

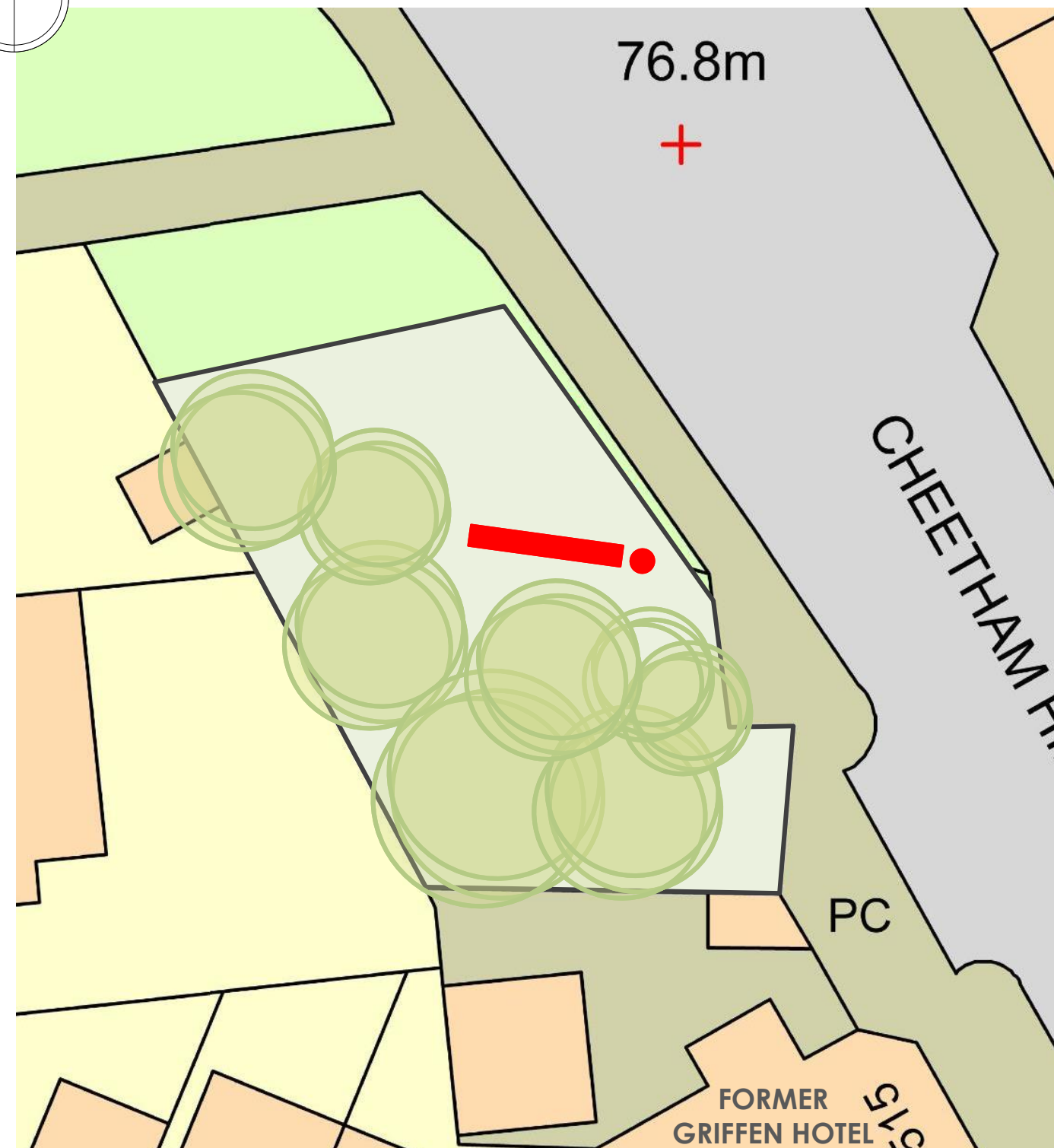
Land at
Cheetham Hill Road
Manchester M8 9HD

Easting 383947
Northing 401473

Application Site Images
August 2023

Application Site

Proposed Block Plan



The proposal is for the installation of a single sided display facing north. The display structure is designed by the architect Jean Michel Wilmotte and features a central single leg to provide an open viewing below the structure, with display unit affixed to a tapered beam, as illustrated in Part 2 of this proposal. The advertisement will be elevated above the carriageway so as to be clearly visible to drivers on the approach to the site and to clear any low level visual obstructions. The unit will sit within the grassed area and set within the visual context of the tree line backdrop beyond. The background tree line will be retained. The scale of the advertisement display is appropriate to the surrounding area and is located away from any sensitive views or protected heritage assets. The proposal does not have a damaging effect on visual amenity.

The base of the structure creates a small footprint which together with a level surface posting area beneath the panel itself will retain the open nature of the remaining land and not undermine the value of the of planting on the rest of the open land. The footpath on Cheetham Hill Road is narrow and the setting back of the unit and fencing will open the area to give a greater sense of openness. The elevation of the structure to 2.9m above the street level and the angle of presentation to the road will ensure that drivers approaching the site will see the advertisements well in advance of any point of decision. The pixel pitch of the screen is 10mm which means the minimum clear viewing distance is 10m and the optimum viewing distance is between 60-70m. It is considered that the proposed displays are unlikely to present a road hazard to drivers exercising reasonable care.

Application Site

Existing North Facing View



Application Site

Proposed North Facing View



Application Site

Site Images



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