

CHESTER ROAD ROUNDABOUT

SUPPORTING DESIGN STATEMENT

The proposals in this application seek to introduce 4 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. Enhancements to the wildflower meadow planting will be undertaken in consultation and agreement with Manchester City Council Highways Department.

The core principle of the design was to create robust, attractive and appropriate structures to accommodate both landscape and portrait LED digital displays. It is proposed that an individual sign is located on each quadrant of the roundabout, orientated to address the main approach roads to the roundabout. 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 studies have been commissioned to assess the potential impact of illumination from the screens upon traffic and neighbouring residential buildings. The results of these studies have informed the design of the cowl to ensure the impact is fully considered and mitigated as far as possible. The lighting assessment which includes the results of the light spill analysis has been included to support this application. The measures taken to reduce the impact of any light pollution include: orientating the screens away from nearby residential buildings, angling the screen down to ground by 10 degrees and adding a cowl to minimise vertical light spill.

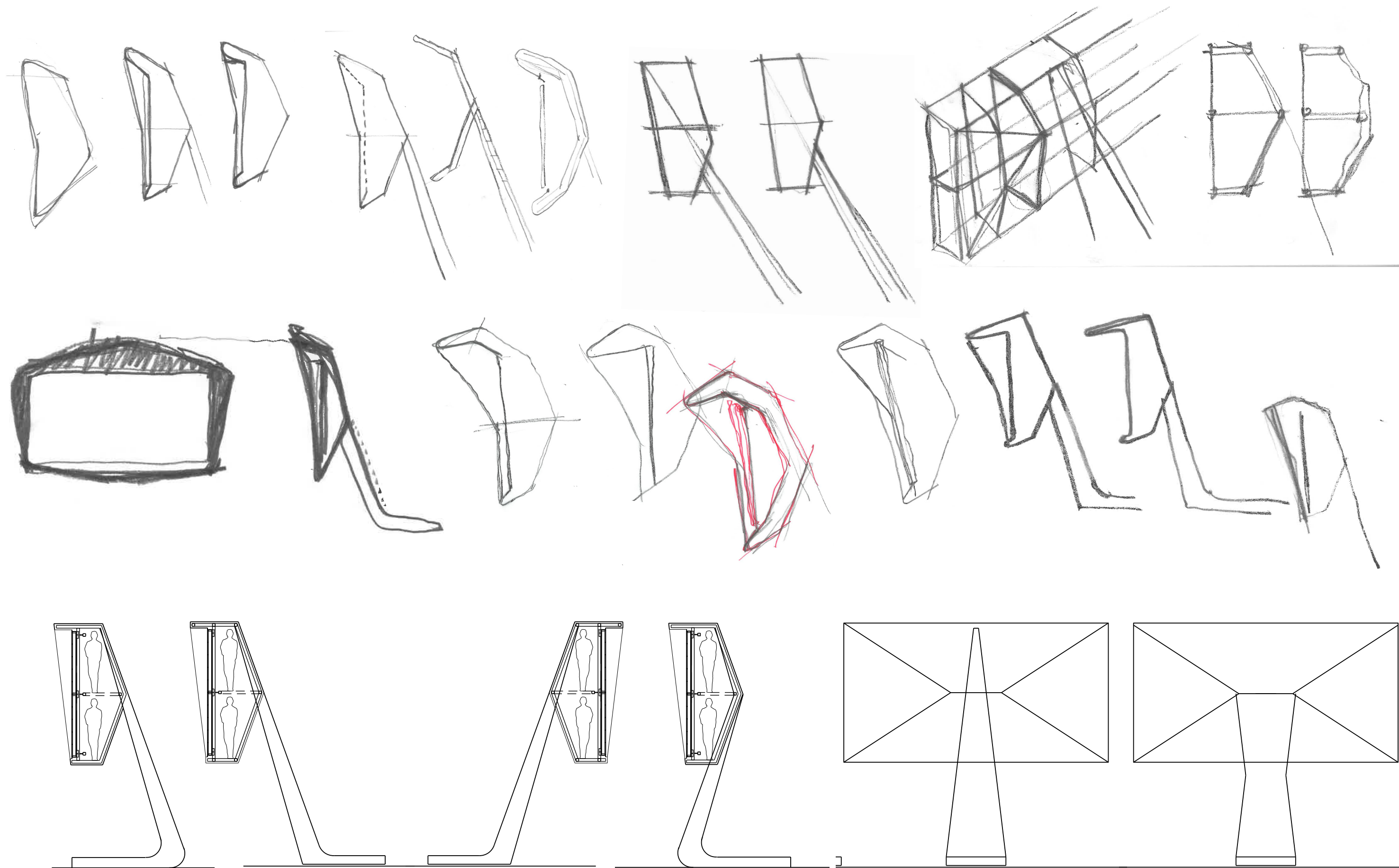
The cowl has been designed as a series of individual triangular aluminium perforate panels orientated to provide emphasis to the faceted geometry and cohesion with the tapering fabricated structural support stand. The perforations diminish with height, limit glare and provide visual interest. The supporting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

The digital displays will require infrequent on-site maintenance. Therefore, servicing requirements have been integrated carefully into the proposals; so maintenance operatives are able to safely gain access through a hatch in the underside of the cowl to a secure elevated servicing zone within the structure; behind the faces of the screen’s digital panels. Internally, ladders and servicing gantry platforms allow safe access to the full height of the screen, minimising the requirement for external access at high level access via MEWP (or similar) adjacent to the busy highway.

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.

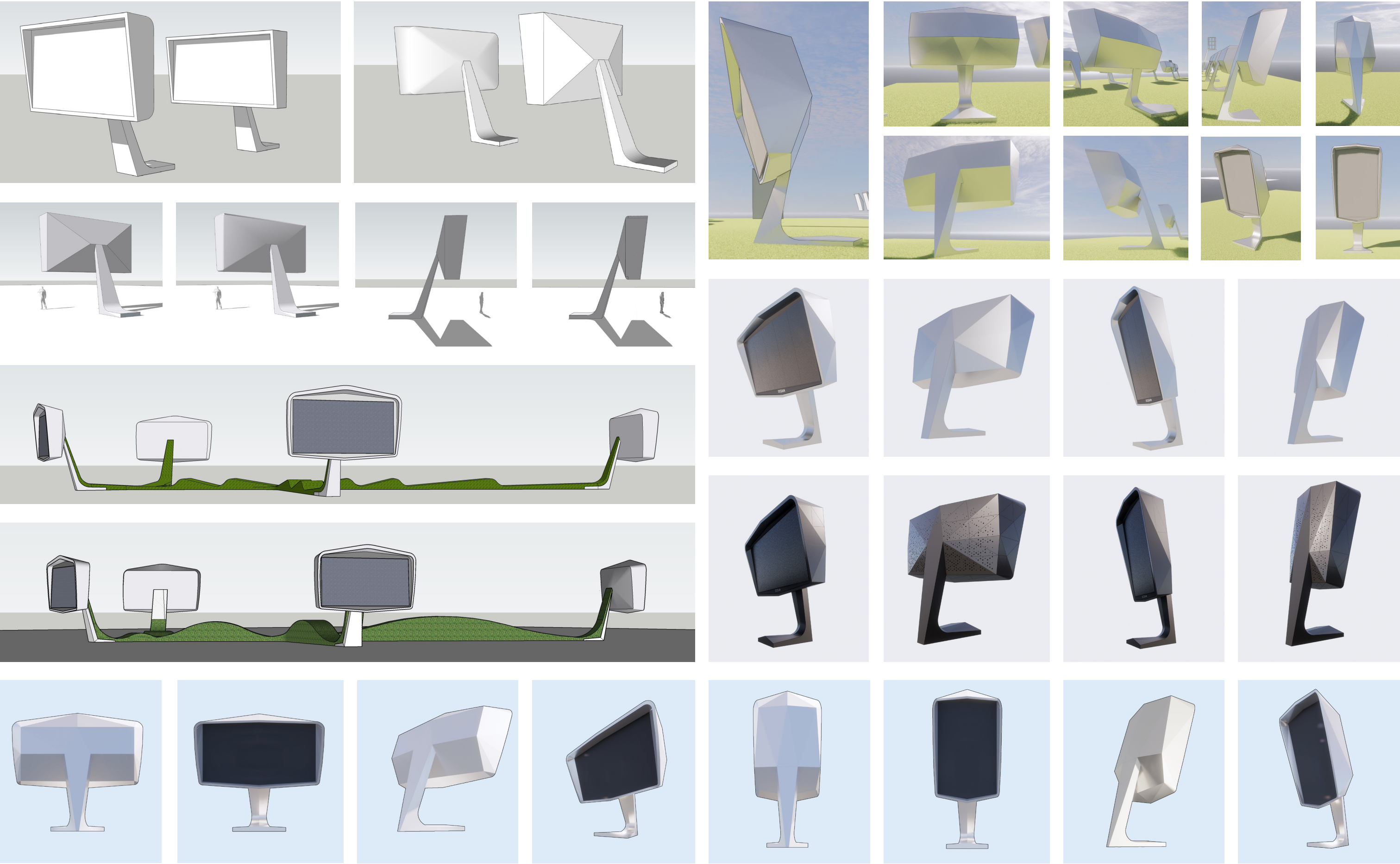


Design Inspiration - Classic Car Mirrors

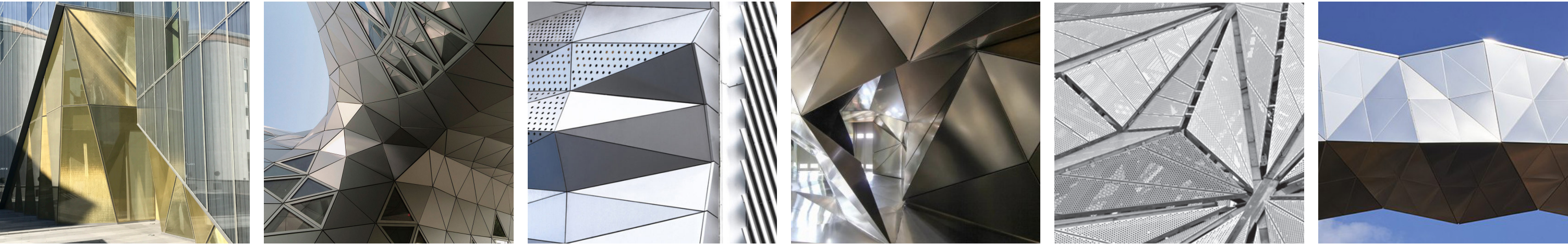
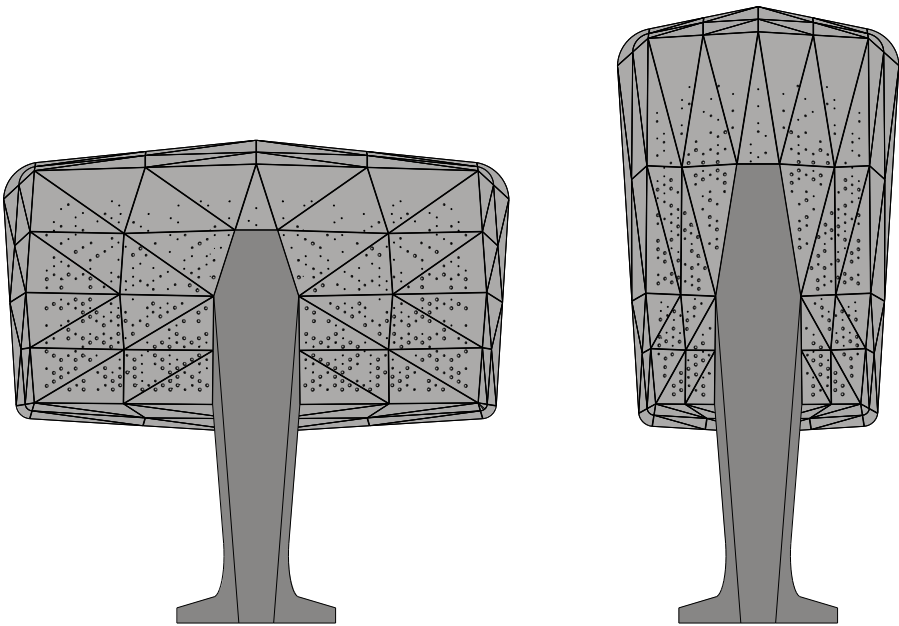
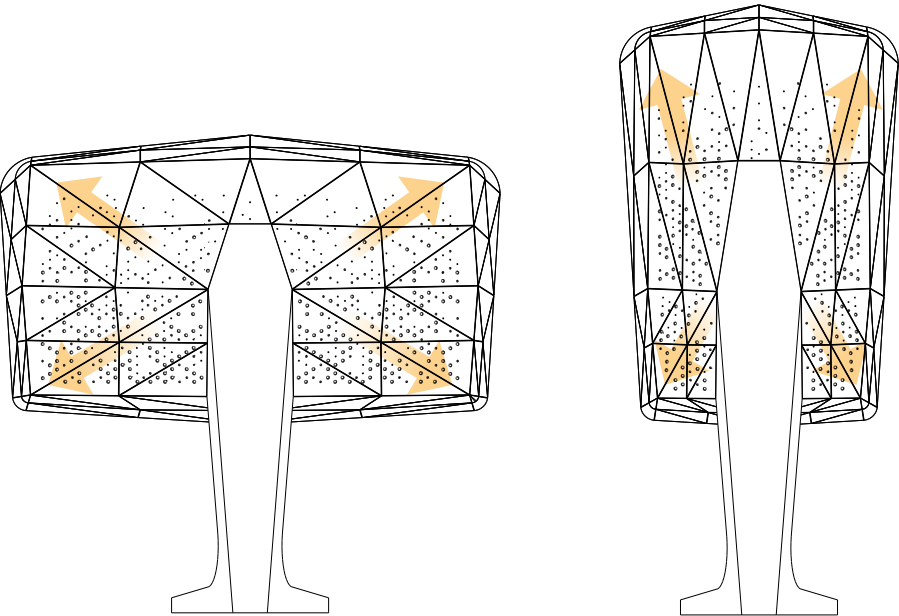
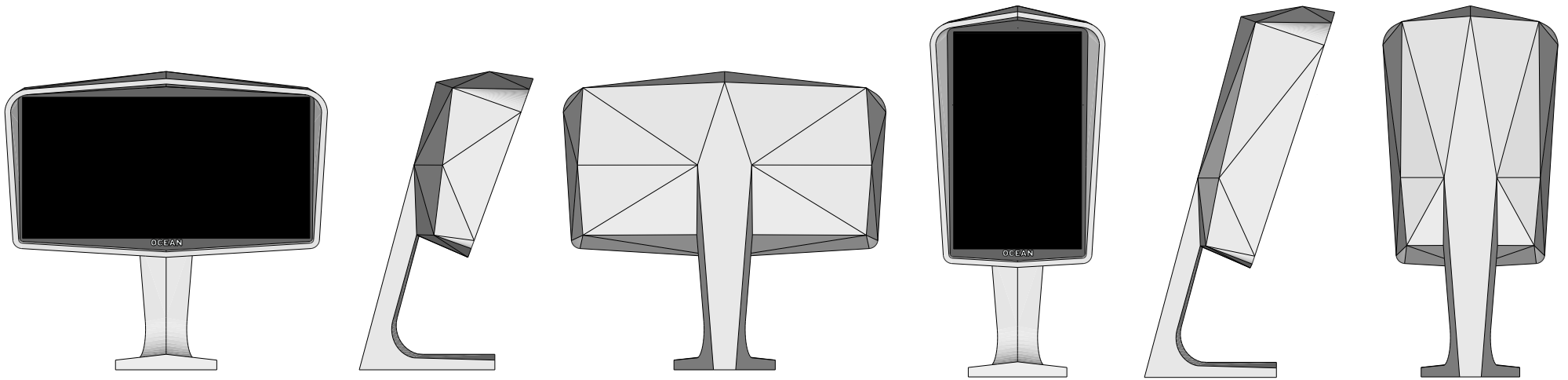
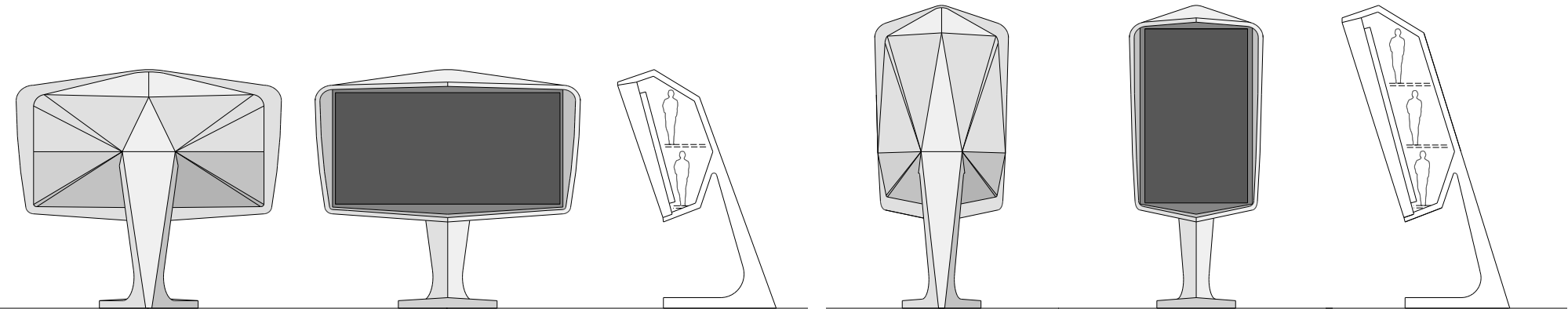
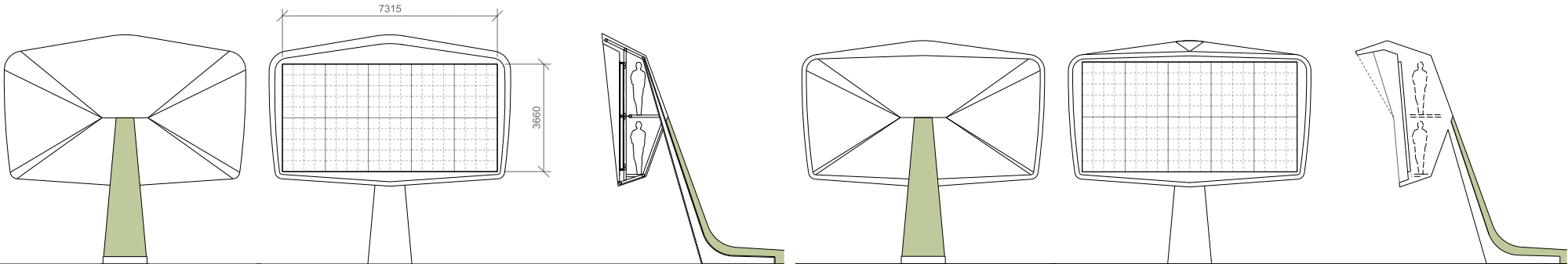


Initial Concept Sketches

CHESTER ROAD ROUNDABOUT



Design Development - Form



Design Development - Materiality