



Chester Road Roundabout – Manchester

SUPPORTING DESIGN STATEMENT | MAY 2024

10293-SHP-RP-ST01 | REV P03

CHESTER ROAD ROUNDABOUT

SUPPORTING DESIGN STATEMENT

The proposals in this application seek to introduce 3 no. individual digital advertising screens to the Chester Road Roundabout; at the junction of Chester Road, Chorlton Road, Egerton Street, the Mancunian Way and Trinity Way. The proposed screens replace the previous standalone advertising structure which consisted of 4 boards and was dismantled prior to alterations to the roundabout in 2019.

This application also includes for improvements to the existing landscaping of the roundabout. Existing trees which need to be moved will be transplanted on site. Two new trees have also been included as replacements for recent additions which have not survived.

The core principle of the design was to create robust, attractive and appropriate structures to accommodate landscape and portrait LED digital displays. It is proposed that an individual sign is located on three quadrants of the roundabout, orientated to address the main approach roads. Inspiration for the overall form and support stem of the structures was drawn from the distinctive wing mirrors of 1950s classic cars; a befitting reference given the screens location on the Ring Road. The illustrations overleaf demonstrate how the concept of the protective, overlapping cowl of the car mirror has been transferred to the signage screens to assist in mitigating light pollution.

As part of the design process, consultations have been held with key stakeholders and the following studies have been prepared to assess the potential impact upon traffic and neighbouring residential buildings;

- Highways Assessment, road safety audit & traffic signal visibility photomontages
- Heritage Assessment & visual impact photomontages
- Arboricultural Assessment & tree survey
- Lighting Assessment

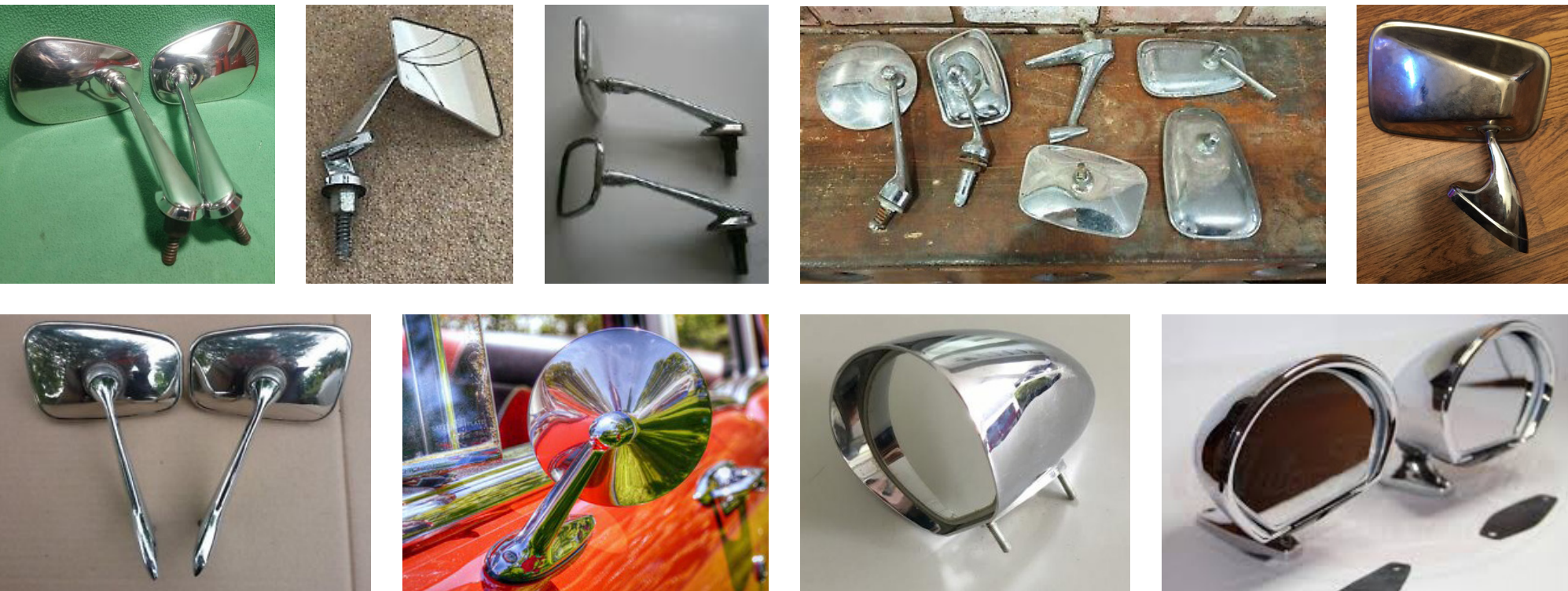
The results of these studies have informed the locations of the screens and the design of a cowl to ensure that visual impact and light pollution is fully considered and mitigated as far as possible. The lighting assessment contains the measures taken to reduce the light pollution impact, which included orientating the screens away from nearby residential buildings, angling the screen down to ground by 10 degrees and adding a cowl to minimise the vertical light spill.

The cowl has been designed as a series of individual triangular aluminium perforate panels orientated to provide emphasis to the faceted geometry and cohesion with the tapering fabricated structural support stand. The perforations diminish with height, limit glare and provide visual interest. The supporting stand has been modelled as a continuation of the geometry of the faceted cowl and forms an

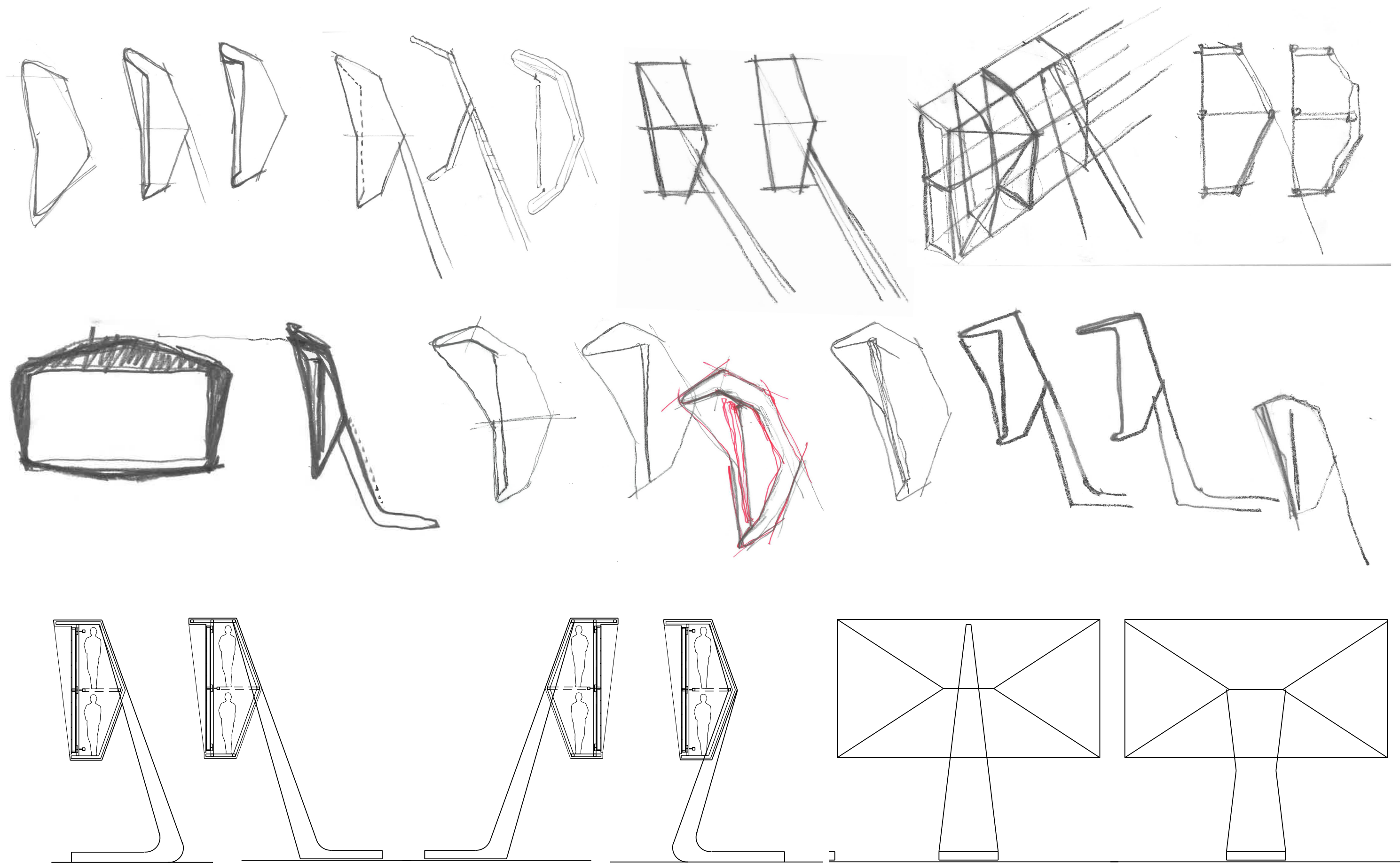
elegantly profiled spine which touches the ground lightly, set within the wildflower meadow.

The digital displays will require infrequent on-site maintenance and cleaning of the screens. Therefore, external servicing requirements have been integrated carefully into the proposals through the landscape; so maintenance operatives are able to safely gain access to the front digital panels from a vehicle mounted MEWP. Dropped kerbs and areas of Grasscrete have been introduced around the foot of each structure to allow maintenance vehicles access to the displays and to turn around safely. Grasscrete is an environmentally sustainable permeable paving system, which allows for the integration of vegetation, water drainage and provides the load bearing capability for a vehicle mounted MEWP.

It is felt that the proposals make a positive contribution to this part of the city, and the introduction of these unique structures will help to enhance and enforce the important pedestrian connection and cycle route between Old Trafford and the City Centre within the Ring Road; whilst also providing carefully considered information to passing motorists, pedestrians and cyclists.

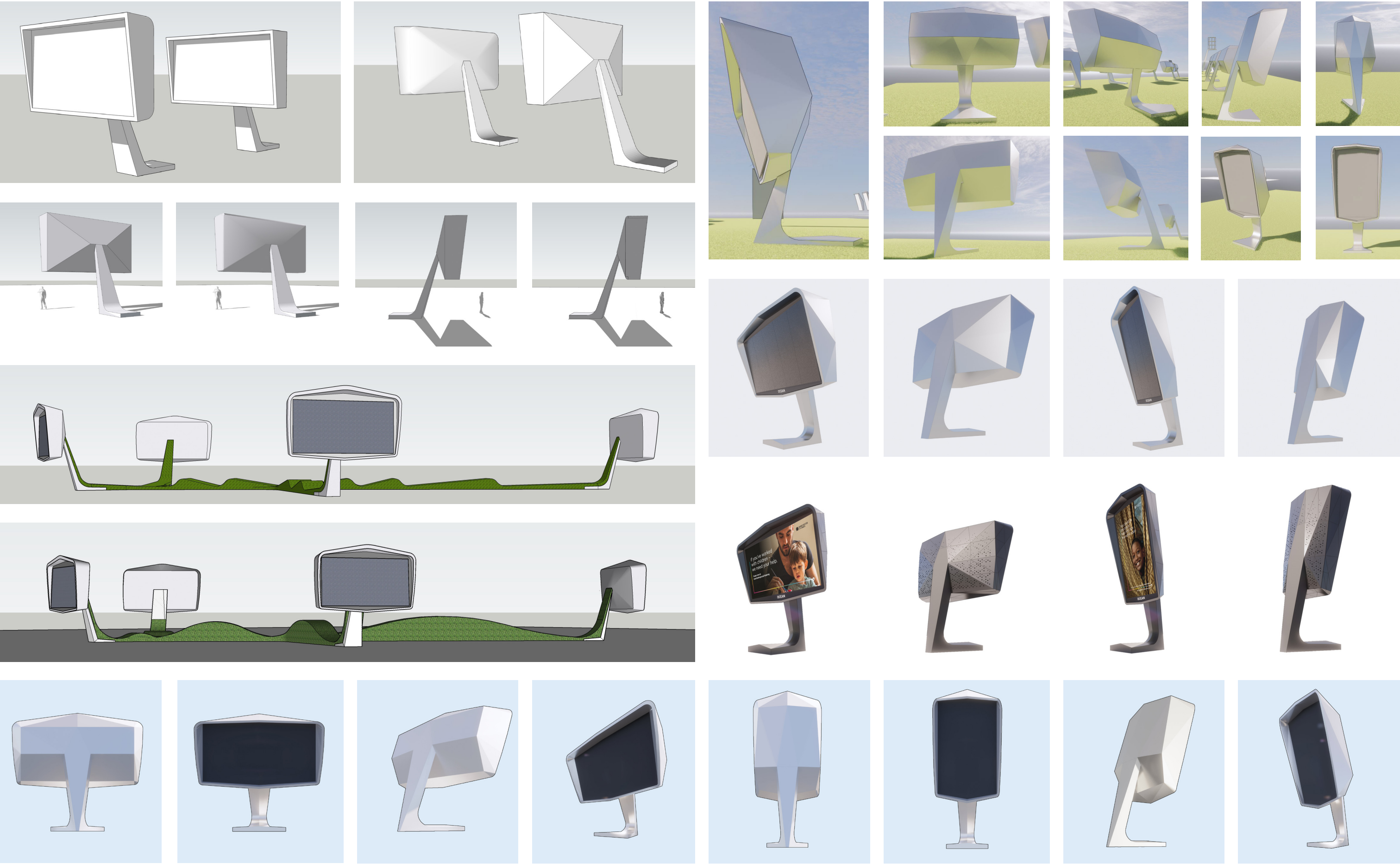


Design Inspiration - Classic Car Mirrors



Initial Concept Sketches

CHESTER ROAD ROUNDABOUT



Design Development - Form

