

North Stand, Etihad Stadium

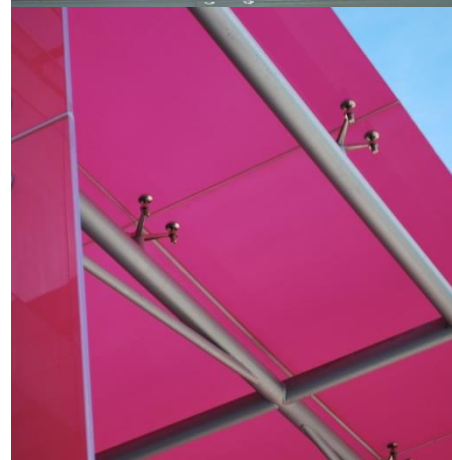
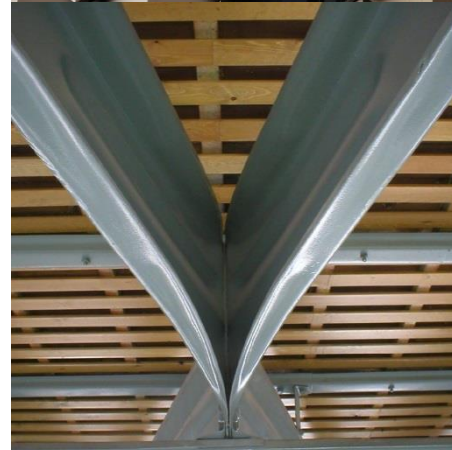
Highway Safety Report

Curtins Ref: 083727-CUR-XX-XX-T-TP-00001

Revision: P01

Issue Date: 28 April 2023

Client Name: City Football Group



Merchant Exchange
17 – 19 Whitworth Street West
Manchester. M1 5WG.
Tel: 0161 236 2394
www.curtins.com

STRUCTURES • CIVILS • ENVIRONMENTAL • INFRASTRUCTURE • TRANSPORT PLANNING • SUSTAINABILITY • EXPERT ADVISORY SERVICES
Birmingham • Bristol • Cardiff • Douglas • Edinburgh • Kendal • Leeds • Liverpool • London • Manchester • Nottingham



Control Sheet

Rev	Description	Issued	Checked	Date
P01	Final for Planning	CP	MT/CP	28 April 2023

This report has been prepared for the sole benefit, use, and information for the client. The liability of Curtins with respect to the information contained in the report will not extend to any third party.

Author	Signature	Date
Matt Riley BA (Hons) MSc GradCIHT Graduate Transport Planner		28 April 2023
Matt Thorley BA (Hons) MSc Principal Transport Planner		28 April 2023

Reviewed	Signature	Date
Matt Thorley BA (Hons) MSc Principal Transport Planner		28 April 2023

Authorised	Signature	Date
Carl Peers BA (Hons) MSc CMILT FCIHT Business Unit Director		28 April 2023

Table of Contents

1.0	Introduction.....	4
1.1	Background	4
1.2	Purpose of This Report	5
1.3	Structure of the Report.....	5
2.0	Site Location and Highway Layout.....	6
2.1	Site Location.....	6
2.2	Site Viewpoints.....	7
2.3	Surrounding Highway Network.....	7
3.0	Development Proposals	15
3.1	Introduction.....	15
3.2	Digital Video Screen Proposals.....	15
3.3	Viewpoints from the Highway.....	15
4.0	Highway Safety	19
4.1	Introduction.....	19
4.2	Visibility from Public Highway	19
4.3	Collision Analysis	20
4.4	Summary	21
5.0	Comparable Sites	22
5.1	Introduction.....	22
5.2	Existing Examples within Manchester City Council Jurisdiction	22
5.3	Existing Examples in Greater Manchester/North-West Area.....	26
5.4	Other Examples of Large-Scale Advertising	28
5.5	Summary	31
6.0	Policy Context.....	32
6.1	National Planning Policy Framework (NPPF, 2021)	32
6.2	Greater Manchester Transport Strategy 2040	32
7.0	Summary and Conclusion	33
7.1	Summary	33
7.2	Conclusion.....	34

Figures

Figure 1.1	– Location of proposed LED screens at the North Stand of the Etihad Stadium	4
Figure 2.1	– Site Location Plan.....	6
Figure 2.2	– Alan Turing Way (Highway Characteristics 1 – Southbound Vehicles near Briscoe Lane)	8
Figure 2.3	– Alan Turing Way (Highway Characteristics 2 – South of the Etihad Stadium).....	9

Figure 2.4 – Gibbon Street / Alan Turing Way Junction (Highway Characteristics)	11
Figure 2.5 – Forge Lane (Highway Characteristics)	12
Figure 2.6 – Sportcity Way (Highway Characteristics)	13
Figure 2.7 – New Viaduct Street (Highway Characteristics).....	14
Figure 3.1 – Existing view Southwest on Alan Turing Way (Adjacent to Lock Keepers Cottage)	17
Figure 3.2 – Proposed view Southwest on Alan Turing Way (Adjacent to Lock Keepers Cottage)	17
Figure 3.3 – Existing view South on Alan Turing Way (at Junction with Briscoe Lane)	18
Figure 3.4 – Proposed view South on Alan Turing Way (at Junction with Briscoe Lane)	18

Tables

Table 4.1 – Personal Injury Collision Data Summary for the Assessment Area.....	21
Table 5.1 – Personal Injury Collision Data – Axis Tower Vicinity.....	24
Table 5.2 – Personal Injury Collision Data – Vicinity of Regent Road LED Screen	26

Appendices

Appendix A – North Stand Proposals and Visuals	
---	--

1.0 Introduction

1.1 Background

- 1.1.1 Curtins has been appointed by City Football Group (CFG) to provide traffic and transportation advice in relation to the proposed three digital video screens as part of the proposed expansion of the North Stand at the Etihad Stadium, Manchester.
- 1.1.2 The proposals consider several connected elements, central to which is an expanded North Stand, a hotel and an expanded and covered 'City Square' fan zone, enclosed between two building forms containing a variety of other day-to-day uses.
- 1.1.3 These proposals also include the erection of digital video screens on the northern and eastern elevations, with three LED screens – one on each of the gable ends of the hotel and commercial buildings, and a further screen proposed on the eastern elevation of the hotel building. These locations are indicated by the red lines on the mark up in **Figure 1.1**.

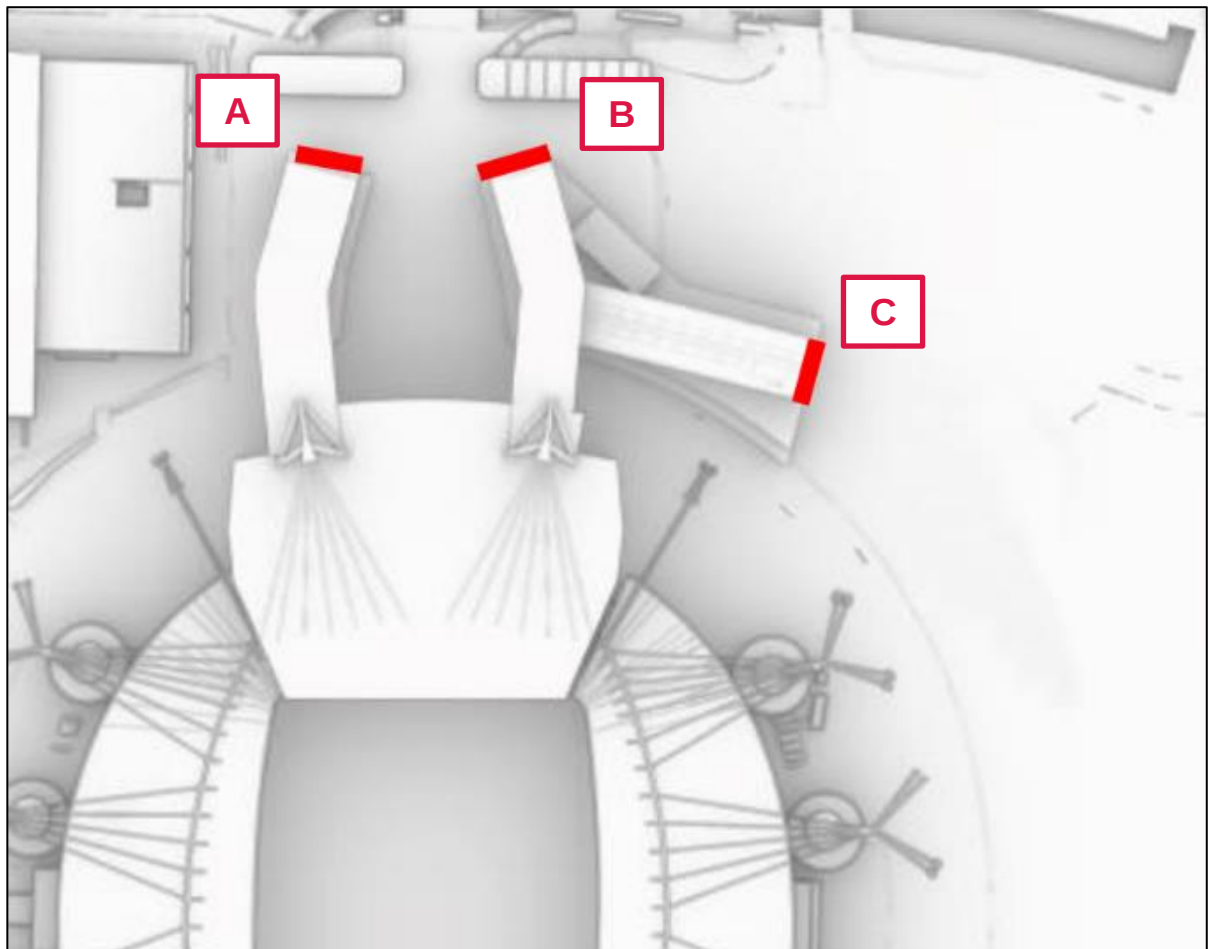


Figure 1.1 – Location of proposed LED screens at the North Stand of the Etihad Stadium

1.2 Purpose of This Report

- 1.2.1 The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 state that the local planning authority shall consult the highway authority where the application is visible from a highway. Safety is a key consideration.
- 1.2.2 This Highway Safety Report has been prepared to support the planning application for the development proposals. It considers the proposed digital video screens and the potential impact on the surrounding area from a traffic and transportation perspective. A key aspect of the report is the visibility of the screens from the public highway, the potential for driver distraction and a detailed analysis of the local area in terms of highways safety.
- 1.2.3 Other impacts associated with the screens, including the impact to residential receptors, are addressed within the light spill chapter of a supporting Environmental Statement prepared by ME Engineers.

1.3 Structure of the Report

- 1.3.1 Following this introduction, **Section 2** of the report describes the site location and the highway network in the vicinity of the site.
- 1.3.2 **Section 3** summarises the development proposals. The visibility of the digital video screens, the potential for driver distraction and an in-depth analysis of the local area in terms of highways safety over the most recent five-year period is detailed in **Section 4**.
- 1.3.3 **Section 5** reviews similar digital advertising and video screens in Manchester, Greater Manchester/the North West, and also further afield.
- 1.3.4 Relevant local and national transport policy is summarised in **Section 6** and the report is summarised and concluded in **Section 7**.
- 1.3.5 It is concluded that the screens would be visible from roads where there are no underlying road safety issues and would present a low risk in terms of road safety and the potential for driver distraction.

2.0 Site Location and Highway Layout

2.1 Site Location

- 2.1.1 The application site part of the Etihad Stadium in East Manchester, comprising the existing North Stand and adjacent City Square area.
- 2.1.2 The site is located centrally within Sportcity and bound by car parking to the east, the Etihad Campus Metrolink stop/Ashton Canal to the north, other stands of the Etihad Stadium and the A662 to the south and the National Squash Centre/Manchester Regional Arena to the west.
- 2.1.3 **Figure 2.1** below illustrates the location of the site in relation to the surrounding areas.

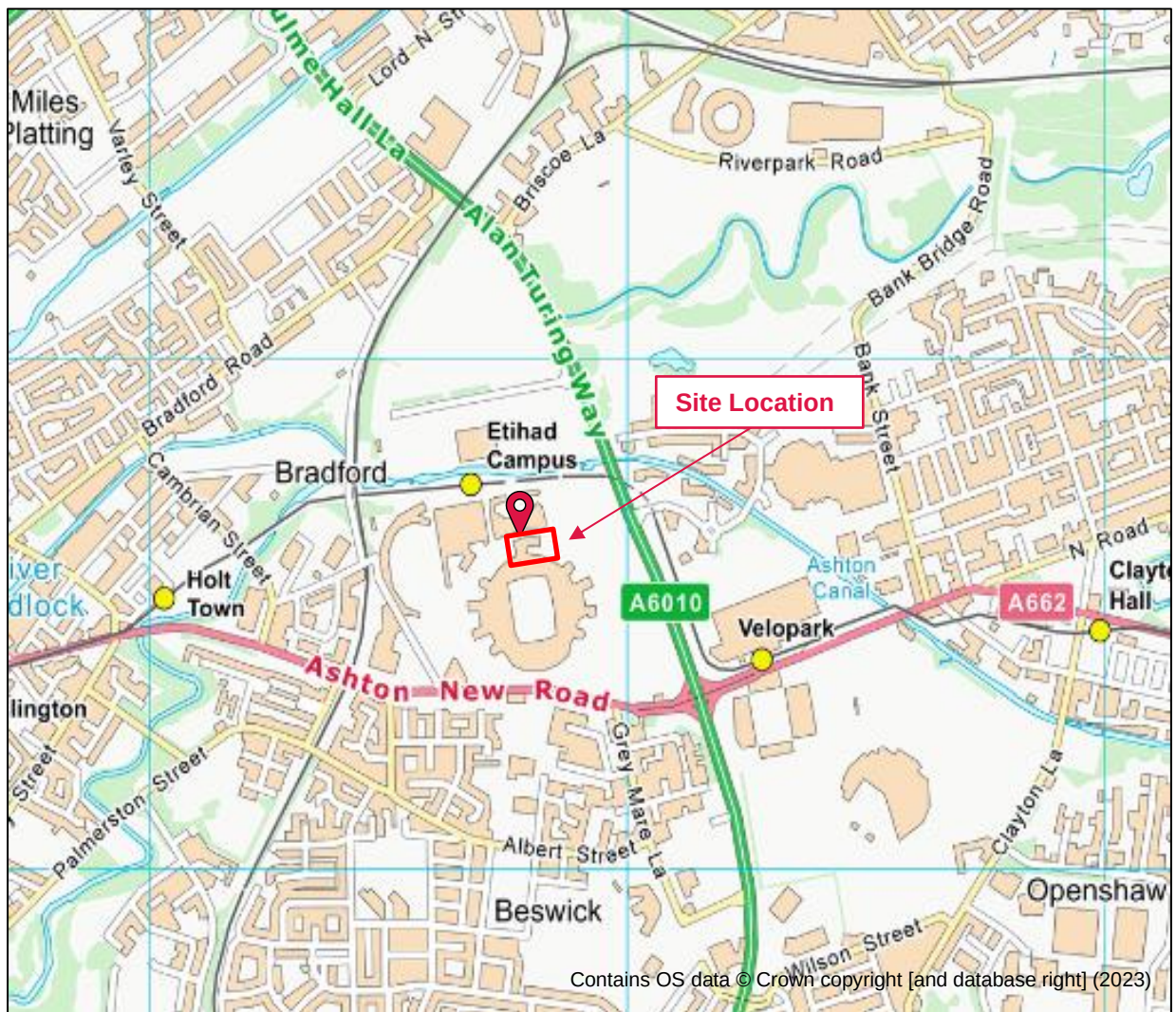


Figure 2.1 – Site Location Plan

2.2 Site Viewpoints

2.2.1 A site visit was undertaken on 17th April 2023 to determine the potential viewpoints of the screens from the local highway network. The following roads were considered on-site:

- Sportcity Way;
- Forge Lane;
- A6010 Alan Turing Way;
- Briscoe Way;
- Gibbon Street; and
- New Viaduct Street.

2.2.2 The site observations confirmed that the screens would be in view of vehicles travelling westbound on Gibbon Street and at certain locations for southbound vehicles on Alan Turing Way. To a lesser extent, the digital video screens would also be visible from Sportcity Way, Forge Lane and New Viaduct Street. The characteristics of these roads are summarised in the following sections.

2.2.3 The site visit also confirmed that the screens would not be visible from Briscoe Way. This road has therefore not been considered any further within this report.

2.3 Surrounding Highway Network

A6010 Alan Turing Way

2.3.1 The A6010 Alan Turing Way extends on a north-south alignment and commences in the north adjacent to the junction with Briscoe Lane, where Hulme Hall Lane becomes Alan Turing Way. This continues for c. 2km in a southerly direction towards the signalised junction with the A635 Ashton Old Road.

2.3.2 The highway has a straight alignment with good forward visibility. The average total carriageway width is c. 17m, which comprises of 2-3 lanes in both directions, with a central reservation located between the northbound and southbound carriageways.

- 2.3.3 The development of the Co-Op Live Arena has impacted on the visibility of the Etihad Stadium for drivers travelling southbound on Alan Turing Way from the junction of Briscoe Lane; as shown in **Figure 2.2** below, the Etihad Stadium is obstructed by the Co-Op Live Arena and is subsequently only visible once drivers pass the Arena.



Figure 2.2 – Alan Turing Way (Highway Characteristics 1 – Southbound Vehicles near Briscoe Lane)

- 2.3.4 It should also be noted that Alan Turing Way currently passes a variety of large billboards and other visual stimuli, such as the Etihad Stadium, English Institute of Sport and Etihad Campus, with road users aware of the different streetscape they are passing through. This is illustrated in **Figure 2.3**.



Figure 2.3 – Alan Turing Way (Highway Characteristics 2 – South of the Etihad Stadium)

- 2.3.5 Once complete, the Co-Op Live Arena will also have digital video screens and illumination visible from the highway, that will add to the visual stimuli along Alan Turing Way.
- 2.3.6 The road is subject to a 30mph speed limit, and benefits from parking restrictions in the form of double yellow lines, ensuring that there is to be no stopping of vehicles on the northbound or southbound carriageways.
- 2.3.7 As Alan Turing Way approaches the site from the south, vehicles travel through a signalised junction with Gibbon Street and shortly after, a signalised junction with Sportcity Way. On-site observations indicate that vehicles maintain good lane discipline likely due to the limited number of junctions and side roads.

- 2.3.8 The A6010 benefits from infrastructure including street lighting, bus stops, tactile paving and signalised crossing facilities.

Gibbon Street

- 2.3.9 Gibbon Street commences at a signalised junction with Alan Turing Way and Gate 3 of the Orange Car Park (open on event days only); Gibbon Street extends along a broadly west-east alignment from this junction. The carriageway continues east for approximately 150m before providing an approach to the roundabout with The Waterfront and Asda/McDonalds access. To the east of this roundabout, Gibbon Street continues for c. 200m, providing access to the National Cycling Centre and residential dwellings via Stuart Street.
- 2.3.10 The carriageway is subject to a 20mph speed limit along its entirety and there is street lighting present along both sides of the road. In the vicinity of the junction of the signalised junction with Alan Turing Way, Gibbon Street comprises a two-lane approach for both northbound and southbound movements on Alan Turing Way.
- 2.3.11 As shown below in **Figure 2.4**, as vehicles approach the junction, the Etihad Stadium and North Stand are fully visible to drivers. However, from on-site observations, it is noted that vehicles are travelling below the 20mph speed limit on approach to the junction and are aware of the additional visual stimuli as they approach Alan Turing Way.



Figure 2.4 – Gibbon Street / Alan Turing Way Junction (Highway Characteristics)

Forge Lane/Sportcity Way

- 2.3.12 Forge Lane commences at the signalised junction with Alan Turing Way, located the immediate north-east of the Co-Op Live Arena. Forge Lane extends on an east-west alignment for c.160m before becoming Sportcity Way where the road meets Joe Mercer Way. Sportcity Way continues in a westerly direction for a further 260m.

- 2.3.13 Forge Lane/Sportcity Way provide access to Manchester City FC car parks to the north of the carriageway via various priority junctions and also access to the Manchester Tennis and Football Centre located and accessed to the west. Forge Lane is shown in **Figure 2.5** below, while Sportcity Way is shown in **Figure 2.6**.
- 2.3.14 The carriageway is subject to a 30mph speed limit along its entirety and there is street lighting present along both sides of the road. There are continuous footways provided along the northern side of the carriageway – and prior to the construction of the Co-Op Live Arena, footways were also present on the southern side of the carriageway. It is envisaged that footway provision will be reinstated once construction is complete.
- 2.3.15 In the vicinity of the junction of the signalised junction with Alan Turing Way, Forge Lane comprises a three-lane approach; one lane northbound movements and two lanes for southbound movements on Alan Turing Way.



Figure 2.5 – Forge Lane (Highway Characteristics)



Figure 2.6 – Sportcity Way (Highway Characteristics)

New Viaduct Street

- 2.3.16 New Viaduct Street extends along a south-north alignment and commences at the priority junction with Philips Park Road. The carriageway continues for approximately 600m before terminating at Bradford Road in the north. There is street lighting present along the west side of the road.
- 2.3.17 New Viaduct Street is a two-way single carriageway with some narrowing and priority control on the route associated with a railway bridge. There is vegetation present alongside and beyond the road providing a buffer between the road and adjacent land uses. This is illustrated in **Figure 2.7** below.
- 2.3.18 Based on site observations, the road is very lightly trafficked.



Figure 2.7 – New Viaduct Street (Highway Characteristics)

3.0 Development Proposals

3.1 Introduction

- 3.1.1 City Football Group (CFG) have prepared a planning application which proposes a year-round entertainment and leisure destination at the Etihad Stadium.
- 3.1.2 The proposals comprise several connected elements, central to which is an expanded North Stand. Alongside this, the submission will propose an expanded and covered 'City Square' fan zone enclosed between two building forms containing a variety of uses including a hotel.
- 3.1.3 This Highway Safety Report has been prepared as part of the supporting documentation for the three digital video screens and the application for Consent to Display Advertisements on the North Stand.

3.2 Digital Video Screen Proposals

- 3.2.1 The application covers signage proposals for three LED screens, one on each of the gable ends of the hotel and commercial buildings, and a further screen proposed on the east elevation of the hotel building.
- 3.2.2 The screen illumination is proposed to be adaptable, serving multiple potential functions, including displaying operational, travel and safety information, Club and other commercial advertising, information about current and future matches, and public information.
- 3.2.3 This type of content is integral to any major entertainment destination – and CFG intends to use these screens to activate this part of the campus and add to the excitement of the visitor experience.
- 3.2.4 As the usage will vary depending on the function, it is proposed that the screens would display both static images and moving videos between the hours of 07:00 – 00:00. Further details of the North Stand proposals and visuals are provided in **Appendix A**.
- 3.2.5 The dimensions of the proposed screens would be:
 - Screen A: 17.3m x 19.4m x 300mm;
 - Screen B: 17.3m x 16.9m x 300mm; and
 - Screen C: 20.4m x 16.9m x 300mm.
- 3.2.6 All screens would be at a height of 10.2m from the ground.

3.3 Viewpoints from the Highway

- 3.3.1 As noted in **Section 2.2** earlier, the screens would be in view of vehicles travelling westbound on Gibbon Street and at certain locations for southbound vehicles on Alan Turing Way. To a lesser extent, the digital video screens would also be visible from Sportcity Way, Forge Lane and New Viaduct Street.

- 3.3.2 **Figures 3.1 to 3.4** below provide illustrative views at key locations on the local highway network for the existing situation and with the proposed development in place; additional views and photomontages are available as part of the wider planning submission. These figures show that there will be minimal views of the video screens for drivers on adjacent roads.
- 3.3.3 Whilst not shown within photomontages, there would be a viewpoint from Gibbon Street, with the east facing screen on the proposed hotel likely to be in view of westbound drivers.
- 3.3.4 The highway safety related to the visibility of these screens is considered in the next section of this report.



Figure 3.1 – Existing view Southwest on Alan Turing Way (Adjacent to Lock Keepers Cottage)



Figure 3.2 – Proposed view Southwest on Alan Turing Way (Adjacent to Lock Keepers Cottage)



Figure 3.3 – Existing view South on Alan Turing Way (at Junction with Briscoe Lane)

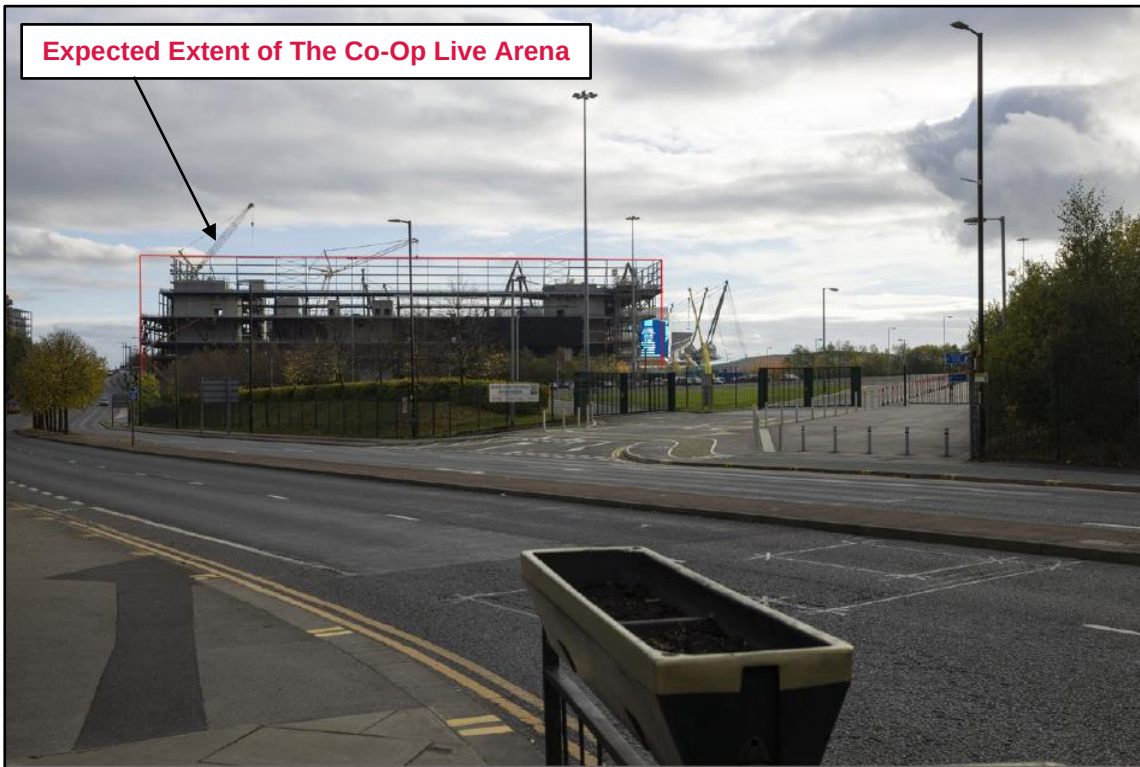


Figure 3.4 – Proposed view South on Alan Turing Way (at Junction with Briscoe Lane)

4.0 Highway Safety

4.1 Introduction

- 4.1.1 The three digital video screens would be visible to some road users in proximity of the site. A site visit was undertaken on 24th April 2023 to identify the main sections of highway where it would be possible for drivers to view the screens.
- 4.1.2 On this basis, it is considered that the proposals would be in view of vehicles travelling westbound on Gibbon Street and at certain locations for southbound vehicles on Alan Turing Way. To a lesser extent, the digital video screens would also be visible from Sportcity Way, Forge Lane and New Viaduct Street.
- 4.1.3 The visibility of the development proposals and the potential for driver distraction has been considered and is set out in **Section 4.2** below. An in-depth analysis of the highway safety record on the above links has also been conducted over the most recent five-year period. Further details are provided below in **Section 4.3**.

4.2 Visibility from Public Highway

- 4.2.1 The proposed three LED screens would primarily be visible to road users travelling westbound on Gibbon Street and at certain locations for southbound movements on Alan Turing Way.
- 4.2.2 It should be noted that the two north-facing screens are unlikely to be seen from the public highway, but the east-facing screen is more likely to be noticeable to drivers.

Gibbon Street

- 4.2.3 As described in **Section 2.3** earlier, Gibbon Street is on a broadly straight alignment with good forward visibility on approach to the signalised junction with Alan Turing Way.
- 4.2.4 Site observations indicate that vehicles maintain good lane discipline on both approaches. Vehicles departing Gibbon Street are not opposed by any traffic at the signalised junction and therefore have time to consider any external visual stimuli before making their required manoeuvres.
- 4.2.5 The east-facing screen would be visible to drivers travelling west along Gibbon Street and on the approach to the traffic signals.
- 4.2.6 However, due to the existing view for drivers on Gibbon Street on approach to the signals (including the existing streetscape including trees on Alan Turing Way and the Etihad Stadium itself), the speeds associated with vehicles approaching and departing the signalised junction, and the unopposed nature of the manoeuvres, it is considered that the potential distraction from the west-facing video screen is low to westbound drivers on Gibbon Street.

Alan Turing Way

- 4.2.7 Southbound movements on Alan Turing Way also benefit from a straight alignment towards the junction with Gibbon Street and further south towards the junction with A662 Ashton New Road. Furthermore, the tree-lined nature of Alan Turing Way would provide a vegetation buffer between the highway and adjacent land uses, such as the Etihad Stadium – including the development proposals.
- 4.2.8 It is also considered that for the majority of southbound traffic on Alan Turing Way, as vehicles pass the Co-Op Live Arena, the screens would largely be obstructed from sight. However, as drivers pass the Co-Op Live Arena, the east-facing LED screen may be visible to drivers above the trees, but only out of the side window. It is therefore considered that the screen would fall outside of the main sightline of drivers and, therefore, the potential for driver distraction is considered to be low.
- 4.2.9 It should also be noted that Alan Turing Way currently passes a variety of large billboards and other visual stimuli, such as the various uses at the Etihad Campus, with road users aware of the different streetscape they are passing through. Street lighting is also in place along the highway. In this context, it is therefore considered that the potential for driver distraction as a result of the proposals is low.

Other Viewpoints

- 4.2.10 To a lesser extent, the screens would also be visible from Sportcity Way, Forge Lane and New Viaduct Street. Sportcity Way and Forge Lane are located within the Sportcity Campus to the immediate north of the Etihad Stadium, and due to existing buildings, the ongoing Co-Op Live Arena and gradients, it is considered unlikely that the drivers would be distracted by the proposals.
- 4.2.11 As described in **Section 2.3** earlier, New Viaduct Street is very lightly trafficked and vegetation limits direct lines of sight to the proposed screens, therefore providing a buffer between the carriageway and the proposed development. Traffic speeds are also anticipated to be low. The screens would fall outside of the main sightline of drivers and, therefore, the potential for driver distraction is considered to be low.

4.3 Collision Analysis

- 4.3.1 To establish the existing collision record on the local highway network, where the proposals would be visible, Personal Injury Collision (PIC) has been obtained from Transport for Greater Manchester 'Reported Road Injury Accidents' for the most recent five years from 01/06/2017 – 31/06/2022 and supplemented with further information obtained via the CrashMap website.
- 4.3.2 The results of this search summarised in **Table 4.1** overleaf.

Junction/Link	Slight	Serious	Fatal	Total
Alan Turing Way (Between Forge Lane and Gibbon Street) (Southbound)	0	0	0	0
Gibbon Street (on approach to Alan Turing Way) (Westbound)	2	0	0	2
Total	2	0	0	2

Table 4.1 – Personal Injury Collision Data Summary for the Assessment Area

- 4.3.3 This shows that there has been a total of two collisions in the latest 5-year period available comprising two slight collisions – and no serious or fatal collisions.
- 4.3.4 The two slight collisions that occurred on Gibbon Street in the last 5 years are not considered atypical given to the type of road and level of traffic utilising these links on a daily basis. Both collisions involved pedestrians and there is no notable correlation between the incidents. It is therefore concluded that this collision record is not indicative of any existing road safety issue that would be exacerbated by the proposed three LED screens.

4.4 Summary

- 4.4.1 The three LED screens would primarily be in view of vehicles travelling westbound on Gibbon Street and at certain locations for southbound vehicles on Alan Turing Way. The links and junctions in the study area have a limited history of collisions with consideration to the busy nature of these roads. It is therefore concluded that there are no underlying road safety issues in the study area.
- 4.4.2 The Etihad Campus is already a prominent and atypical feature in the local area, yet the collision data does not suggest it has caused driver distraction related collisions in the last five-year period.
- 4.4.3 It is considered that the proposals would be a continuation of and complement the existing situation – with large scale events at the stadia and large billboards surrounding the proposed development site – with the majority of drivers familiar with the experience of driving in proximity to various visual stimuli.
- 4.4.4 In addition, the wide tree-lined grass verges and the Co-Op Live Arena (once constructed and operational) create a buffer between the proposed development site and Alan Turing Way. It is therefore considered that the potential for driver distraction as a result of the proposals is low and would present a low risk to road safety.
- 4.4.5 A Stage 1 Road Safety Audit will be undertaken to verify the findings of the highway safety analysis set out in this report.

5.0 Comparable Sites

5.1 Introduction

- 5.1.1 Large-scale advertisements and digital screens are becoming commonplace on the road network in Manchester and beyond. They are often displayed close to major carriageways and feature prominently as modern forms of digital screens are replacing billboards as the standard form of advertising.
- 5.1.2 This section provides examples in Manchester, the North-West and across the UK that are relevant to the proposals for three digital video screens at the Etihad Stadium.

5.2 Existing Examples within Manchester City Council Jurisdiction

OVG Manchester (Co-Op Live Arena), Etihad Campus, Manchester

- 5.2.1 In March 2020, an application was submitted by OVG Manchester Limited proposing a new multi-use arena at the Etihad Campus, now known as the Co-Op Live Arena (Manchester City Council (MCC) Planning Reference: 126431/FO/2020).
- 5.2.2 This consented scheme is located to the immediate north-east of the proposed development and is currently under construction.
- 5.2.3 The proposals comprise of the erection of a multi-use arena (Use Class D2) with a partially illuminated external façade together with ancillary retail/commercial uses; the external façade includes digital video screens on the south and west elevations and the top tier of the building will be illuminated on all sides.
- 5.2.4 The screens would be limited to the upper level of the building and only represent a proportion of the overall façades. Each LED video screen would measure 9m high by 33m long with a total area of 297sqm.
- 5.2.5 As noted, the digital video screens would face in a southerly/south-westerly and southerly/south-easterly direction and would be visible primarily to vehicles travelling northbound on Alan Turing Way. To a lesser extent, the digital video screens would also be visible from New Viaduct Street and other minor roads.
- 5.2.6 It is proposed that the screens would display both static images and moving videos between the hours of 07:00 – 00:00.
- 5.2.7 A detailed Highway Safety Report was prepared to support the application, which concluded that the screens would be visible from roads where there are no underlying road safety issues and would present a low risk in terms of road safety and the potential for driver distraction.

5.2.8 A Stage 1 Road Safety Audit was also prepared which concluded that the following recommendations are to be undertaken at key surrounding junctions:

- On-site testing is undertaken to determine the level at which the digital screens can operate without interfering visually with the operation of the traffic signals;
- Signal aspects are converted to high intensity LEDs (subject to the outcome of testing); and
- Larger backing boards recommended for the signal aspects at the junction of Alan Turing Way/Ashton New Road.

5.2.9 The scheme was approved by MCC on 23rd October 2020 and has therefore set a precedent for LED video screens in this locality. The Committee Report (24th September 2020) notes that the impact of the LED screens on Alan Turing Way would be negligible “given it is a well-lit environment in order to be safe for traffic use”.

5.2.10 The scheme is currently under construction and due to open in December 2023. As noted earlier within this report, the Co-Op Live Arena is a key focal point adjacent to Alan Turing Way and blocks visibility towards the Etihad Stadium/proposed North Stand expansion. This is considered to be the major visual stimuli to drivers and is not considered to be a safety concern.

LED Advertisement Display Panels, Ashton New Road/Councillor Street, Manchester

5.2.11 In 2022, an application was submitted which relates to a site at the top of the eastern railway embankment close to the back of pavement on Ashton New Road, a key radial route to/from Manchester city centre, close to the junction with Councillor Street.

5.2.12 The proposals outlined plans for two new 48 sheet LED digital advertising displays, on a back-to-back single sided basis, which would have a horizontal emphasis. Each sign was indicated to have dimensions of 6.49m x 3.45m x 0.6m deep, 3m steel upright poles, giving it an overall height of approximately 6.45m.

5.2.13 The applicants state that the advertisement would display static images only, with adverts changing to new displays every 10 seconds. It is also indicated that the maximum luminance levels would be 600 cd/m² (Candela per square metre), during daylight hours, and 300 cd/m² during non-daylight hours.

5.2.14 A highway safety review was conducted and found that the location of the digital display panels is not considered to generate any adverse impact for vehicles travelling along Ashton New Road.

5.2.15 MCC approved this LED screen on 25th May 2022.

Advertising Panel on Axis Tower, Whitworth Street, Manchester City Centre

5.2.16 As part of the Axis Tower residential development located in Manchester City Centre, a 29.8m x 7m screen was proposed on the northern elevation of the tower. This screen would be sited above Albion

Street and would be in full view for drivers utilising Albion Street and the signalised junction with Albion Street, Great Bridgewater Street and Lower Mosley Street.

5.2.17 This was approved by Manchester City Council (MCC) on 20th February 2015.

5.2.18 Subsequently, an additional application was submitted on 25th February 2019 for additional consent to allow for moving images, animation, video or full motion images to be displayed on the existing media screen.

5.2.19 This screen, which is now operational, is located within a prominent location with the city centre with a variety of manoeuvres being undertaken by drivers at the above signalised junction. It was considered by MCC that the installation of moving images on this screen would not have a detrimental impact on highway safety.

5.2.20 The advertising screen has been operational since at least January 2019. A collision data review of Albion Street and the Albion Street/Great Bridgewater Street junction has been undertaken to assess whether there have been any changes in the number of collisions on the local highway network in vicinity of the advertising screen. This includes data until 30th September 2022 and is shown in **Table 5.1** below:

	Pre-Screen	Post-Screen
	2014 – 2018	2019 – 2022
Albion Way (north of Axis)	2	1
Albion Way/Gt Bridgewater Jcn	8	0
Total	10	1

Table 5.1 – Personal Injury Collision Data – Axis Tower Vicinity

5.2.21 The review of recent collision data does not demonstrate an upward trend in collisions since the erection of the advertisement screen; in fact, there has only been one collision in the four years since the screen has been operational compared to 10 collisions in the four years before the installation of the screen. It is therefore not considered that the installation of the screen and subsequent permission to show moving images/video advertisements has resulted in negative impact on highway safety.

Installation of an 11m Free Standing LED Screen, Princess Road, Manchester

5.2.22 In 2014, approval was granted for a free-standing LED screen adjacent to the northbound arm of Princess Road in Whalley Range, c. 3km to the south of Manchester city centre. Princess Road is noted to be a key route in and out of Manchester city centre, with the link very busy throughout the working day.

5.2.23 The signage at this location is visible to drivers in both directions, becoming visible from up to 300m or more in the southbound direction and 230m or more in the northbound direction.

5.2.24 MCC approved this LED screen on 24th June 2014 and is now fully operational.

LED Light Wall, Digital Arts Building at Manchester Metropolitan University

5.2.25 The development proposals for the School of Digital Arts (SoDA) at Manchester Metropolitan University comprised a four-storey building with an integrated LED light wall on three façades of the building to both sign SoDA from on-campus approaches and create a platform where the digital work produced by students can be displayed.

5.2.26 This LED light wall will be visible to drivers on Higher Chatham Street, Boundary Street West and Bonsall Street in the immediate vicinity; however, it was noted that as the light wall will be situated some distance above street level and above the main sightline of drivers, this will reduce the potential for driver distraction and not present a risk to road users.

5.2.27 This was subsequently approved by MCC on 14th December 2018, with the only condition being that the LED light wall should not be operational outside the hours of 08:00 – 22:00 from Monday to Friday. This screen has since been constructed and is fully operational.

The Screen @ Printworks, Withy Grove, Manchester City Centre

5.2.28 Located on the exterior of one of Manchester's largest entertainment venues, this large full-motion LED screen faces onto Withy Grove. The signage at this location is visible to drivers in both directions, on Withy Grove/Corporation Street.

5.2.29 It is noted that this location is similar to the proposed development setting, with various external stimuli on Withy Grove that drivers are used to navigating.

5.2.30 Furthermore, a planning application has been submitted for the redevelopment of the Printworks façade that will retain and enhance the existing LED screen. MCC approved this planning application for the replacement LED screen in February 2020 and is now in place on site.

The Manchester Media Wall

5.2.31 The Manchester Media Wall opened in 2015 and is strategically located on Trinity Way between Salford and Manchester city centre. This large media wall is visible to drivers travelling westbound on the A6042 Trinity Way.

5.2.32 It is noted that this is a key route in and out of Manchester city centre, particularly in the AM and PM peak hours.

5.3 Existing Examples in Greater Manchester/North-West Area

LED Video Screen at Regent Road/Goodiers Drive, Salford

- 5.3.1 An application was submitted in 2015 for the erection of two LED displays at the corner of Regent Road/Goodiers Drive in Salford – this was approved on 11th November 2015 and is fully operational. It is noted prior to the LED screen installation; a static billboard was situated in this location.
- 5.3.2 This junction is on a major route out of Manchester city centre on Regent Road towards the M602 and requires particular attention by motorists due to lane changes associated with movements to Trafford Road, the M602 Motorway and Albion Way.
- 5.3.3 Recent site observations have shown that the LED screen now operates moving images and video advertisements.
- 5.3.4 It is understood that the LED screen was erected in 2016. A collision data review of both eastbound and westbound approaches on Regent Road has been undertaken, where the screen will be visible to drivers (c. 100m in each direction to the screen), to assess whether there have been any changes in the number of collisions on the local highway network in vicinity of the LED video screen. This is shown in **Table 5.2** below:

	Pre-LED Screen					Post-LED Screen						
	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Regent Road (Eastbound)	1	0	1	0	0	0	1	0	1	0	1	1
Regent Road (Westbound)	0	2	1	0	0	0	2	1	0	0	1	0
Total	1	2	2	0	0	0	3	1	1	0	2	1

Table 5.2 – Personal Injury Collision Data – Vicinity of Regent Road LED Screen

- 5.3.5 The review of recent collision data does not demonstrate an upward trend in collisions since the erection of the LED screen, with an average of one collision per year. It is not considered that the installation of the screen and subsequent permission to show moving images/video advertisements has resulted in negative impact on highway safety.

Advertising Panel at J10 M60, Trafford Park

5.3.6 On 31st July 2014, Trafford Council approved an application for a 25.5m high steel tower structure with a 9m x 6m digital advertisement panel at the central island of Junction 10 of the M60.

5.3.7 It has been noted by Highways England (now National Highways) that this development will not impede on the future Smart Motorway signage, even with the advertisement being located at a key junction.

5.3.8 It has also been noted by the Local Highway Authority, that the siting of the structure will be seen:

“...in the context of existing views of the motorway infrastructure, and the long approach to the advert along the road will give drivers sufficient opportunity to assimilate the information”.

5.3.9 Trafford Borough Council concluded that:

“It is therefore considered that with the appropriate conditions, the advertisement and tower would not distract drivers on the surrounding highways and would therefore not pose a danger to public safety.”

5.3.10 The panel has since been constructed on site and is fully operational.

‘Salford Arch’ – Advertisement at M602/Regent Rd roundabout in Salford

5.3.11 An application by JCDecaux was submitted in 2013 for a freestanding arch with an 18m x 4.5m video screen at the M602 roundabout junction in Salford, which has now been fully constructed. This was originally recommended for approval by Planning Officers, but refused by Councillors at Salford City Council. This decision was appealed and subsequently allowed by the Planning Inspectorate on the 24th March 2014.

5.3.12 This junction is on a major route into Manchester city centre and is at the location where the A57 Regent Road, Trafford Road, Albion Way and the M602 converge. Both Regent Road and the M602 are very busy in both the AM and PM peak periods, and the junction offers various routes to other roads, requiring motorists to ensure maximum attention as they navigate the roundabout.

5.3.13 However, Highway Officers at Salford City Council have stated the following:

“There is no clear evidence that advertising structures cause driver distraction and features such as these are becoming more commonplace in the streetscape. At the current time there is not a requirement for Traffic Regulation Orders. Therefore I have no objection on Highway Grounds.”

Dual Facing Advertisements on M62 in Liverpool

5.3.14 Liverpool City Council approved an application on 15th June 2015 for two 20m high freestanding towers with dual facing LED advertising screens measuring 7.5m x 5m.

- 5.3.15 These are to be located in a strategic location within Liverpool at the start of the M62, near the junction of Thomas Lane and Bowring Park Road, with both signs visible to westbound and eastbound traffic.
- 5.3.16 The Highways Manager at Liverpool City Council approved the application and determined that the proposed displays will not constitute an unacceptable hazard to highway safety. It was concluded that there will be adequate forward visibility to the screens along the M62 and along Bowring Park Avenue in both directions.
- 5.3.17 The screens has since been constructed on site and are fully operational

Liverpool Media Wall

- 5.3.18 The Liverpool Media Wall opened in around 2012 on the façade of the St John's shopping centre in Liverpool City Centre. This 206sqm full motion LED screen displays brightly coloured advertisements with both static and moving images.
- 5.3.19 The location of the screen is directly opposite the entrance to Liverpool Lime Street train station and is visible to motorists on the A5038 Lime Street (both directions), St George's Place (eastbound) and Skelthorne Street (westbound). It is also noted that this is a busy intersection within Liverpool City Centre, with a signalised junction and various routes that can be undertaken requiring particular attention by motorists due to lane changes that may be needed.

5.4 Other Examples of Large-Scale Advertising

- 5.4.1 There are other examples across the UK of large-scale digital advertising screens and LED lighting installations adjacent to public highways. A selection of these is provided below for reference.

Westfield Square, London

- 5.4.2 This 220sqm full-motion digital advertising screen is reportedly London's largest full-motion retail screen. The screen is visible from vehicles travelling along the A219 Wood Lane and Ariel Way on the approach to Westfield Shopping Centre, as shown in **Figure 5.1** overleaf.

- 5.4.3 Westfield Shopping Centre is one of the largest indoor shopping centres in the UK and the screen at Westfield Square is similar in scale to the proposed screens at the North Stand.



Figure 5.1 – View from A219 Wood Lane/Ariel Way Approach

Piccadilly Lights, London

- 5.4.4 The iconic Piccadilly Lights were upgraded in 2017 to a single 784sqm full-motion digital advertising screen, which is reportedly the largest advertising display in Europe. The screen is visible from vehicles travelling through Piccadilly Circus and various approach roads, such as the A4 Piccadilly and A4201 Regent Street, as shown in **Figure 5.2** below. This is a highly trafficked location in Central London.



Figure 5.2 – View from A4 Piccadilly

The IMAX, Waterloo

- 5.4.5 This 1,734sqm banner advertisement, with the latest LED lighting technology, is reportedly the largest advertising canvas in Europe. The installation has 48,000 LEDs with a dynamic and programmable lighting system. The advertisement is located close to Waterloo Station in the centre of a major gyratory in Central London. The banner and LED lighting are visible from vehicles on all approaches to the gyratory, including the A3200 Waterloo Bridge/Waterloo Road/Stamford Street/York Road, as shown in **Figure 5.3** below. Both the Piccadilly Lights and IMAX installations are larger than the proposed 297sqm screens in East Manchester.



Figure 5.3 – View from A4 Piccadilly

5.5 Summary

- 5.5.1 The examples show that large-scale digital advertisements and LED screens with video, are becoming commonplace and more frequently observed by drivers. Road users are therefore becoming familiar with these stimuli on key routes.
- 5.5.2 There are various examples in Manchester and the wider North-West where large-scale digital screens are located adjacent to key carriageways, which are busier and carry more traffic on a day-to-day basis than Alan Turing Way and Gibbon Street.
- 5.5.3 As stated previously, the three digital video screens would be sited within an area where drivers experience various existing external stimuli. The proposals would largely be a continuation of the existing (and proposed) situation at the Etihad Campus and the adjacent highway network.

6.0 Policy Context

6.1 National Planning Policy Framework (NPPF, 2021)

6.1.1 The National Planning Policy Framework (NPPF) sets out the current national transport planning policy and outlines the important role that transport policies have to play in facilitating sustainable development. The latest update was in 2021.

6.1.2 Paragraph 111 of the NPPF focuses on the refusal of development on highways grounds, which states:

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”

6.1.3 The assessment of highway safety on the local highway network has demonstrated that the impacts of the digital video screens would not be unacceptable. Furthermore, a Stage 1 Road Safety Audit will be undertaken to verify the findings of the highway safety analysis set out in this report.

6.1.4 The development proposals are therefore in accordance with the NPPF.

6.2 Greater Manchester Transport Strategy 2040

6.2.1 In January 2021, TfGM published a 2040 Vision for Transport to develop flexible and customer-focused travel choices, supported by smart information, ticketing and payment systems, across a truly integrated Greater Manchester transport network. The Transport Strategy states an ambition for a well-connected, zero carbon Regional Centre at the heart of the North.

6.2.2 Policy 14 of the Transport Strategy 2040 states:

“We will work with operators and other partners to improve safety and to tackle crime and anti-social behaviour on the transport network.”

6.2.3 Working through the Safer Roads GM (SRGM) Partnership, which comprises the ten local authorities; TfGM; Greater Manchester Police (GMP); Highways England; the Greater Manchester Fire & Rescue Service; the Northwest Ambulance Service; and GM Health, TfGM have been successful in reducing road user deaths and serious injuries. The most vulnerable road users are pedestrians, cyclists, young drivers and their passengers, and motorcyclists. There is historic under-reporting of collisions involving pedestrians and cyclists, so actual figures may be higher.

6.2.4 It is considered that the development proposals would not adversely impact on highway safety or the local transport network within Greater Manchester. As such, the development proposals are in accordance with the general principles of the Greater Manchester Transport Strategy.

7.0 Summary and Conclusion

7.1 Summary

- 7.1.1 Curtins has been appointed by City Football Group (CFG) to provide traffic and transportation advice in relation to the proposed three digital LED video screens as part of the proposed expansion of the North Stand at the Etihad Stadium, Manchester.
- 7.1.2 The proposals consider several connected elements, central to which is an expanded North Stand, a hotel and an expanded and covered 'City Square' fan zone, enclosed between two building forms containing a variety of other day-to-day uses.
- 7.1.3 These proposals also include the erection of digital video screens on the northern and eastern elevations, with three LED screens – one on each of the gable ends of the hotel and commercial buildings, and a further screen proposed on the eastern elevation of the hotel building.
- 7.1.4 The screen illumination is proposed to be adaptable, serving multiple potential functions, including displaying operational, travel and safety information, Club and other commercial advertising, information about current and future matches, and public information.
- 7.1.5 This Highway Safety Report has been prepared to support the planning application for the development proposals. It considers the proposed digital video screens and the potential impact on the surrounding area from a traffic and transportation perspective. A key aspect of the report is the visibility of the screens from the public highway, the potential for driver distraction and a detailed analysis of the local area in terms of highways safety.
- 7.1.6 Due to the proposed location and alignment, the screens would be in view of vehicles travelling westbound on Gibbon Street and at certain locations for southbound vehicles on Alan Turing Way. To a lesser extent, the digital video screens would also be visible from Sportcity Way, Forge Lane and New Viaduct Street.
- 7.1.7 A detailed highway safety review has been undertaken for those sections of highway where the screens would be visible. It is considered that the potential for driver distraction as a result of the development proposals is low. In addition, all links and junctions reviewed have a limited history of collisions with consideration given to the nature of the roads.
- 7.1.8 It is considered that the LED screens proposals would be a continuation of and complement the existing situation – with large scale events at the stadia and large billboards surrounding the proposed development site – with drivers used to the experience of driving in proximity to various visual stimuli. The proposals would also be a continuation of other development proposals in the locality, notable the Co-Op Live Arena and the exterior façade proposals, which is currently under construction. A Stage 1

Road Safety Audit will be undertaken to verify the findings of the highway safety analysis set out in this report.

- 7.1.9 It is also noted that digital screens are becoming more commonplace within Manchester, Greater Manchester and the North West. A review of existing examples demonstrates that the installation of large-scale digital advertisements and LED screens with video do not tend to result in a negative impact on highway safety.

7.2 Conclusion

- 7.2.1 It is concluded that the screens would be visible from roads where there are no underlying road safety issues and would present a low risk in terms of road safety and the potential for driver distraction. From a traffic and transportation perspective, there are no reasons why the development proposals, including the proposed digital video screens, should not be granted planning approval.

Appendix A – North Stand Proposals and Visuals

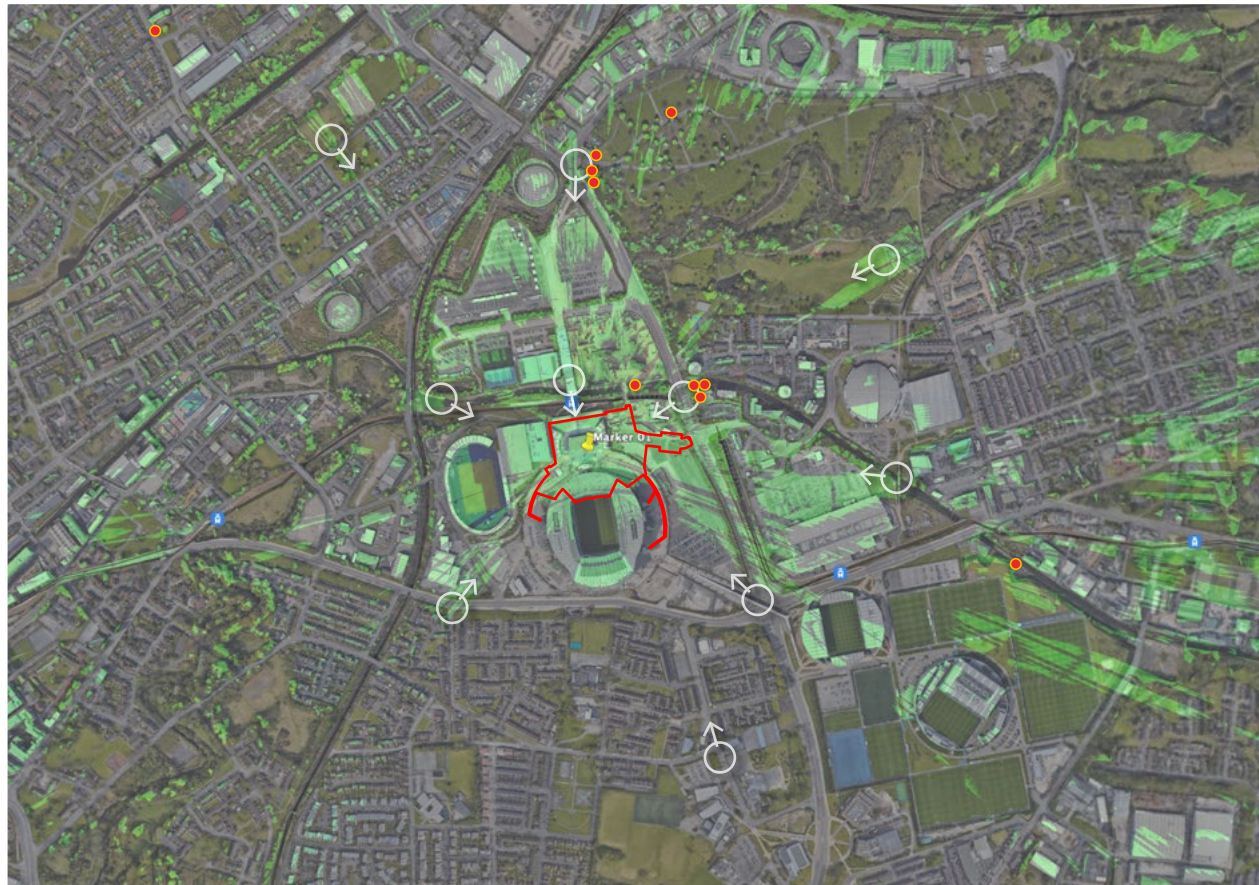
Project North Stand

Appendix 12: Townscape & Visual Impact Assessment

Key Viewpoints



NOT TO SCALE

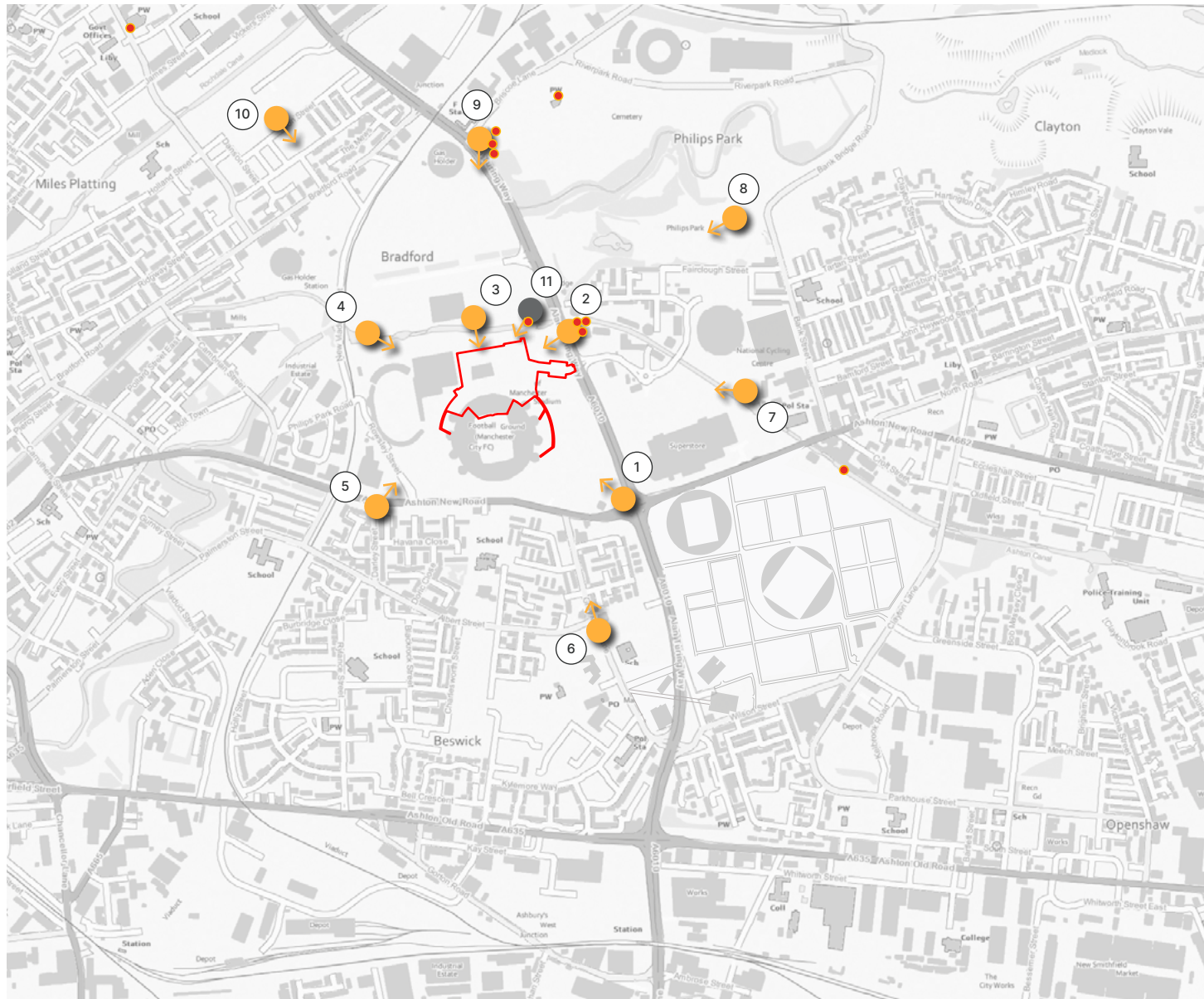


- Key**
- Main Application Boundary
 - Viewpoint location
 - Listed Building

Marker 01 indicates a 35m tall structure located centrally to the northern entrance of the existing Stadium. Green shading indicates potential visibility of Marker 01 in the surrounding context.

Figure 1 - Zone of visual influence (ZVI) Mapping and viewpoint selection (source - Google Earth Pro Viewshed)

NOT TO SCALE



Key

- Main Application Boundary
- Viewpoint location
- Listed Building
- Viewpoint - no photomontage

VIEWPOINTS

Short-range - Appreciation of new buildings from immediate context of surroundings streets, public footpaths and main concourse to Northern Stadium entrance.

Viewpoint 1: View north west from pedestrian footbridge leading to Commonwealth Way, Etihad Stadium.

Viewpoint 2: View south west from footpath entrance to canal and Alan Turing Way - adjacent to Listed Lock Keepers Cottage.

Viewpoint 3: View from Joe Mercer Way looking south to stadium North Stand.

Viewpoint 4: View looking south east towards stadium on CityLink pedestrian and cycle link from Piccadilly Station.

Viewpoint 5: View from footway of A662 Ashton New Road looking north east to Site.

Midrange - Appreciation of new buildings from wider residential areas, open spaces and entrance points on main road network.

Viewpoint 6: View from footway of Grey Mare Lane and residential area to the south.

Viewpoint 7: View from Velopark foot/ cycle bridge looking east towards site.

Viewpoint 8: View from pathway with Philips Park looking east towards site.

Viewpoint 9: View south towards site from pedestrian crossing on Alan Turing Way A6010, at junction with Brisco Lane.

Viewpoint 10: View from pathway in Saxon Saint Park looking south east towards site.

All viewpoints to be fully rendered

Figure 2 - Viewpoints location

View 1: Baseline | View north west from pedestrian footbridge leading to Commonwealth Way, Etihad Stadium.



View 1: Photomontage | View north west from pedestrian footbridge leading to Commonwealth Way, Etihad Stadium.



View 2: Baseline | View south west from footpath entrance to canal and Alan Turing Way - adjacent to Listed Lock Keepers Cottage.



View 2: Photomontage | View south west from footpath entrance to canal and Alan Turing Way - adjacent to Listed Lock Keepers Cottage.



Committed Development: The Etihad Campus

View 3: Baseline | View from Joe Mercer Way looking south to stadium North Stand.



View 3: Photomontage | View from Joe Mercer Way looking south to stadium North Stand.



View 4: Baseline | View looking south east towards stadium on CityLink pedestrian and cycle link from Piccadilly Station.



View 4: Photomontage | View looking south east towards stadium on CityLink pedestrian and cycle link from Piccadilly Station.



Committed Development: The Ethad Campus

View 5: Baseline | View from footway of A662 Ashton New Road looking north east to Site.



View 5: Photomontage | View from footway of A662 Ashton New Road looking north east to Site.



Committed Development: The Etihad Campus

View 6: Baseline | View from footway of Grey Mare Lane and residential area to the south.



View 6: Photomontage | View from footway of Grey Mare Lane and residential area to the south.



Committed Development: The Ethad Campus

View 7: Baseline | View from Velopark foot/ cycle bridge looking east towards site.



View 7: Photomontage | View from Velopark foot/ cycle bridge looking east towards site.



Committed Development: The Etihad Campus

View 8: Baseline | View from pathway with Philips Park looking east towards site.



View 8: Photomontage | View from pathway with Philips Park looking east towards site.



View 9: Baseline | View south towards site from pedestrian crossing on Alan Turing Way A6010, at junction with Brisco Lane.



View 9: Photomontage | View south towards site from pedestrian crossing on Alan Turing Way A6010, at junction with Brisco Lane.



View 10: Baseline | View from pathway in Saxon Saint Park looking south east towards site.



View 10: Photomontage | View from pathway in Saxon Saint Park looking south east towards site.



Committed Development: The Ethad Campus

Leeds

+44 (0)113 824 6413

Liverpool

+44 (0)151 363 1230

London

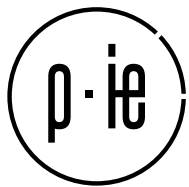
+44 (0)207 253 5678

Manchester

+44 (0)161 928 9281

Standish

+44 (0)145 360 7080



Our Locations

Birmingham

2 The Wharf
Bridge Street
Birmingham
B1 2JS
T. 0121 643 4694
birmingham@curtins.com

Bristol

Quayside
40-58 Hotwell Road
Bristol
BS8 4UQ
T. 0117 302 7560
bristol@curtins.com

Cambridge

50 Cambridge Place
Cambridge
CB2 1NS
T. 01223 631 799
cambridge@curtins.com

Cardiff

3 Cwrt-y-Parc
Earlswood Road
Cardiff
CF14 5GH
T. 029 2068 0900
cardiff@curtins.com

Douglas

Varley House
29-31 Duke Street
Douglas
Isle of Man
IM1 2AZ
T. 01624 624 585
douglas@curtins.com

Dublin

11 Pembroke Lane
Dublin 2
D02 CX82
Ireland
T. +353 1 507 9447
dublin@curtins.com

Edinburgh

1a Belford Road
Edinburgh
EH4 3BL
T. 0131 225 2175
edinburgh@curtins.com

Glasgow

Queens House
29 St Vincent Place
Glasgow
G1 2DT
T. 0141 319 8777
glasgow@curtins.com

Kendal

Units 24 & 25 Riverside Place
K Village
Lound Road
Kendal
LA9 7FH
T. 01539 724 823
kendal@curtins.com

Leeds

Ground Floor
Rose Wharf
78-80 East Street
Leeds
LS9 8EE
T. 0113 274 8509
leeds@curtins.com

Liverpool

51-55 Tithebarn Street
Liverpool
L2 2SB
T. 0151 726 2000
liverpool@curtins.com

London

40 Compton Street
London
EC1V 0BD
T. 020 7324 2240
london@curtins.com

Manchester

Merchant Exchange
17-19 Whitworth Street West
Manchester
M1 5WG
T. 0161 236 2394
manchester@curtins.com

Nottingham

56 The Ropewalk
Nottingham
NG1 5DW
T. 0115 941 5551
nottingham@curtins.com