JCDecaux

A01973

Land at

Hyde Road

Manchester M12 5FH (020301 0640)

Easting 386423
Northing 396738

PART 1
Roadside Advertising Proposal

July 2022

JCDecaux

Contents

PART 1

- Introduction
- Application Site
  - Site and Surroundings 1:1250
  - Block Plan Existing 1:250
  - Block Plan Proposed 1:250
  - Images of the Site
- Sustainable Design
- Planning
- Sustainability

PART 2

- Panel Specification
- Structure Plans 1:50
- Structure Detail
- Structure Images
- Screen Specification

JCDecaux

Introduction

Application Background

This Application relates to land on the south west side of Cheetham Hill Road, south of the Heath Street junction. The land is a roughly rectangular plot owned by the applicant JCDecaux. The site is an established advertising location and comprises three illuminated landscape display panels visible to drivers on Cheetham Hill Road, one of the main transport corridors for the northern approach to the City.

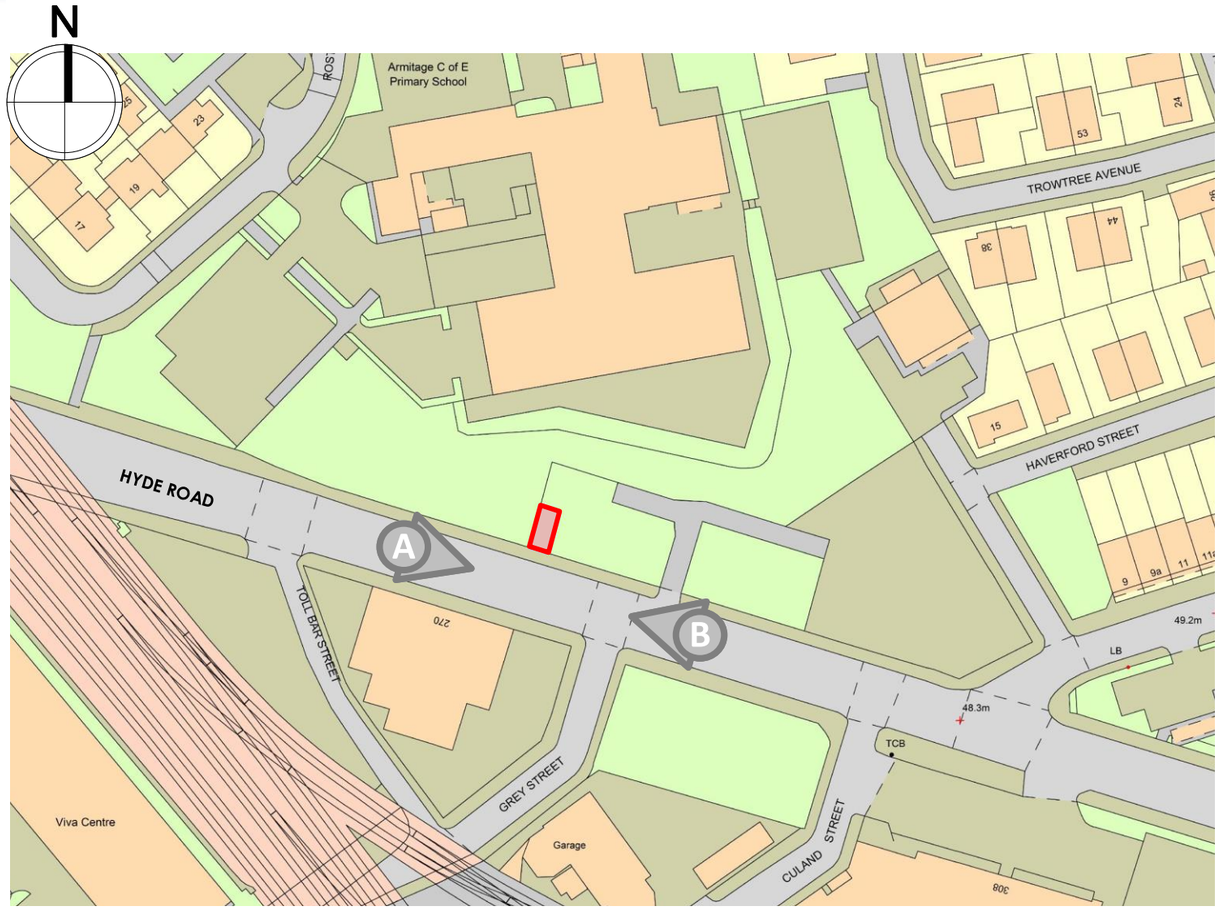
As can be seen in the images within the document and from visiting the site, the surrounding land uses and street frontages along Cheetham Hill Road are dominated by commercial properties. These uses include roadside advertising, which together with the busy nature of the street influence the character and visual features of the street. This proposal seeks consent to rationalise the existing extent of advertising at the site from three panels to two and by reducing the area of advertising display from 72m^2 to 36m^2 . The two proposed panels will remain the same 48 sheet landscape displays as on site now, however that will be affixed to a cantilevered structure of a distinctive design unique to the applicant that features a central monopole with the advertisements elevated above the carriageway so as to be visible to north and southbound drivers. The road presents a straight uncomplicated approach to the application site, devoid of signal heads or crossing points that would present any highway hazard. The advertisements will continue to show static illuminated images that are capable of automatic change.

Overall it is considered that the proposed rationalisation and improvement to this established advertising site would not harm the interests of visual amenity or public safety and thereby accords with the provisions of the Regulations and Policy guidance.

JCDecaux

Application Site

Site and Surroundings



Easting 386423

Northing 396738

APPLICATION SITE

SCALE 1:1250

0 25 50

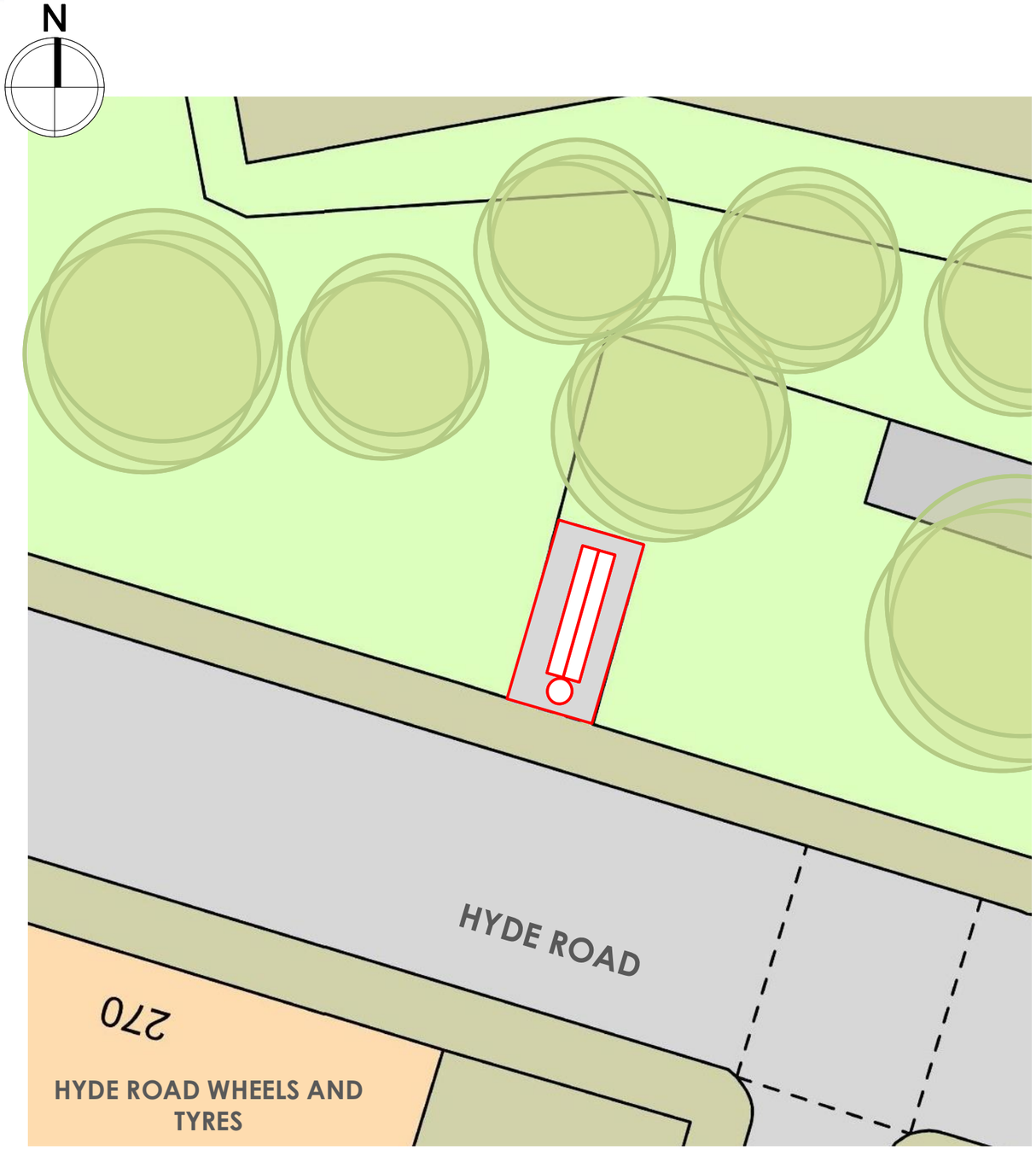
The Application Site is an existing Advertised location on the north side of Hyde Road. The advertisements are 48 sheet internally illuminated and mechanically scrolling units, positioned back to back.

Opposite the application site is a vehicle service centre, showroom and advertising, with the elevated rail line behind. To the north is the buildings and grounds of a school. The surrounding area is mixed in land use terms with a commercial profile facing Hyde Road. The land is not within a conservation area nor is it close to a heritage asset that would be affected by the proposal. Hyde Road is a busy urban street that is well lit and heavily trafficked throughout the day and night.

JCDecaux

Application Site

Block Plan



The plan opposite shows the existing site arrangement of the back to back advertisement displays. The advertising panels are elevated above the carriageway at 2.9m and fixed to a cantilevered beam projecting from a single leg structure. The advertisements are landscape displays that are internally illuminated and the images are mechanically rotated every 8 seconds in a continuous loop. The advertising use of the land has existing for many decades, the existing structure dates from 2008. 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 two display unit affixed to a tapered beam, as illustrated in Part 2 of this proposal.

This proposal does not seek to increase the amount of advertising on the site but update the advertisement displays with modern LED units. Th Wilmotte leg and beam will be repainted in the standard black and silver livery, in all other respects the advertisement will be unaltered in its position, orientation and presentation to the road. The proposal is considered to be acceptable because of the mixed uses in the area and the role advertising plays within commercial areas to encourage consumer confidence and spending. The proposal will not result in the loss of or any harmful impact upon the character, appearance or amenity of the area.

Hyde Road is a busy road carrying large volumes of traffic throughout the day and night. The application site is on a part of the road where commercial uses provide the predominant character. The approach to the application site is along a straight road that is devoid of any complex junctions and interchange that would be challenging to a driver. The advertisements are positioned at right angle to the road so are readily visible to drivers in their forward view. 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 change in the method of advertisement display at this pre existing and established advertising site will not present a road hazard to drivers exercising reasonable care.

Existing TREE

Advertisement

SCALE
1: 250

0m 3m 5m 10m

JCDecaux

Application Site

Existing Images

Northbound

Southbound

JCDecaux

Application Site

Proposed Images

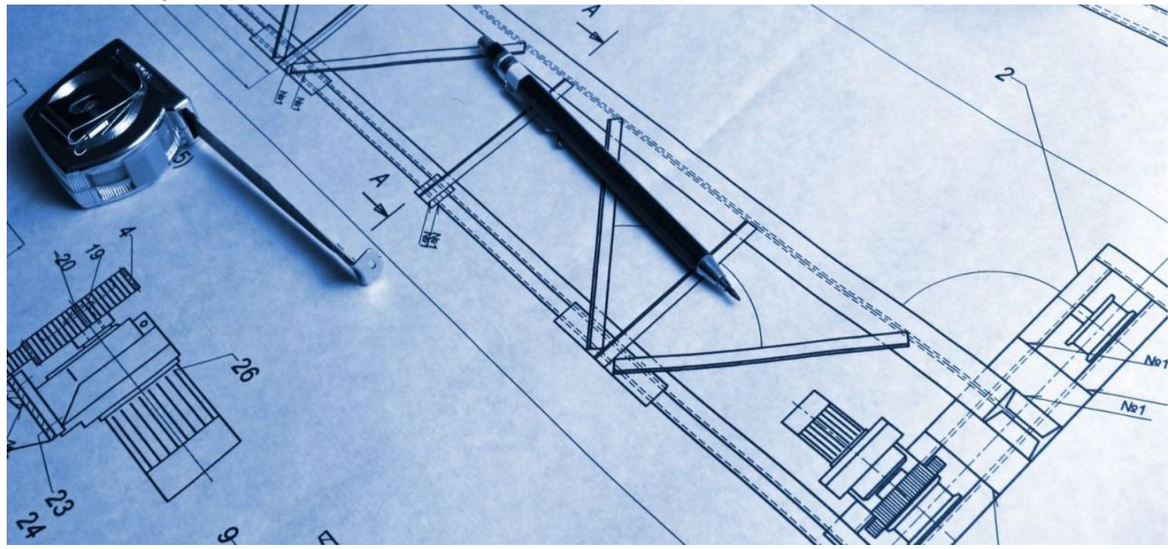
Northbound

Southbound

JCDecaux

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 structure for the application site is a design created by the architect Jean-Michel Wilmotte for JCDecaux. This design is consistent across the City and nationwide. The distinctive architecture of this cantilevered display unit 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.

JCDecaux

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.

RTPI
mediation of space · making of place

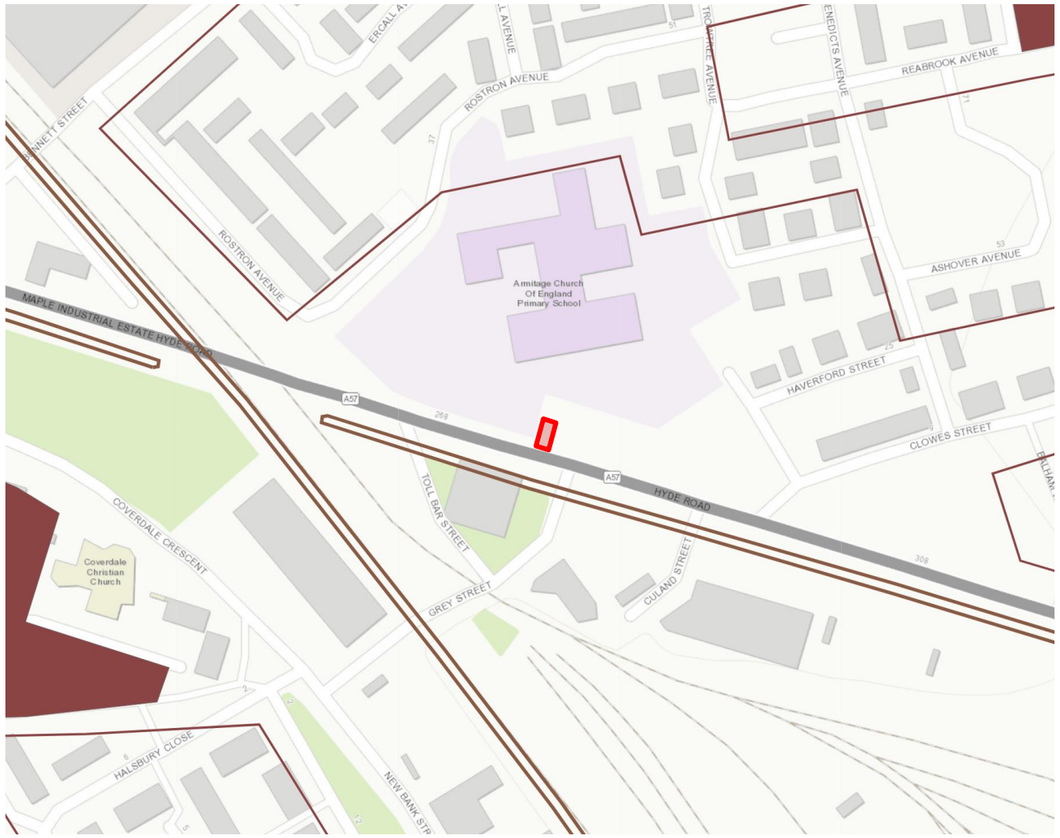
JCDecaux

Planning

Material Considerations

Material Factors

This application relates to the display of an advertisement and is therefore subject to the provisions of the 2007 Advertisement Regulations. The Regulations identify two specific areas that are relevant to applications for advertisement consent and the effect of the proposals on these factors is the basis of assessment. The provisions of a Development Plan, unlike all other forms of land development, is not determinative in adverting cases, however policies within Plans that refer to the interests acknowledge to be of importance can be material where they support and accord with the NPPF and PPG's.



Site and Context

The character and quality of the area is determined by several factors that include the nature and scale of built form within the area and any natural features that gives an area its unique character. The application site is part of any of open highway verge adjoining a busy road in south east Manchester. The surrounding buildings are mixed with some pockets of residential set back from Hyde Road but mostly functional shed type commercial units. The road infrastructure influences local character as it is a primary route and eastern approach to the city. The road is busy throughout the day and night carrying large volumes of domestic and commercial traffic which serves the city centre that forms the hub of commercial activity.

The application site is not identified or designated for any particular use, being an established advertised location for more than three decades. The site adjoins a primary school to the north, which is separated from the application site by a mature tree lined boundary. The verge is mainly laid to lawn and partly enclosed with a metal open mesh fencing. The road itself exhibits a strong commercial and urban feel. Drivers travelling along Hyde Road and passing the site as they head east or west will recognise that this is a commercial. The character of the area and predominant land uses, which includes other forms of large format roadside advertisements, make this site suitable to continue the advertising use. There are no heritage assets close to the application site nor are there important views that would be adversely affected by the addition of the roadside display. The scale of buildings within the area is modest and mixed in architecture. The overriding impression of the site and its context is that of a busy main thoroughfare.

Policy

Council policy on advertising repeats the principles set out in Government policy guidance. Advertisements are recognised as contributors to vibrant commercial locations and are to be assessed in light of amenity and safety considerations. Displays are also required to respect their surroundings in use and scale.

RTPI mediation of space · making of place

Proposed Advertisements

The proposal seeks consent to simply update the unit and replace the back lit advertisement displays with LED equivalents of the same size advertisements. The Wilmotte structure is unique to the applicant and a common design for all large format roadside displays operated by JCDecaux across the UK and Manchester. The single central support leg provides the means to present the landscape displays. The benefit of the simple design is firstly in the aesthetics of the architecture, which is minimalist in concept yet sets a high benchmark in quality of roadside advertising beyond the traditional, functional display. Secondly, the single leg ensures a very small footprint is required to accommodate the support, typically an area less than $1m^2$ of the land. The existing structure will be renovated and repainted rather than replaced.

The advertising display panel which holds the LED modules is a self contained unit that is capable of showing illuminated static images that are automatically changed in sequence, typically up to four separate advertisements at any one time. The advertisements 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 and completely free of hazardous material with all components begin 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.

In line with the provisions of the Regulations, the relevant assessment is based on the dual criteria and on whether the proposed single display would have an unacceptable or harmful impact upon those interests.

Amenity

In terms of local context, the immediate setting is that of a grass verge with advertising. The visual impact of the proposal on the local area will be very limited due to the fact that the physical structure will be unchanged. The extensive backdrop of mature tress is also a benefit in visual amenity terms and will be retained. The development of a modern and better quality LED units will not have a harmful effect on visual amenity in the area.

In the wider context it is recognised that the character of the area is heavily influenced by the busy road, in addition to the road traffic itself. The area is not in this regard a sensitive location, albeit a valuable area by virtue of the extensive tree canopy. The site is removed from any residential or historic environment or asset that would be affected by the proposed alteration to the displays.

In terms of amenity impact it is considered that no harm would arise should this proposal be permitted at the application site. Neither structure scale nor use, subject to other mitigating measures, have a negative effect on the appearance of the area.

Highways

The approach to the site is along a straight road and absent of any features that would place a cognitive load on a driver's concentration. On the approach a driver will drive past retail and commercial premises together with a number of roadside advertisements. The display becomes visible well in advance if the site and any point of decision. At about 70m the advertisements will become obvious and will be seen within the visual context of the tree canopy behind the units and other buildings that front the street. It is considered therefore that the position and manner of advertisement display is unlikely to prejudice road safety.

JCDecaux

Sustainability Commitments

Achievements to Date

COMMITTING TO

100% RENEWABLE ENERGY BY

2022

JCDecaux is the first Out-of-Home company to join the RE100 initiative

GREEN

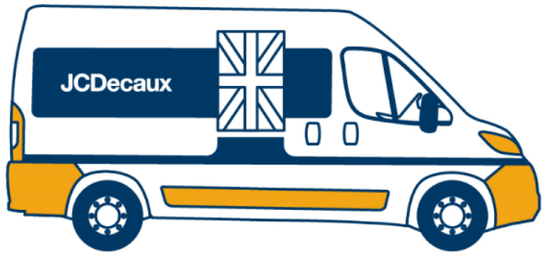
100%

ELECTRICITY

used in our buildings and advertising sites

LED lighting installed on street furniture

9 ELECTRIC VANS IN OPERATION

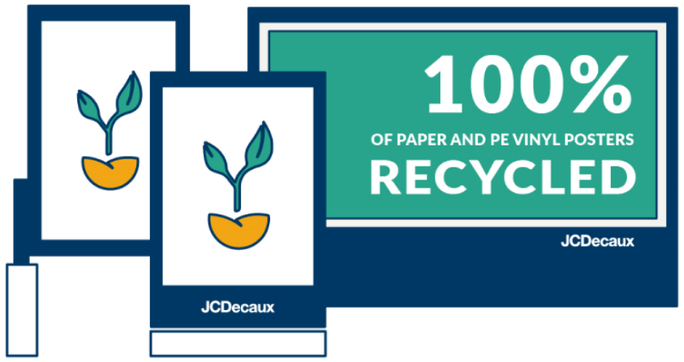


31% LESS CO2

PRODUCED BY OUR VEHICLES COMPARED TO 2012

98.5%

OF ALL WASTE **RECYCLED OR RECOVERED**



100%

OF PAPER AND PE VINYL POSTERS **RECYCLED**

SITE LANDSCAPING, GREEN WALLS AND VISUAL AMENITY
RAINWATER COLLECTED FOR CLEANING BUS SHELTERS

814 TONNES OF WASTE

DIVERTED FROM LANDFILL

SEDEX AWARD

2ND PLACE

BEST ENVIRONMENTAL SUSTAINABILITY PROGRAMME

CERTIFIED

ISO 14001 & ISO 50001

JCDecaux

Sustainability Commitments

Achievements to Date

Clean Renewable

We certify that

JCDecaux UK Limited

has 100% of its electricity generated in the UK from clean renewable sources, wind, solar and/or hydro.

Insert site address here

All sites

Insert date here

01/01/2020 - 31/12/2021

Rich Hughes
Director of Sales and Marketing

EDF