

JCDecaux

A02388

Land at

Oldham Road

Manchester M40 8ED

Easting 385718

Northing 399706

PART 1

Roadside Advertising Proposal

October 2023

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Introduction

Application Background

Please find enclosed the relevant documentation relating to the proposed alteration of an existing advertising site on Oldham Road, Manchester. The application site has been identified to upgrade to the latest display technology. This proposal forms part of a wider programme of rationalisation and improvement to the roadside advertising estate, with the aim of providing a state of the art network of digital displays across Manchester.

The following pages contain details of the site and its surroundings, an ordnance survey extract identifying the existing site location and its new position within the context of neighbouring streets; a block plan indicating the exact position of the proposed advertisement on the land and elevation drawings and details of the screen technology to be installed. This proposal represents the evolution of the roadside media to a more sustainable and greener form of technology.

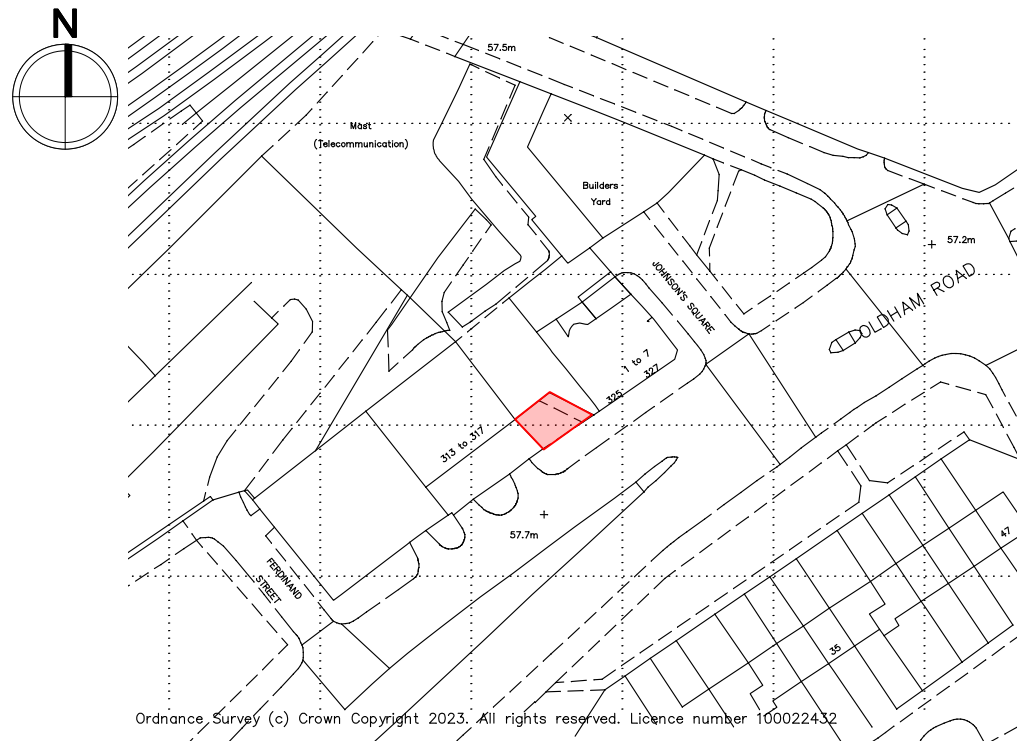
Much of the existing roadside estate in the City, both large and small formats, comprise back lit displays where the advertised images are manually changed every two weeks. Recent years has seen the move to digital technology.

This proposal is to remove the existing advertisement on site, on measuring 6mx3m and install a single sided digital advertisement measuring approximately 6mx3m within the same site. This replaces the printed images with an LED screen capable of showing static images that are automatically replaced every 10 seconds by means of a secure ISDN connection.

The move to more efficient and sustainable forms of roadside display, together with the reduction in the over all number of advertising displays, provides genuine environment benefits and endorses the Company's commitment to sustainable development through pro-active policies focused on health and safety, product quality and in adopting a global approach to its corporate social, stakeholder and environmental responsibilities.

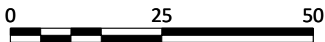
Application Site

Site and Surroundings



APPLICATION SITE

SCALE 1:1250



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The existing site is located on the north side of Oldham Road and is an existing advertised location comprising a single sided display, measuring 6x3m supported by featheredge fencing. This use has been continual for more than 10 years and is an established part of the street scene. The existing landscape sign and supporting structure are clearly visible to drivers travelling along Oldham Road, viewed within the visual context of large properties and a prominent retail outlets along the roadside. The proposed advertisement is a similar size to the existing display and would sit within the same site at a similar angle. The display would continue to be supported by featheredge fencing to secure the site.

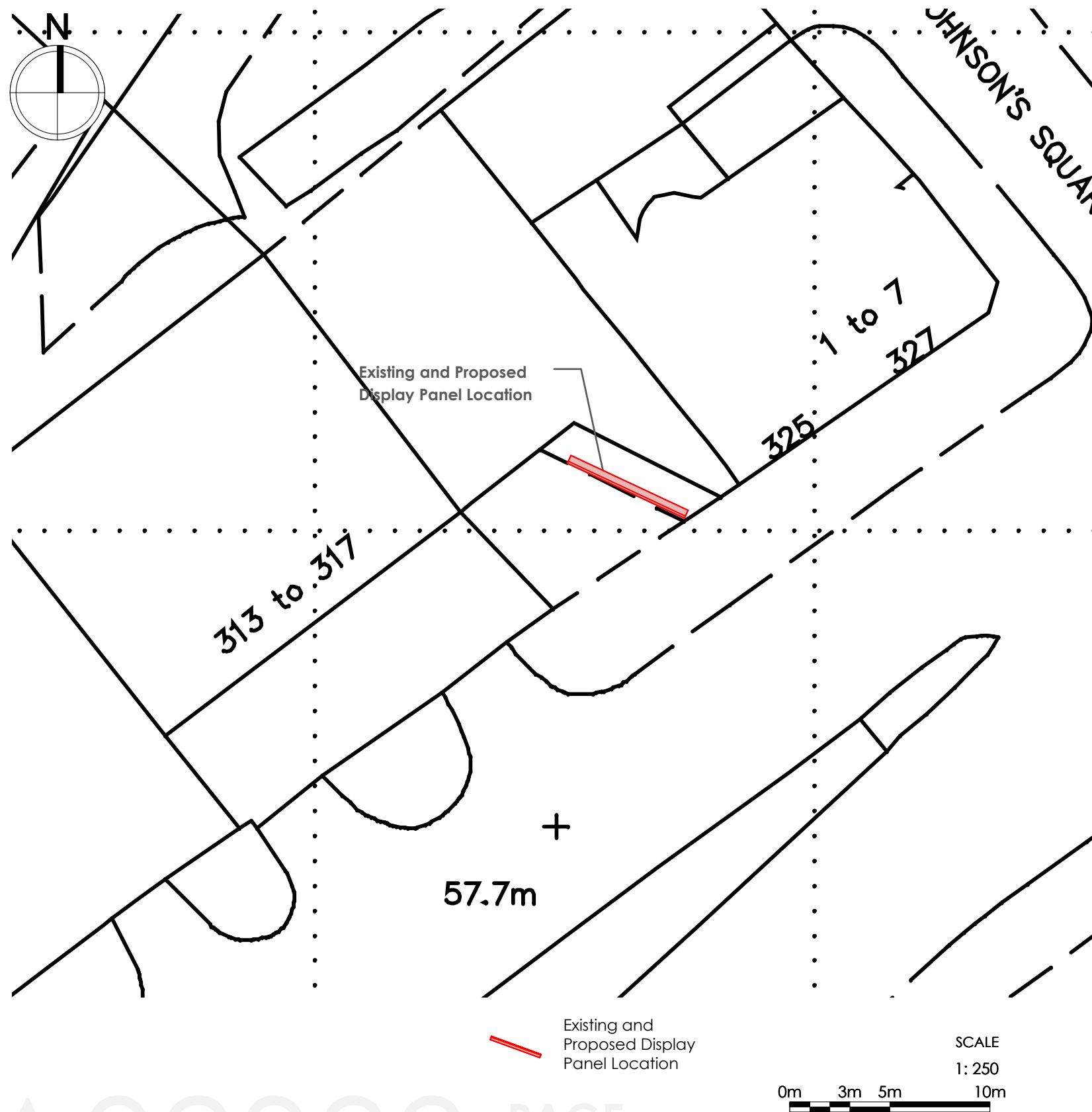
The advertisement will fit comfortably within the existing advertising site and the local context without dominating the street scene. The proposed display will continue to show static images and be viewed in the same context as the existing display. The effect on the area and drivers will be negligible and the change in structure and technology is unlikely to give rise to amenity or public safety conflict. The application site is not located within a sensitive area nor close to heritage assets.

Existing Display



Proposed Display





The current advertisements are displayed by means of a printed image that is lit from behind and are manually changed every two weeks. This proposal will replace the need for printed images with LED screens that can automatically replacing the advertisement remotely. This development represents an evolution in the roadside media and a more sustainable and greener display technology.

The existing advertisements are located along the fence line fronting Oldham Road, orientated to face north bound traffic. The current advertisement will be removed from this current location and replaced by a single sided panel facing the south, as illustrated in this document. The advertising images will be displayed using the latest LED technology with a 10mm pixel screen supplied by Daktronics Inc.

The advertisement will be elevated above the carriageway and will show a series of static images in sequence. The images will continue to be illuminated and calibrated to a maximum night time level of 300Cdm² to accord with the ILP recommendations.

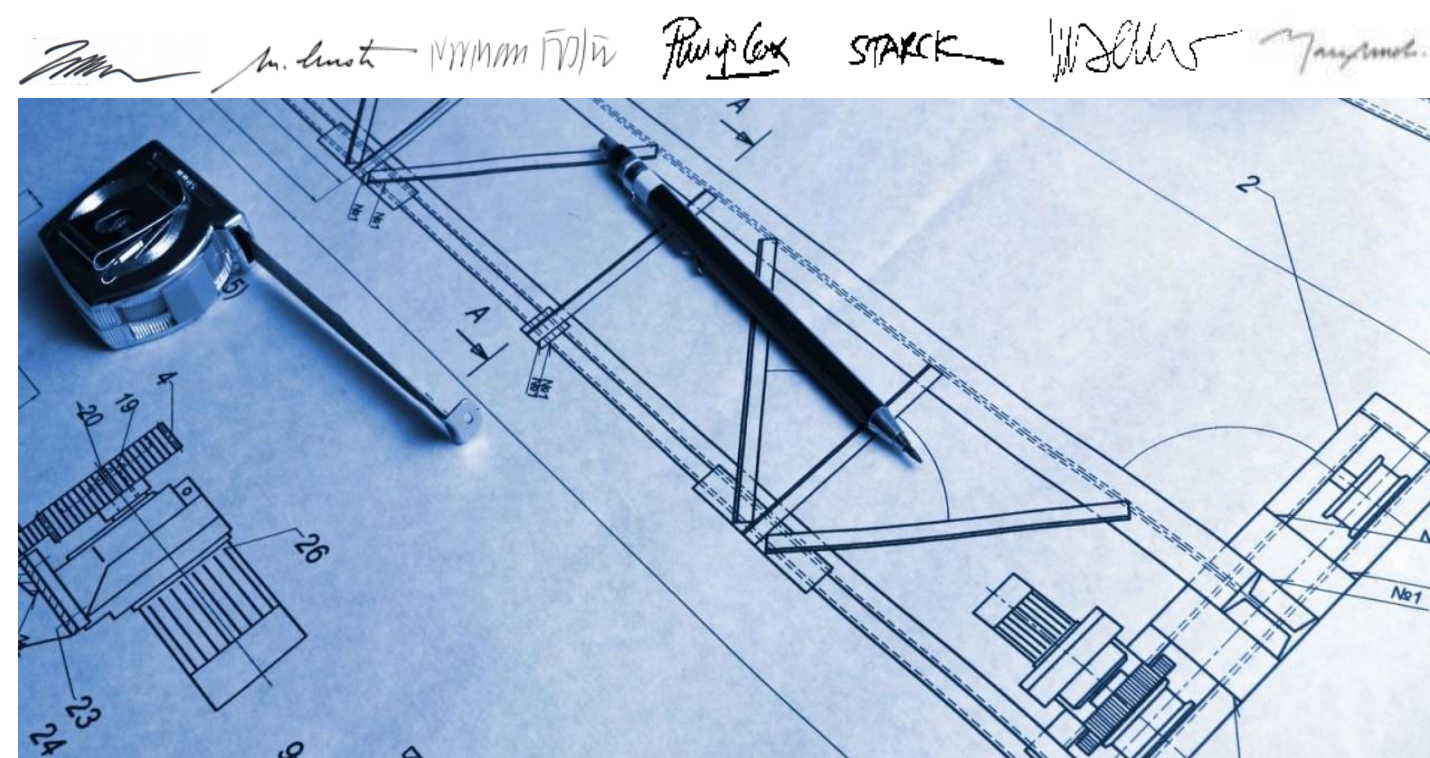
The transition from one image to another will be instantaneous rather than the existing mechanical scrolling format as seen on other displays and will not feature any animation in transition. LED technology is now the industry standard method of display due to the improved image quality and functionality.

The advertising structure itself is designed by JCDecaux that maintains an open area in front of the structure while maintaining security of the site. The design is subject to rigorous research and development to ensure it is durable and long lasting and powder coated to maintain its clean look and durability. The unit design and appearance is one of a series of similar products installed across the City to maintain a consistent design, build quality and appearance.

The display unit and supports are finished in Jet Black, with a contrasting horizontal beam powder coated in RAL 9006 White Aluminium.

Sustainable Design

The Importance of Good Design



At the heart of the Company's philosophy is a dedication to design excellence. JCDecaux is renowned for its landscape legacy of beautifully designed Street Furniture & road side displays created through the continued collaboration with leading Architects and Designers to develop comprehensive lines of Street Furniture and road side displays for Cities across the world.

A core function of the JCDecaux group is the Research and Development Department (R&D), which serves as the essential link between art and industry. With more than 120 staff, the commitment of the R&D department is to constantly innovate with a drive to source leading-edge sustainable technology. The R&D team constantly strives to incorporate more innovative services into the equipment we develop, with the main focus being on integration of equipment into the environment, whether this is urban or indoor. Product design is guided by eco-design principles. The materials used are of the highest quality and maximum strength. Reduced energy consumption, adaptation to useful life and recyclability are at the core of our design processes. A reduced ecological footprint is therefore ensured for each of our products. This approach forms the foundation upon which JCDecaux builds its furniture and which runs through the entire supply chain and lifecycle of our products. This very effective resource will be called upon by JCDecaux in delivering the most appropriate design solutions that can meet the climate emergency and ensure no harm to the environment is create by our business operations.

The distinctive architecture is unique to JCDecaux and effectively combines function with form. The investment in high quality durable designs is intended to enhance the public realm and to complement the area. The investment in better quality and interesting structures also raises the standard and challenges the expectations on sustainable developments and the part roadside advertising plays in realising this ambition.

Planning

The 2007 Regulations



This application is submitted for advertisement consent, the control of which is governed by the 2007 Regulations. The Regulations provide a self contained code for advertising developments set apart from mainstream Planning controls. Proposals are to be determined and considered in light of the Regulations, which identifies two areas of interest that are material factors in each case.

The Advertisement Regulations and Policy

Regulation 3 states that;

- '1. A local planning authority shall exercise its powers under these Regulations in the interest of amenity and public safety, taking into account –The provisions of the development plan, so far as they are material; and Any other relevant factors
2. without prejudice to the generality of paragraph (1) (b)-
 - a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
 - b) Factors relevant to public safety include the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air'

National Guidance on the control of advertisements is provided within The National Planning Policy Framework (NPPF) and associated guidance on advertising within the Planning Practice Guidance ("PPG"). Section 8 of the PPG explains in greater detail the criteria for considering amenity issues in advertising proposals. More specifically, on the matter of scale the guidance suggests that advertisements should respect the scale of the surroundings.

On the matter of public safety, the principle consideration is whether the proposed advertisement is likely to affect driver behaviour and whether the position of the advertisement is acceptable in safety terms. This proposal has been assessed in light of the above criteria.

Planning

Material Considerations

Advertisement Display Detail

The development concerns the display of one single sided illuminated advertisement, capable of automatically changing the advert on show. The advertisement will be changed remotely by means of an ISDN feed therefore there is no waste material associated with printed displays that are changed every two weeks and then recycled or, in the case of backlit vinyl, disposed of via landfill. The reduced need to visit the site means a biannual visit is necessary for routine maintenance. LED technology is one example of how modern methods are redefining the roadside media and providing a more sustainable way to advertise. Our LED modules are completely free of hazardous material with all components being recyclable at end of life in accordance with EU Directives. The display screen is fully programmable to control lighting levels and hours of operation to within acceptable levels, following the advice and recommendations of the ILP.

The advertisement will be incorporated into the existing site and continue the existing frontage along Oldham Road. The design features featheredge fencing a steel beam that provides the platform to hold the display panel. The benefit of this design is firstly in the aesthetics of the architecture, which sets a high bench mark for the quality of roadside advertising over and above the traditional functional display. Secondly, the design ensures an open aspect in front of the display while ensuring the site remains secure.

The Regulations require an assessment of the proposal in light of amenity and public safety considerations and are therefore considered in more detail below.

Amenity

In terms of local context, the immediate setting is that of an existing advertising site along London Road. The area is not sensitive in terms of uses, views or architecture.

The visual impact of the proposed display on the street is not considered to be significant given the character of the area. This part of Manchester is recognised as leading to a retail hub with a mix of uses, surrounded by busy roads. The site is within an area where commercial activity is the predominant land use and where advertising is often expected. In terms of amenity, it is considered that no harm would arise should the display be permitted at the application site. Neither structure scale nor use will have a negative effect on the appearance or character of the area.

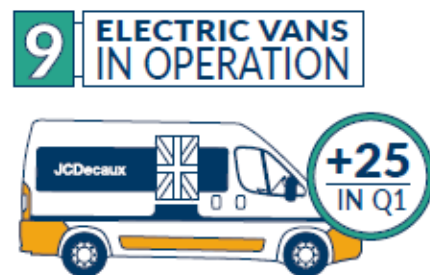
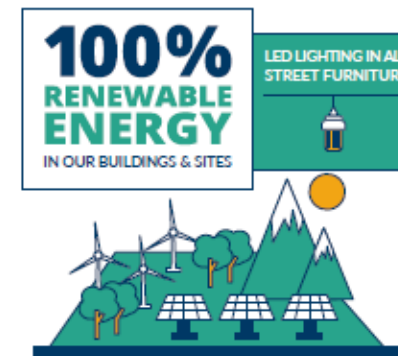
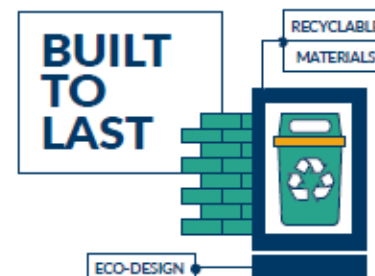
Highways

The position for the advertisements faces traffic heading north along Oldham Road. The respective approaches to the site provides extended visibility and ample opportunity for drivers to see the simple messages being displayed without resulting in a hazard to road users.

The images within this document indicate that there is no visual conflict with the signal heads that could confuse a driver. It is considered therefore that the position and manner of advertisement displays are unlikely to prejudice road safety.

OUT-OF-HOME: THE SUSTAINABLE PUBLIC SCREEN

As JCDecaux invests in energy-efficient solutions reducing our carbon footprint still further, Out-of-Home is a sustainable, trusted medium that reaches the audiences our partners need – a medium that gives back to the community by providing valuable public amenities including bus shelters and life-saving defibrillators paid for by advertising. #PowerofthePublicScreen



OUR ESG VISION

Find the Sustainable Media 2030 Vision brochure on our website

- Towards more sustainable living spaces
- Towards an optimised environmental footprint
- Towards a responsible business environment



OUR ESG PERFORMANCE

Global validation & UK partnerships

- RE100 – 100% renewable energy worldwide
- FTSE4Good – 3.6/5 rated
- CDP – A List
- Ecovadis – Gold
- MSCI – AA Rated
- Pledge To Net Zero
- Certified by Planet Mark
- Members of Ad Net Zero
- ISO 45001 (Health & safety)
- ISO 14001 (Environment)
- ISO 50001 (Energy)



OUR PURPOSE

Creating Real Value through the Power of the Public Screen

- One Team
- Minds Matter
- Difference Matters
- Community Channel



KEY THINGS TO KNOW

"Out-of-Home is a public, one-to-many medium, efficiently reaching an audience of millions with a relatively small number of displays. Digital Out-of-Home represents just 0.03% of the UK's 100 million digital screens."

(Source: The Drum/Clear Channel estimate)

"Out-of-Home represents a fragment of the UK's total energy usage. The UK's OOH sector accounts for less than 0.04% of the UK's total energy usage."

(Source: BEIS Report 2020)