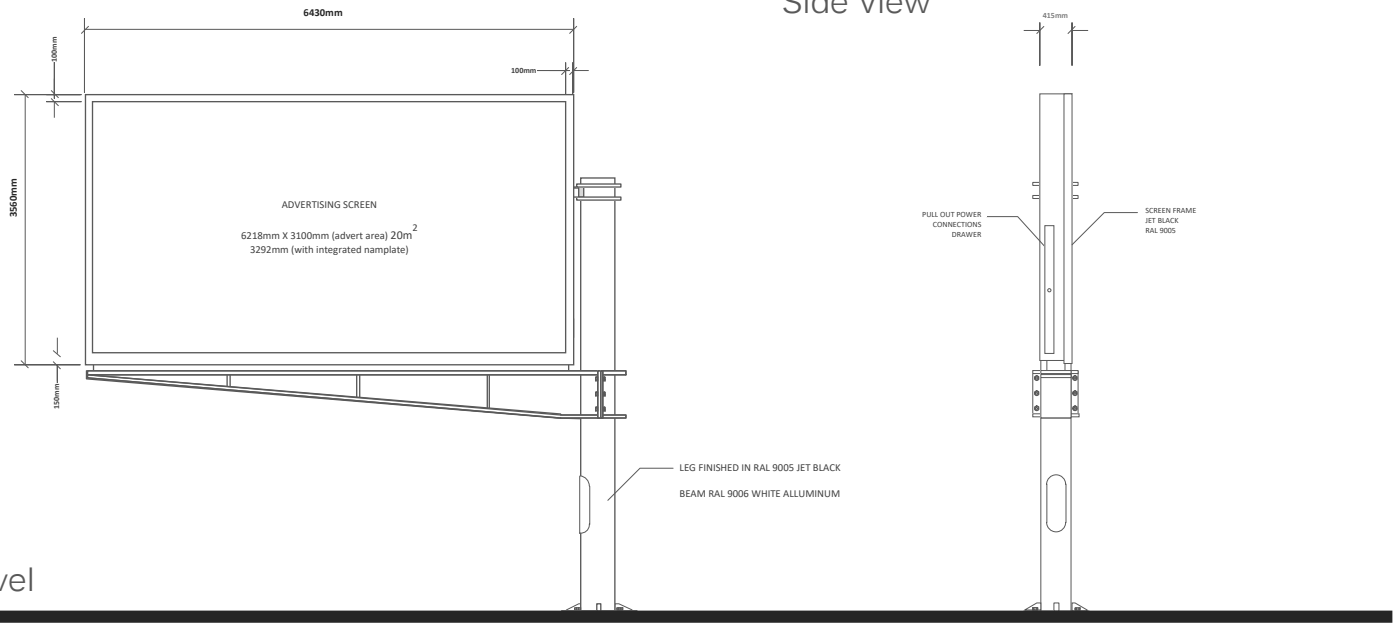
Advertising Structure Detail

Elevation Plans

Front View



Side View

Ground Level

Plan View





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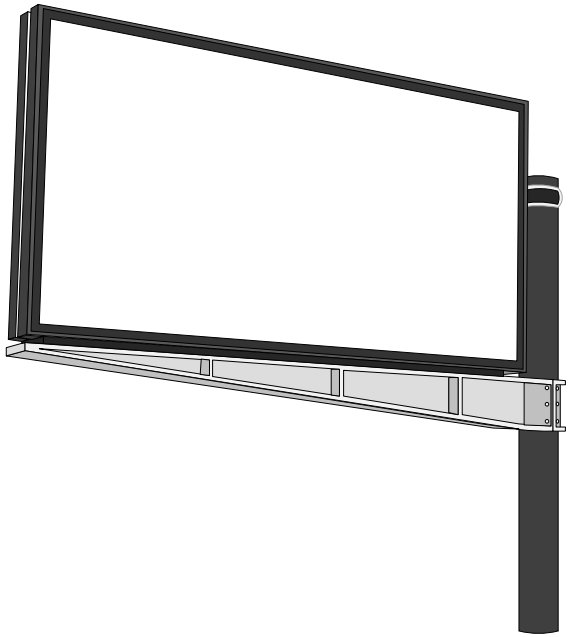
Advertising Structure Detail

Wilmotte D200 Mono-Leg Structure



This advertising display structure has been designed by JCDecaux design. The display panel can be erected with an integral dual or single leg support or an individually designed structure. It can also be wall mounted or affixed to any bespoke support frame to suit site conditions. This type of display panel presents an illuminated form of advertisement display and can feature either mechanic or electronic digital sequential rotation of advertisements.

Structure – Depending upon the final design of the support structure, it is principally composed of a lateral steel post mounted with an upper crosspiece and an advertising panel. The main lateral post comprises the following:

- Two openings, which houses the connection equipment,
- reinforced base plate for fixing onto the J-bolts,
- reinforcement on the upper and lateral part of the advertising panel support arm.

The electrical connection is fed through the crosspiece via the lateral post.

Panel – Visible display: 6000mm x 3000mm. The panel is made of aluminium sections. It houses either a mechanical display or digital screen (see manufacturers details for digital specification). In the case of the mechanical unit it contains the following:

- Electric mounting board,
- locking mechanism,
- equipment for the rotation of posters (rollers, belts, geared motor),
- methacrylate crystal glass doors 12mm thick which open from the bottom

If the back of the panel is not used and it is visible it is to be equipped with a painted steel sheet instead of glass. For digital screens the front of the panel is fixed with the ability to replace individual modules that comprise each section of the overall display.

Electricity – All of the internal wiring, earthing and electrical components comply with the relevant British Standard and are installed in accordance with BS7671 of 16TH edition of the IEE Wiring Regulations. This structure also complies with the relevant European CE directives as follows:

- Low voltage directive 73/23/CEE (Electrical Specifications)
- NFC15100: French electrical specifications for low voltage installations, modified to comply with BS7671
- EN 60598-1: Luminaries : Electrical Lighting
- EN 60598-1: Low voltage switch gear
- ECM Specifications (Electromagnetic compatibility) 89/336/CEE
- EN 55015: Measurement of radio disturbance characteristics of electrical lighting and similar equipment.
- EN 50082-1: Generic immunity standard Part 1: Residential commercial and light industry

Electricity connection is generally to the regional electricity network. Power supply: 220/240V

Foundations: Dependent on the individual display structure design, typically the foundations are made of concrete with a minimum strength of 35N/mm2, including anchor bolts, earth mat and supply-ducts, and are constructed on site. The foundations are cast in situ and are adaptable to accommodate local underground obstructions. This anchor-bolt technique allows the replacement of the structure in the event of an accident without having to re-lay the foundations.
Materials Durability and Protection: Each component is given a surface treatment to meet the usage conditions. The quality, the operative mode, the cleanliness of the preparations before treatment, the responsibility and the checks associated with treatments (raw material, finished product...) comply with the internal JCDecaux specifications, the current standards and the rules governing the profession.

Steel/Cast Iron: SA3 shot blasted, zinc plating 80 microns thick, galvanised zinc for water draining areas.

Aluminium: Degreasing, sandblasting, colouring, class 15 anodisation.

Paint coating: Polyester powder paint, oven blasted at 180ºC, 100 microns thick or epoxydilic or polyurethane liquid paint with hardener. The oven baking temperature is provided by the supplier and tested and checked on a part representative of the product. For digital screens the panel surround will be comprised of black modules to frame the displayed images, whereas LED backlit displays will feature an aluminium frame.

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Advertising Structure Detail

Wilmotte D200 Mono-Leg Structure



Nameplate and clock incorporated into screen,
Nameplate to be positioned Roadside



RAL 9006 WHITE ALUMINIUM
Beam and Collar Bracket

RAL 9005 JET BLACK
Display Screen Surround and Unit



Rear view of the single unit

The above image shows the horizontal beam used for land based versions

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Screen Specification

Using valo Digital Technology from 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.

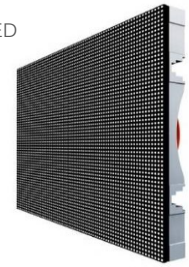
Vandalism

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	6418 x 3553
Display Area	6218 x 3100
Display Weight	44Kg per M^2

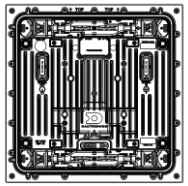
Power Requirements	Max 15840 watts Typical 4752 watts
Temperature Rating	-39° – 49° C
Weatherproofing	IP 55/ IP 65
Ventilation	Fan Filter
Graphics Capability	VGA/DVI to UXGA
Data to Display	Remote Internet/Network
Pixel Processing	Each pixel contains an independently controlled RGB for exceptional detail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



Module:
Top



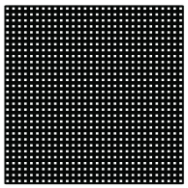
Rear



Side



Front



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