



Memorandum

To Max Gibson

From Leanne Chapman

Date 30 November 2023

Subject **138439/AOH/2023**

Removal of the existing display followed by the installation of an internally illuminated advertisement of similar dimensions.

We have reviewed the above application in relation to highways and our comments are as follows:

CONTEXT:

The application is for the Removal of the existing display followed by the installation of an internally illuminated advertisement of similar dimensions at Land Between 317 And 325 Oldham Road, Manchester, M40 8ED.

HIGHWAYS RESPONSE:

The proposed digital poster is not located on and will not project over the adopted highway network. As such, a Projection over License will not be required.

The location of the digital poster is not considered to generate any adverse impact for vehicles travelling along Oldham Road.

The proposed luminance of the static digital poster is noted as 300cd/m2, this is considered acceptable as it is in line with the MCC 600cd/m2 maximum.

The proposed digital poster complies with headroom and carriageway clearance requirements.

The digital poster is located on private land, permissions will be required from the landowner to guarantee rights of access.

The applicant should be advised that any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email -highwaylicences@manchester.gov.uk

It is recommended that the following planning condition should be applied:-

Condition

(a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.

(b) No individual advertisements shall be displayed for duration of less than 10 seconds.

(c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.

(d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.

(e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

(f) The maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m² during non-daylight hours / inclement weather.

Or for signs less than 10m²

(f) The maximum luminance level of the advertisements displayed on the panel should not exceed 600 cd/m² during non-daylight/ inclement weather.

Highways Reference: 15165/SIGN/2023