



Roadside Advertising Site Proposal



Address: 1184 Rochdale Rd Blackley Manchester

Date: January 2023

Our Ref: MNC-045

Version: 01

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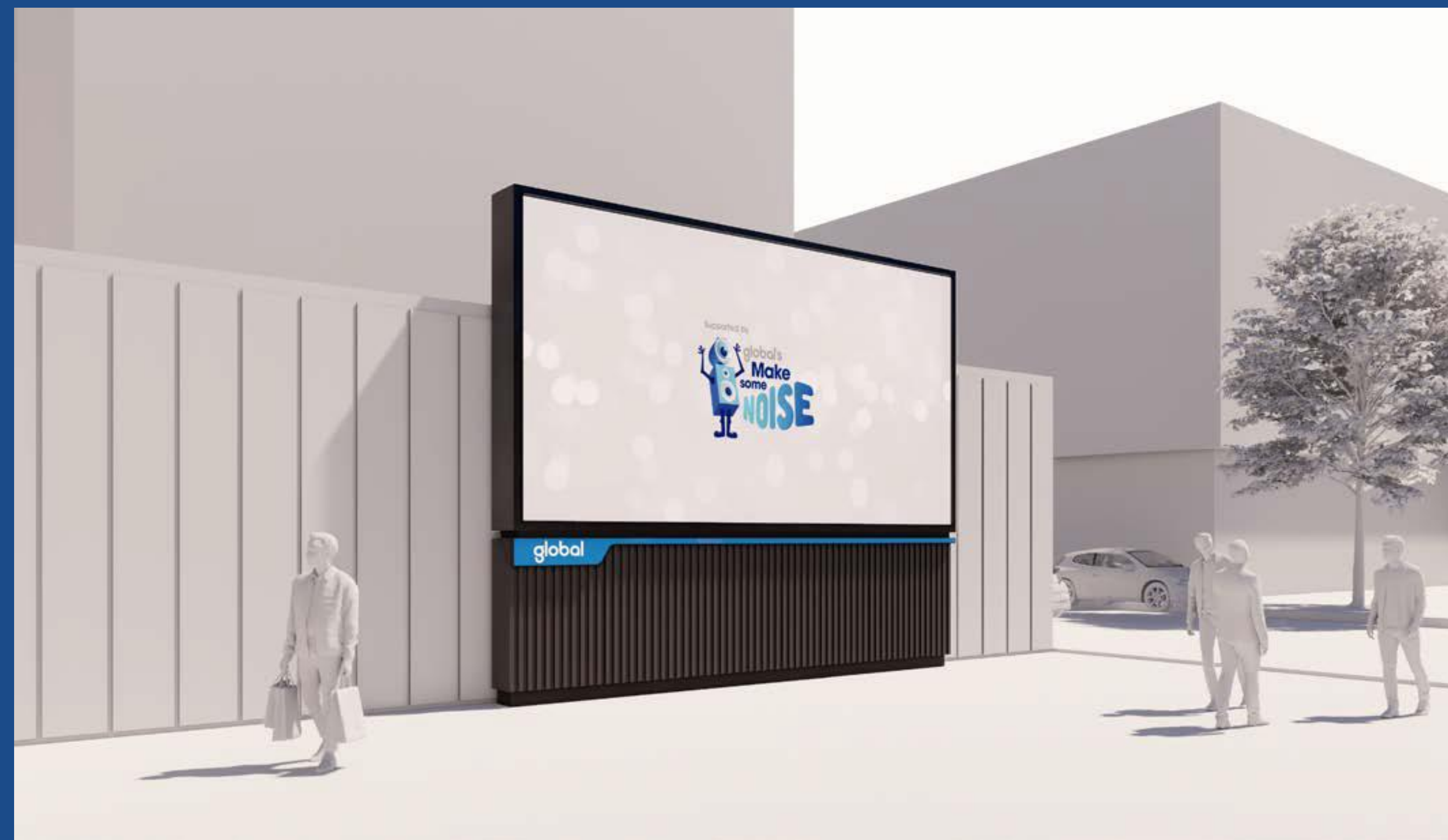


1 – Introduction

Global is one of the world's leading media and entertainment groups, operating a network of roadside advertising displays throughout the UK.

We are continually working to improve our network by adding new displays or upgrading existing units.

This proposal involves upgrading an existing display at 1184 Rochdale Rd, Blackley, Manchester, M9 6ER



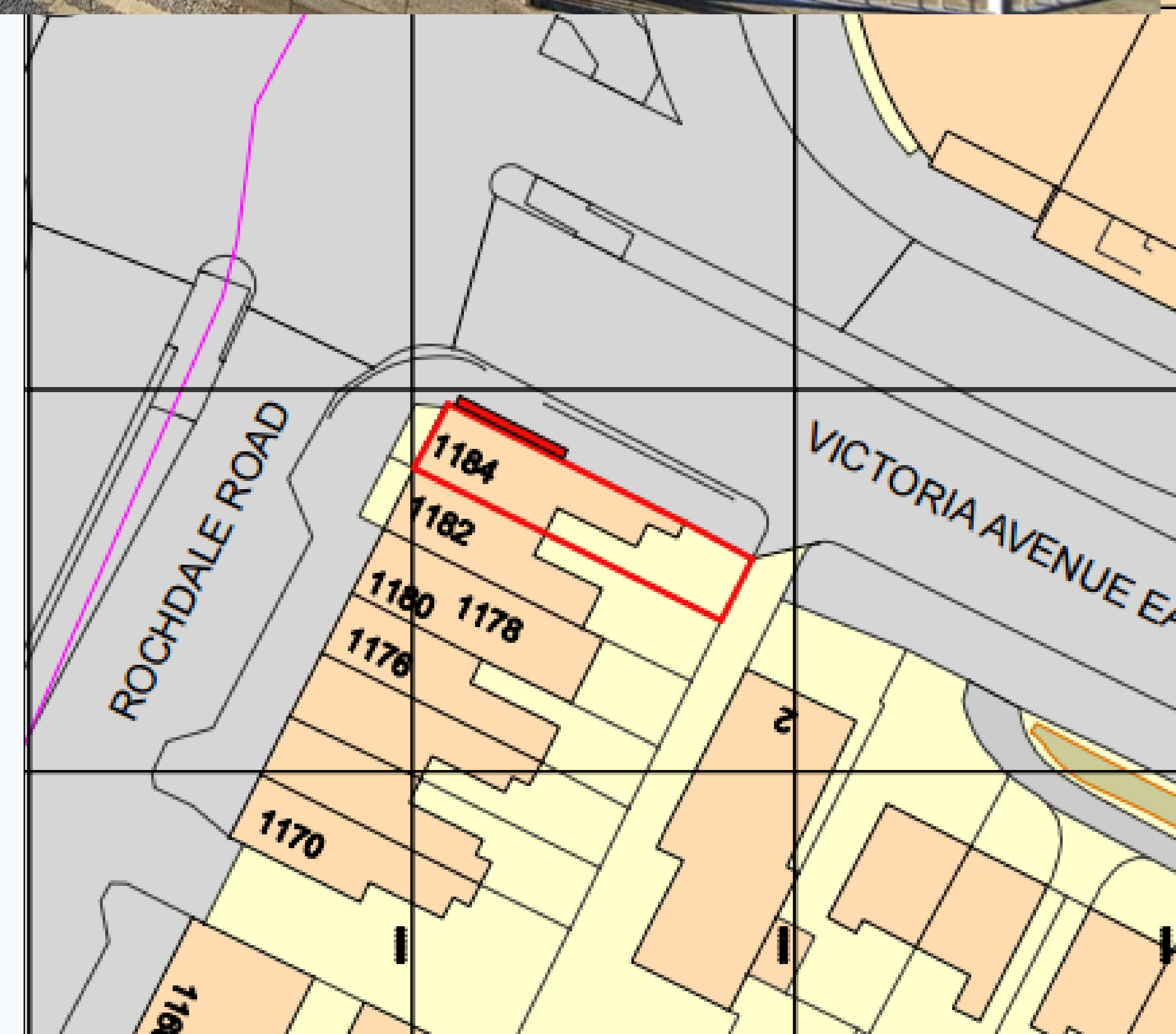
2 – Site and Surroundings



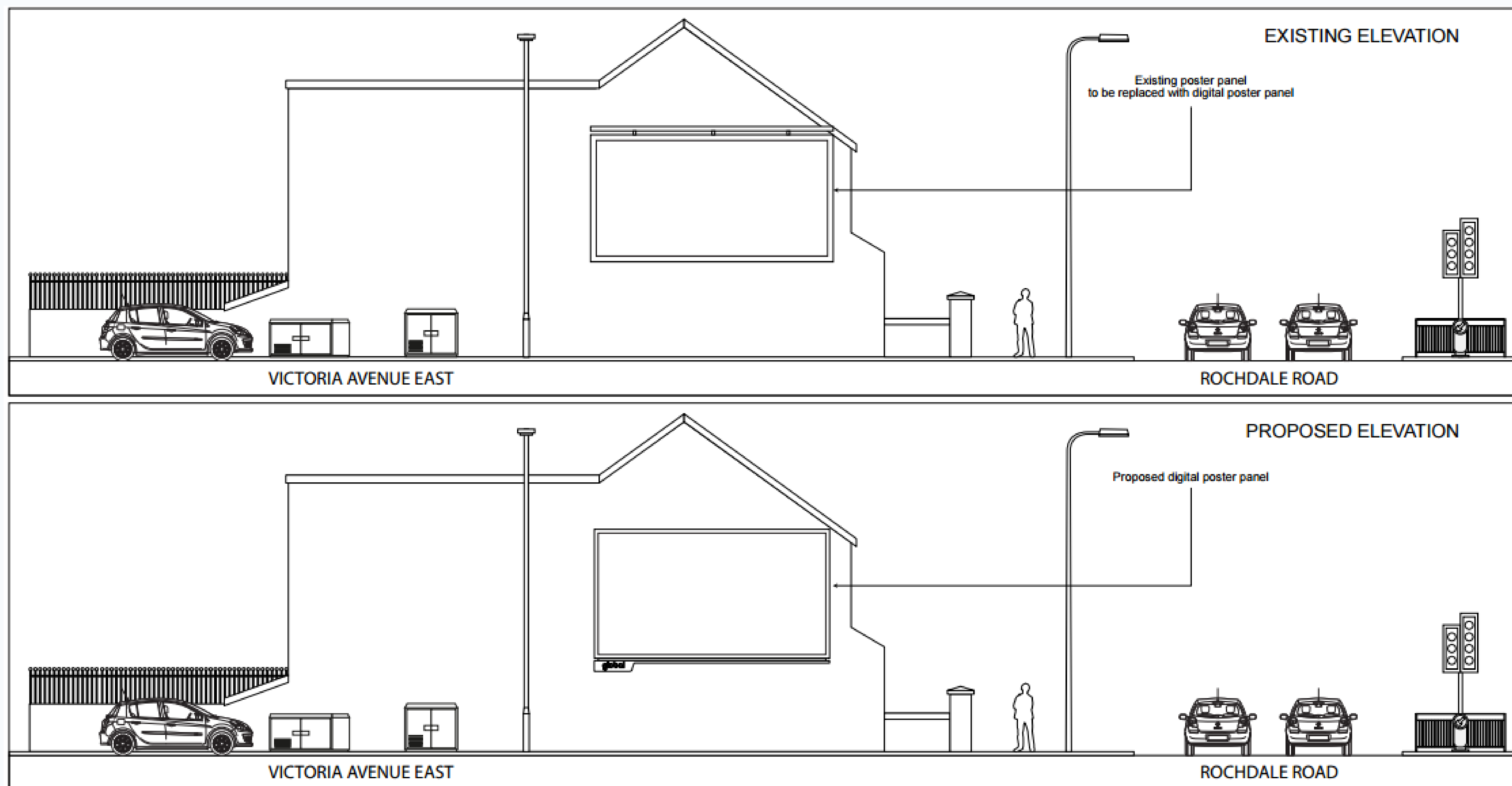
The application site is the northern elevation of 1184 Rochdale Road, which sits at the junction of Rochdale Road and Victoria Avenue East. The wall currently houses a '48-sheet' poster panel with overhead illumination, consent for which was granted by the council under application 081639/AOH/2006/N1.

The character of the area is mixed with both commercial and residential uses. However, the immediate setting of the poster display is predominantly commercial, dominated by the supermarket (Tesco) and library and learning centre directly opposite.

The poster panel is not readily visible from any residential properties.

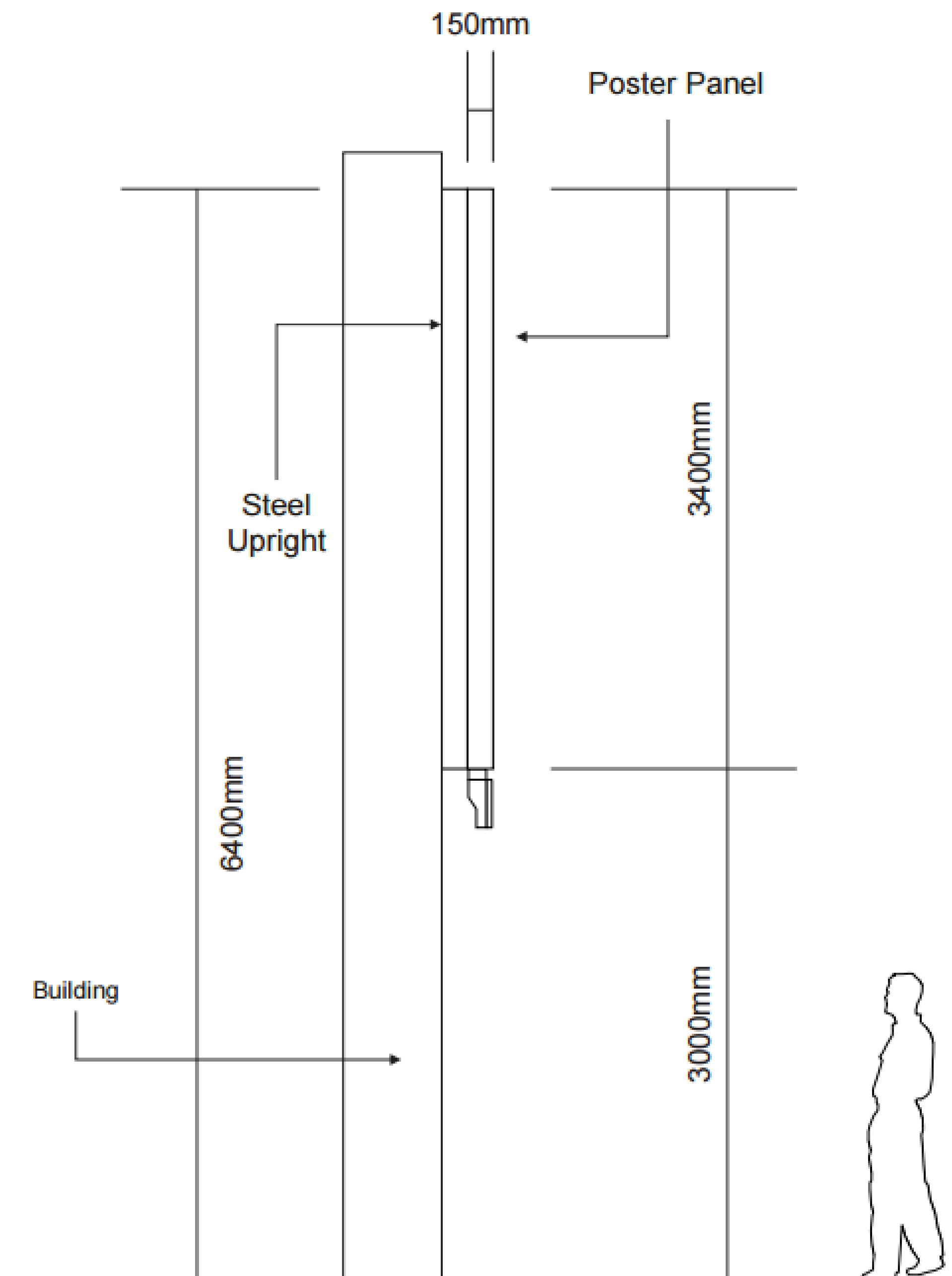
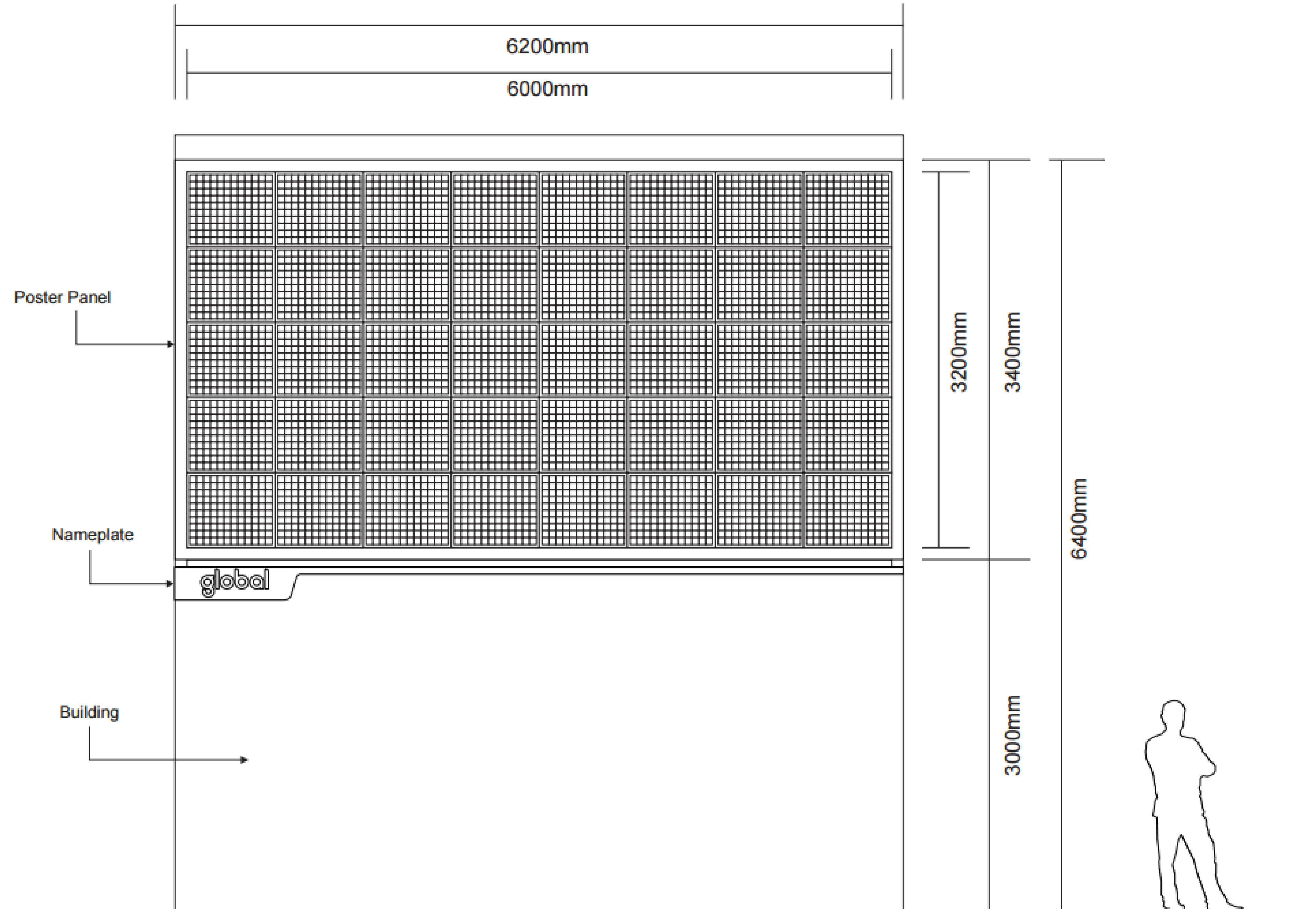


3 – Proposal Details



It is proposed to remove the existing illuminated poster panel and replace it with a digital poster panel of the same size and in the same position. The new panel will enable the poster images to be changed remotely. Each poster would be displayed for a minimum of 10 seconds, in line with similar panels throughout the city and The Institution of Lighting Professionals Professional Lighting Guide 05 – 2015.

3 – Proposal Details Continued



Policy Framework

As per regulation 4 of the advertisement regulations 2007, advertisement consent applications are to be determined in the interests of amenity and public safety only. This is reiterated in the National Planning Policy Framework 2021.

National guidance on illuminated signage is contained in the Institution of Lighting Professionals, Professional Lighting Guide 05 - 'The Brightness of Illuminated Advertisements' – 2015 ['the ILP guidance']

Additional industry guidance is provided by Outsmart within the 'Large Format Digital Roadside Planning Code' (2021) ['the Outsmart Code'].

Policy Assessment

The proposal involves the direct replacement of an existing illuminated poster sign which was granted by the council in 2006. The locality has become significantly more commercial since that time with the development of the learning centre and supermarket development opposite. The proposed operating conditions would ensure that the impact of the replacement panel would be comparable to that of the existing illuminated posters; just with the advantage of remote operation. As such, the proposal would not have a detrimental impact on existing visual amenity.

The digital poster would be subject to strict controls in accordance with the ILP's guidance and the Outsmart best practice code, to ensure that there is no adverse impact on highway safety. The luminance level of the advertisement would be limited to a level not greater than 300 candelas per square metre at night and only static images would be displayed. It is proposed that this be secured via the recommended conditions detailed overleaf.



5 – Proposed Conditions



Outsmart is an industry body for the roadside advertising industry, with 95+% of digital displays operated by Outsmart members. As a self-regulatory body it has produced the 'Large Format Digital Roadside Planning Code' (2021) ['the Outsmart Code'].

The Outsmart Code sets out best practice planning conditions for digital advertising, based on the Institution of Lighting Professionals Guidance. These conditions are used as a base line for proposed conditions, to be added to if necessary, based on local conditions.

1. No individual advertisement displayed shall at any time contain moving images, animation, intermittent or full motion video images, audio, directional symbols, or any images that resemble road signs or traffic signals, unless otherwise authorised by this consent.
2. Changes between advertisements to take place with no sequencing, fading, swiping, or merging of images.
3. The minimum display time for each advertisement shall be no less than [10]* seconds.
4. The intensity of illumination of the advertisement permitted shall be no greater than [300*] candelas per square metre between dusk and dawn.
5. In accordance with the ILP Technical Note, the display shall have an inbuilt system that controls luminance and changing sunset and dawn times throughout the year.
6. The advertisement display shall at all times contain a feature that will turn the display off (showing a black/blank screen) in the event of malfunction or error.

*Figures in square brackets are dependent on the site location.

