New Proposed Hoardings for 1370 Oldham Road (Land on the South Side of Oldham Road)

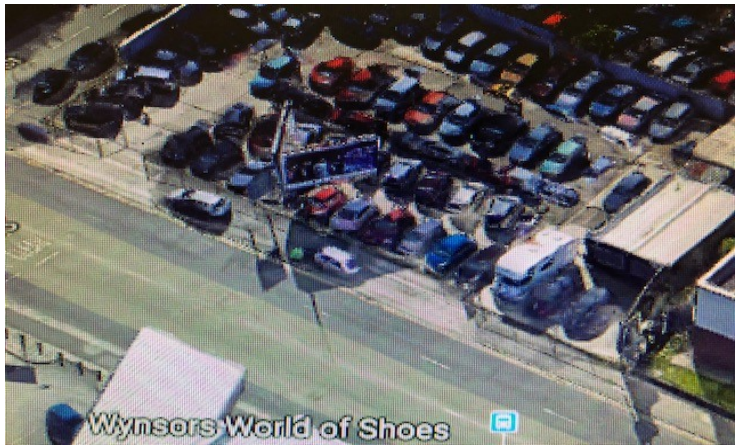
On forecourt of RW Trade Cars 22 LTD

Previously Granted D48 DOOH Hoardings – North East Facing



Previously Granted D48 DOOH Hoardings – South West Facing

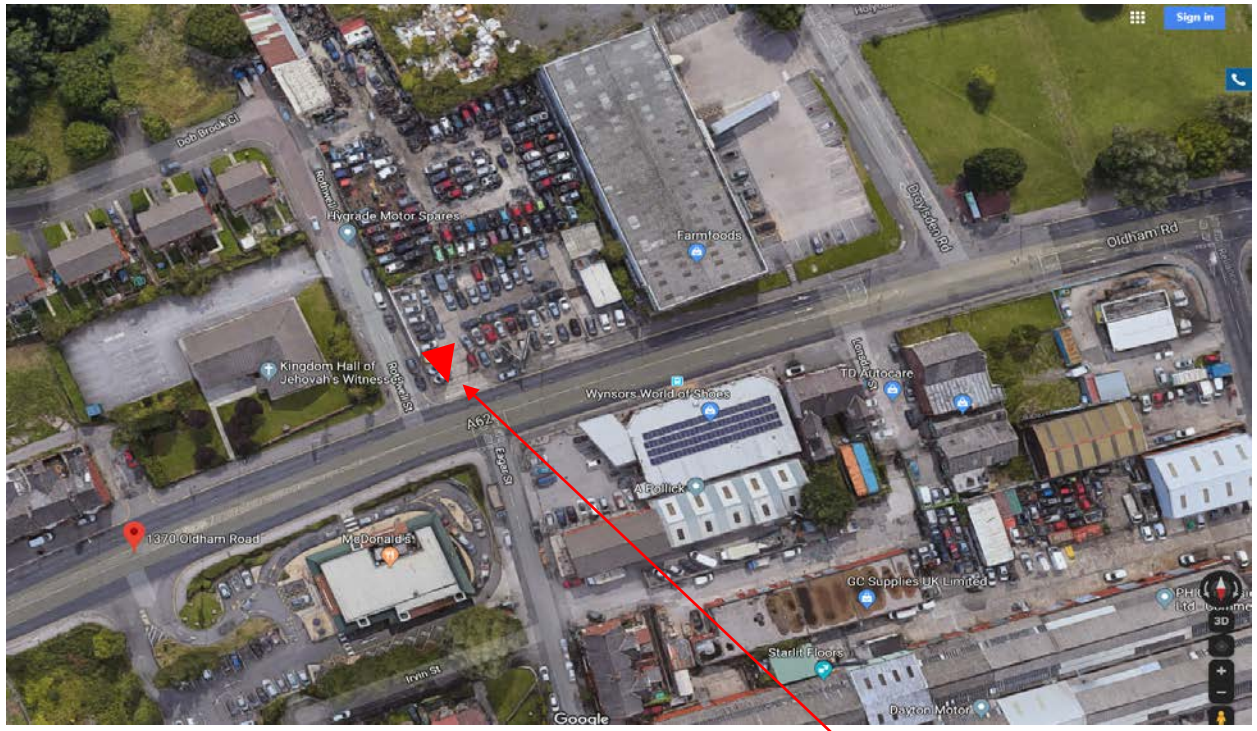


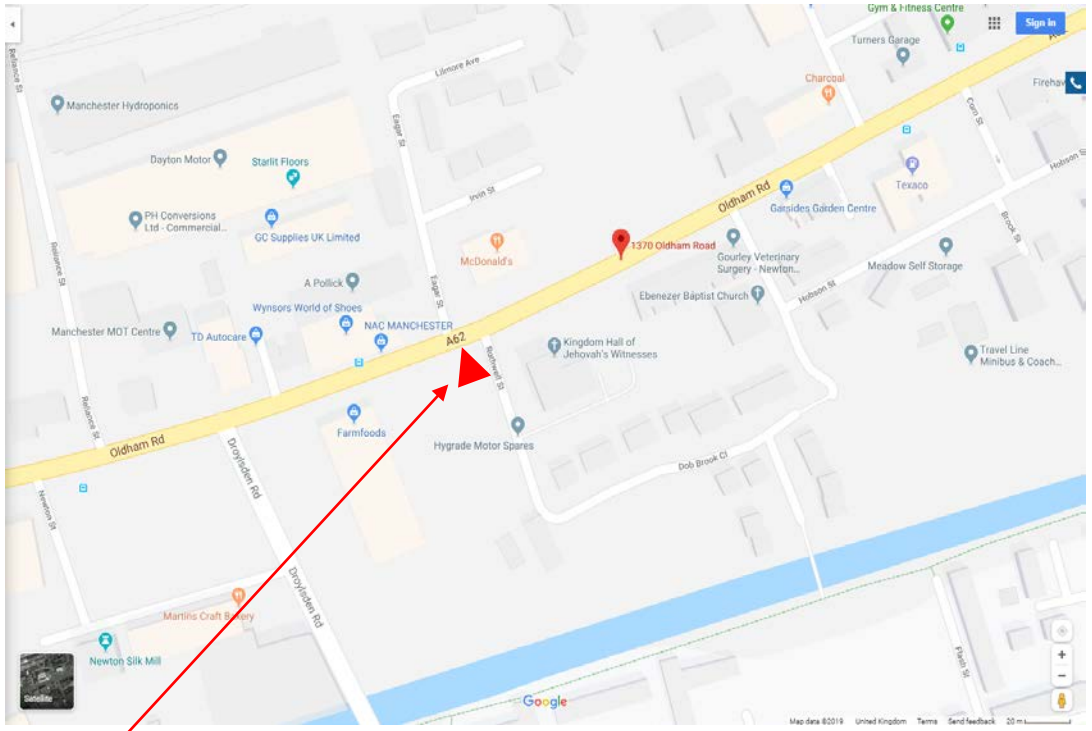


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New Proposed Hoardings for 1370 Oldham Road (Land on the South Side of Oldham Road)





Images showing aerial view of the site and proposed new location

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New Proposed Hoardings for 1370 Oldham Road – New Technical Design

Outdoor Portrait Displays

2 no. single sided freestanding portrait Outdoor Display with simple folded aluminium cladding surround & base and vinyl logo.

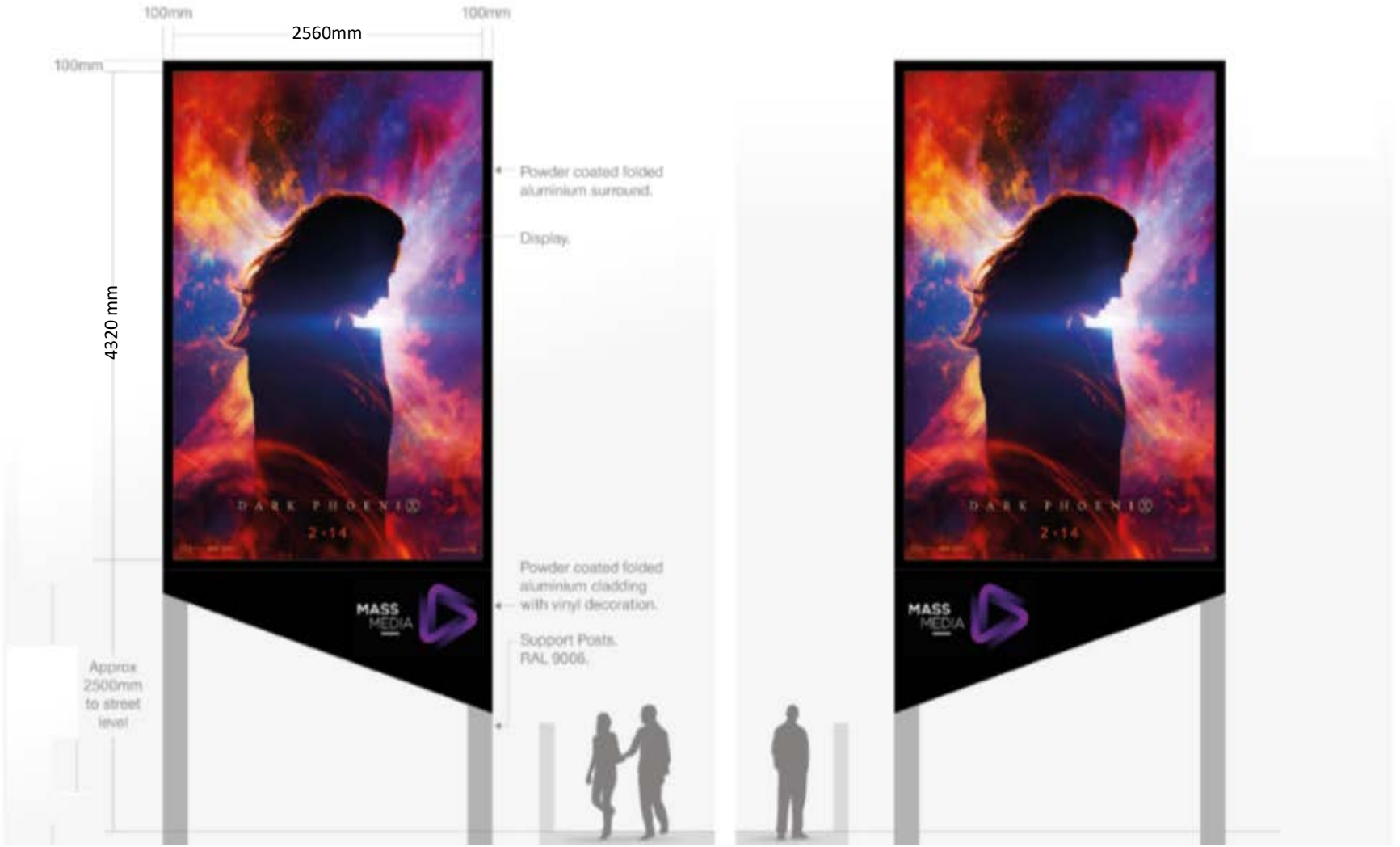
Cladding & surround to be powder coated RAL 9005.

Note: LED module and steelwork layout subject to final structural calculations and design.

Scale 1:40 @A3

Plan View





Indicative splay in displays (can be flat if assists planning)

New visible display size will be 4320mm (H) x 2560mm (w) Each Screen

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New Proposed Hoardings for 1370 Oldham Road – Proposed North East Facing Screen



Proposed D48 DOOH Hoardings – North East Facing

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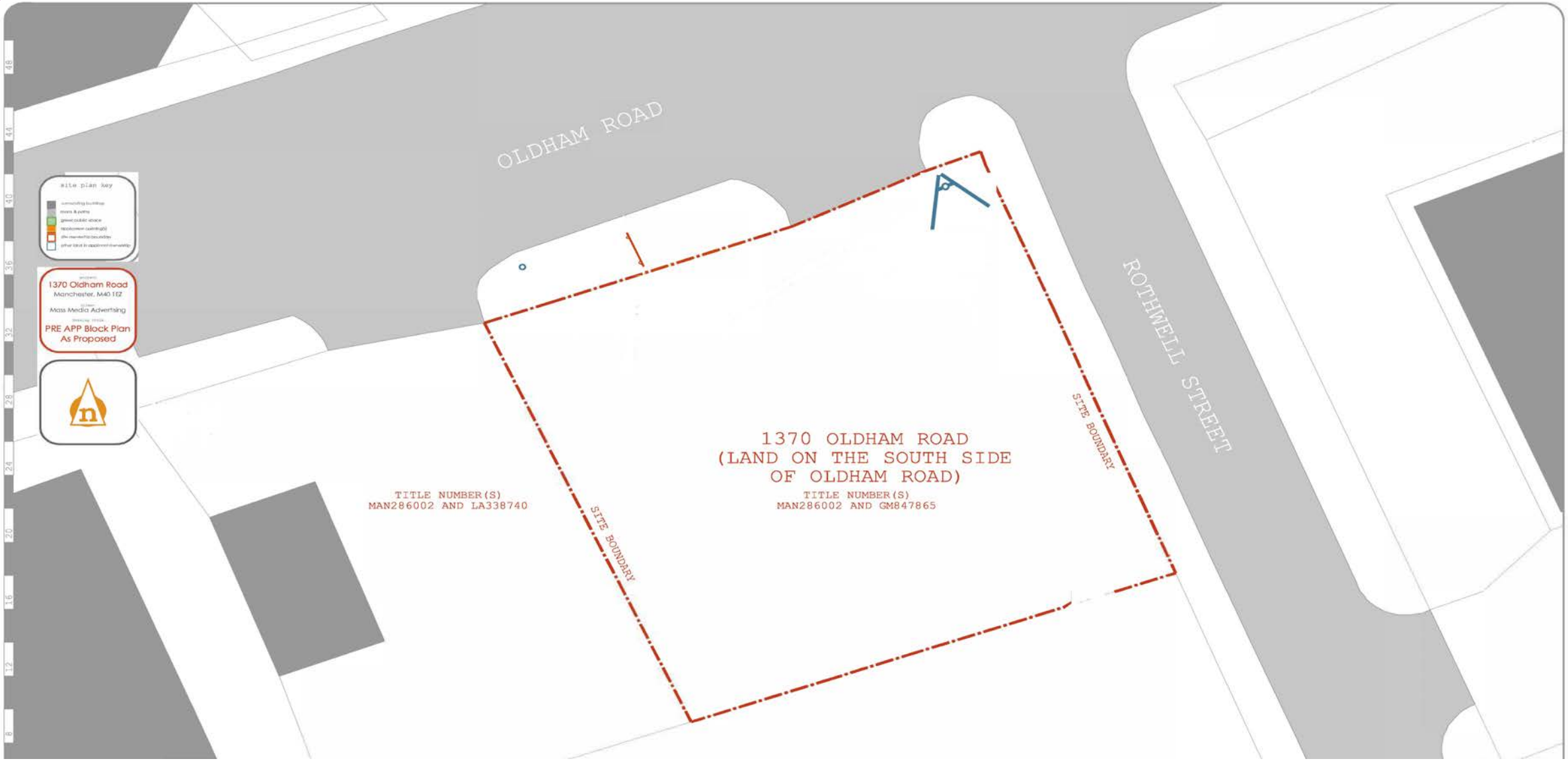
New Proposed Hoardings for 1370 Oldham Road - Proposed South West Facing Screen



Proposed D48 DOOH Hoardings – South West Facing

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Mass Media Digital Billboard LED Highlights

Mass Media advertising looks to use superior quality products in order to keep their portfolio of digital billboards looking optimum even after years of usage. This is also to minimise any negative impact on visual amenity of the surrounding area. Over the years we have witnessed the deterioration in many hoardings and displays from other DOOH companies and so have a vested interest in providing high quality displays to avoid this.

We utilise Tier 1 LED products with the following benefits:

Highlights

- Ultra-high 49,920 Hz. refresh rate supports clear video content without interruption
- Cabinet design deters light interference to deliver bright, crisp images
- Two-step pixel-by-pixel calibration produces consistent and accurate colours
- Rigorous testing validates displays' ability to perform in various environmental conditions
- Round-the-clock support ensures optimal performance at every state of the customer process

Specialised Colour Tuning

Samsung's two-step calibration process delivers accurate and consistent colour quality. First, display experts close colour distortion gaps by tuning pixels to the lowest possible brightness level. Next, each pixel undergoes LED voltage adjustment that creates perfect colour uniformity as brightness settings increase. By achieving the correct colour tones, this thorough calibration process produces high-quality imagery with optimal colour integrity.

Proactive Error Resolution

To further this end-to-end project management, each XPE Series signage easily identifies common LED performance problems. A two-way monitoring system notifies Samsung's Network Operating Center (NOC) of potential "display off" errors, colour and temperature discrepancies, and LED dot errors. Once received, the NOC team proactively notifies and works with customers to address such issues and ensure seamless content delivery.

Superior Reliability

Each XPE Series signage undergoes rigorous environmental testing to ensure uninterrupted performance. C3 Contamination and Ionograph testing deters circuit contamination and extends shelf-life. Complementary Climate and Humidity and Salt Fog Chamber exposure additionally ensures performance in variable weather conditions and wet and corrosive elements. This enhanced durability gives customers peace of mind, and prevents frustrating and expensive maintenance.

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Mass Media & Benefits to the Local Area

Mass Media Advertising pride ourselves on making advertising affordable to the Local Business's as well as larger National Brands. We can do this by prioritising set percentages of space on our digital screens for both of the areas and then targeting local business's with the aim of creating bespoke campaign packages for each individual that are both affordable and successful. By doing this we aim to help save the high street and make the local areas more prosperous rather than just for the benefit of the national brands.

As well as this, another one of our UPS's is that we only use Tier 1 products for our LED and digital displays to ensure that our screens are not only reliable but last for a long time with as little degradation to the image as possible. We also only use brands with a UK based service centre to ensure that if there is any faults that the downtime is kept to a minimum. As well as using Tier 1 product, we also bespoke design our structures to ensure that they look as good as possible and are not an eyesore to the local area.

Another of our aims is to support a local based charity with some FOC advertising slots. This has proven to be beneficial in helping to raise public awareness and reach many different audiences.

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New Proposed Hoardings for 1370 Oldham Road – Planning Considerations for the Proposed DOOH Screens

Items to add to Planning Application

1. Illumination for the panels will be below the limit set out in the Institute of Lighting Engineers (ILE) technical note number 5 “The brightness of illuminated advertisement”, to ensure drivers are not distracted and so there is no adverse impact on highway safety. The intensity of the luminance of the advertisement shall be no greater than 1000Cdm2 during daylight hours and 300Cdm2 during the hours of darkness. This will be limited by the use of an appropriately calibrated and programmed light sensor attached to the controller system.

2. LED Products used will incorporate louver technology in order to limit light emissions. This points the light emitted from diodes downward which subsequently limits the horizonal impact on the surrounding area.

3. The proposed panels will not have any intermittent light source, moving feature, animation or exposed cold cathode tubing, to ensure drivers are not distracted and so there is no adverse impact on highway safety.

4. The frequency of change in the displayed image is no greater than 10 seconds, and a transition from one image to another whereby the ending display is phased out and its replacement phased in over a period a period of no more than 3 seconds, to ensure drivers are not distracted and so there is no adverse impact on highway safety.

5. No visual effects of any kind to be permitted to accompany the transition between any two successive messages. The replacement image must not incorporate any fading, swiping or other animated transitional method.

6. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

7. No advertisement shall be sited or displayed so as to endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military).

8. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air.

9. No advertisement shall be sited or displayed so as to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

10. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

11. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

12. Where an advertisement is required under the Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

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