

Manchester

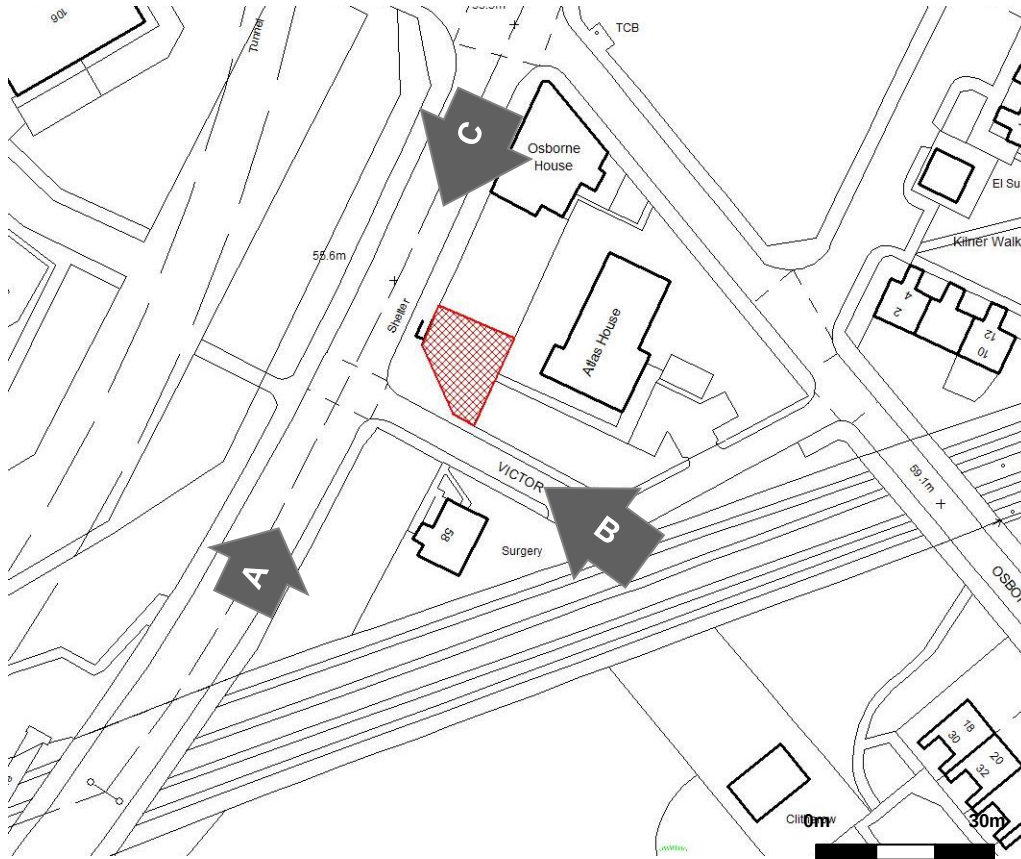
Large Format Advertising

Site No 0326 Rochdale Road D200 Facing South

The Application Site

Location Plan

Scale 1:1250

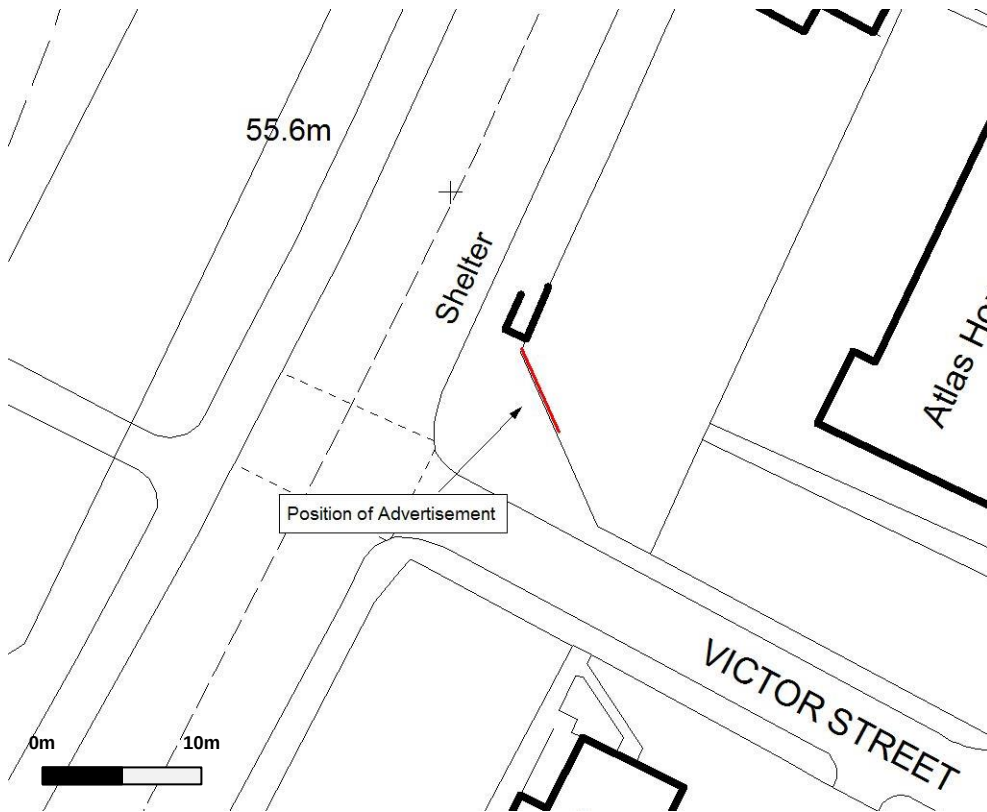


Site No 0326 Rochdale Road D200 Facing South

The Site Surroundings

Site Plan

Scale 1:500



The application site is located on land north of Victor Street on the corner of Rochdale Road. The position of the landscape advertisement faces south towards traffic on Rochdale Road heading out of the city centre. It is a major arterial route on the northern approach to the City.

The surrounding area is open and comprises a number of commercial units and businesses such as car parks. The application site is a grassy area with an existing static advertising hoarding already in situ; it has extensive tree planting providing a verdant and appropriate backdrop. The proposed advertisement will sit in the location of the current hoarding and is well distanced from any traffic signal heads.

The surrounding land and building uses are predominantly commercial in nature. The proposed advertisement will be elevated above the carriageway on a specially designed single Wilmotte Leg, thus reducing the footprint and retaining an open space below the structure.

The Site Surroundings

Aerial View



The advertising panel for this location is a single-sided landscape screen which will feature 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 quality and look.

The advertisement will be visible to drivers leaving the City to the north 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 advertisements would fit comfortably within the local context without dominating the street scene. The position of the advertisement would not create conflict with traffic signal 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.

Rochdale Road Photomontage

Existing



Proposed

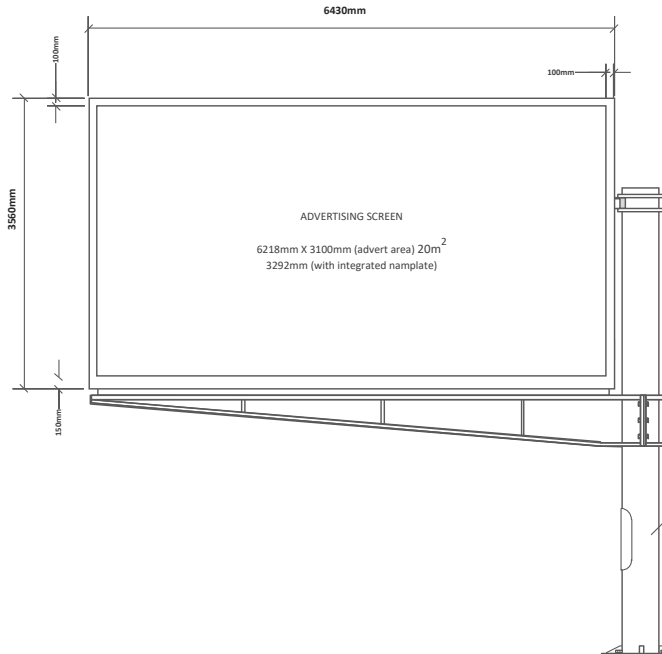


The application site is an open area and is predominantly commercial in character, sitting within an extensive road network. An advertisement display in this location will modernise the road network and the context of the City. The application site does not fall within a conservation area nor is it an area of special control. The erection of the structure would not affect any listed buildings within the local vicinity of the site and would not harm any sites of interest should this proposal be permitted.

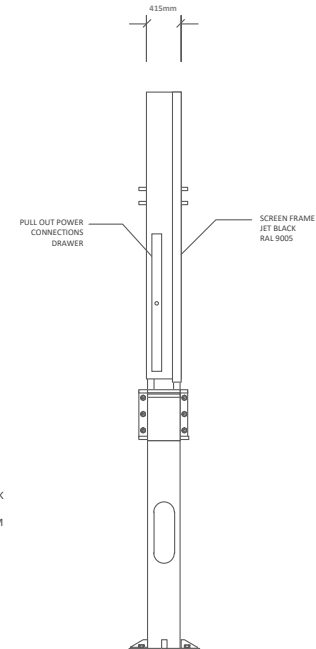
Elevation Plan of Display Structure

Wilmotte Single Leg Design D200 Unit

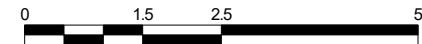
Front View



Side View



Ground Level



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D200 Wilmotte Single Leg Design

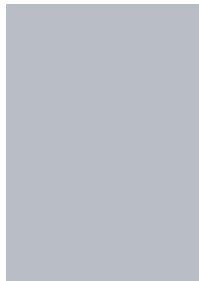


Nameplate and clock incorporated into screen,
Nameplate to be positioned Roadside



Rear view of
the single unit

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



RAL 9006 WHITE ALUMINIUM
Beam and Collar Bracket



RAL 9005 JET BLACK
Display Screen Surround and Unit



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Display Panel Specification

Technical Description

This form of advertising display unit (ADU) has been designed and developed by JCDecaux Design. The display panel will be fitted to a concrete base subject to detailed site appraisal and to suit site conditions. This type of display panel also benefits from best in class LED technology allowing sequential rotation of numerous advertising images or public information messages.

Dimensions

Visible poster: D 200 6218mm x 3100mm

Structure

Support structure to be constructed of mild-steel to BS EN 10210:1. All steelwork to be Grade S275. Steelwork to be primed and finished with suitable paint system as appropriate. All bolts, nuts and washers to be Grade 8.8. All welding to be carried out by a coded welder and in accordance with BS EN 1011:2. Steelwork to be fabricated and erected in accordance with BS5950.

Display

The display is fabricated from a steel frame which is clad with steel sheet. The screen is made up of multiple cabinets and associated modules in accordance with manufacturers specification. Each module is made up of electroplated steel onto which the LED's are mounted. The LED's are protected by a toughened plastic shade. Each module can be removed by hand from the front or rear. Maintenance personnel to access display using a MEWP for front access or by means of a rear access door.

Display Panel Specification (Continued)

Electricity

All of the internal wiring, earthing and electrical components comply with their relevant British Standards and are installed in accordance with BS7671 of the 17th Edition of the IEE Wiring Regulations. Power supply: 220/240V. Electricity connection is generally to the regional electricity network. This Street Furniture 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: Luminaires: 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.

Materials Durability and Protection

Each component is given a surface treatment to meet the usage conditions. The quality, operative mode, cleanliness of preparations before treatment, responsibility and checks associated with treatments (raw material, finished product) all comply with internal JCDecaux specifications, the current British Standards and the rules governing the profession.

Daktronics LED Display Screen

Presentation

The 'IT' TILE has been designed specifically for the fixed installation and roadside advertising market. The TILE is based on a 320mm x 320mm, 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

Robustness and Durability

Product specially designed for direct outdoor use in a wide range of environmental/temperature conditions and features.

Brightness level not affected by extreme temperatures and does not degrade over time like other technologies.

Best in class product in term of visibility in direct sunshine.

Improved reliability and life through expert thermal and solar management design.

Certifications

CE

Manageability

Extensive monitoring capability through digital image verification that gives immediate feedback about display performance.

Intelligent monitoring/control and maintenance features.

Modularity

Modular design for simple on-site service.

Vandalism

Screen front opened by the use of special keys.

Screws and fixing gears are invisible.

Panel composed of unalterable materials.

Encrypted transmission between JCDecaux NOC and the digital displays.

High quality materials and coating.

Screen Information

Pixel Spacing (mm)	10
Rows and Columns	440 x 620
Pixel Configuration	RGB LED
Calibrated Brightness	2500Cd Max
	300Cd 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 LFD
Service Access	Front
Cabinet Depth	300mm
Cabinet Construction	All Aluminium
Overall Area	D450 = 38m ²
	D400 = 38m ²
	D200 = 18m ²
Display Weight	40Kg per 1m 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 LED for exceptional detail and colour accuracy

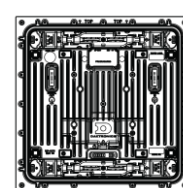
High Brightness

Used controlled intensity overcomes harsh lighting conditions even in direct sunlight

Module:
Top



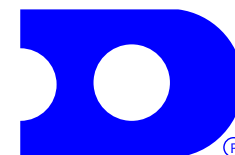
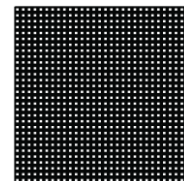
Rear



Side



Front



DAKTRONICS

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