

Land at

Cheetham Hill Road

Manchester M8 9HD

Easting 383947

Northing 401473

PART 1

Roadside Advertising Proposal
June 2022

PART 1

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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 72m² to 36m². 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.



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SCALE 1:1250
0 25 50

Application Site

Site and Surroundings

As can be seen in the images below, the application site is one of a number of a dedicated advertising stations on the street. The existing advertisements are all illuminated landscape panels, two of which are 48 sheet internally illuminated and mechanically scrolling units, close to the footpath. The third panel is a 96 sheet externally illuminated unit, shown to the right in picture A. This proposal will see the rationalisation of the displays. The rear of the site is shielded from the residential buildings behind by a bank of mature trees that will be retained and cut back. Opposite the application site is a parade of two storey retail premises and a number of advertisements. To the immediate south of the site is the former Griffin public house, a substantial three storey detached building now in use as a fabric retailer and estate agents. Beyond the main street are residential enclaves, which would not be affected by the proposal. The surrounding area is mixed in land use terms with a combination of residential and commercial buildings within the locality.

The site itself is one of a number of existing advertised sites and the continued use for this purpose, albeit to a lesser extent, would not be out of keeping or out of place within the context of the street. The application site has no relevant use designation in the development plan. The land is not within a conservation area nor is it close to a heritage asset that would be affected by the proposal. Cheetham Hill Road is a busy urban street that is well lit and heavily trafficked throughout the day and night.



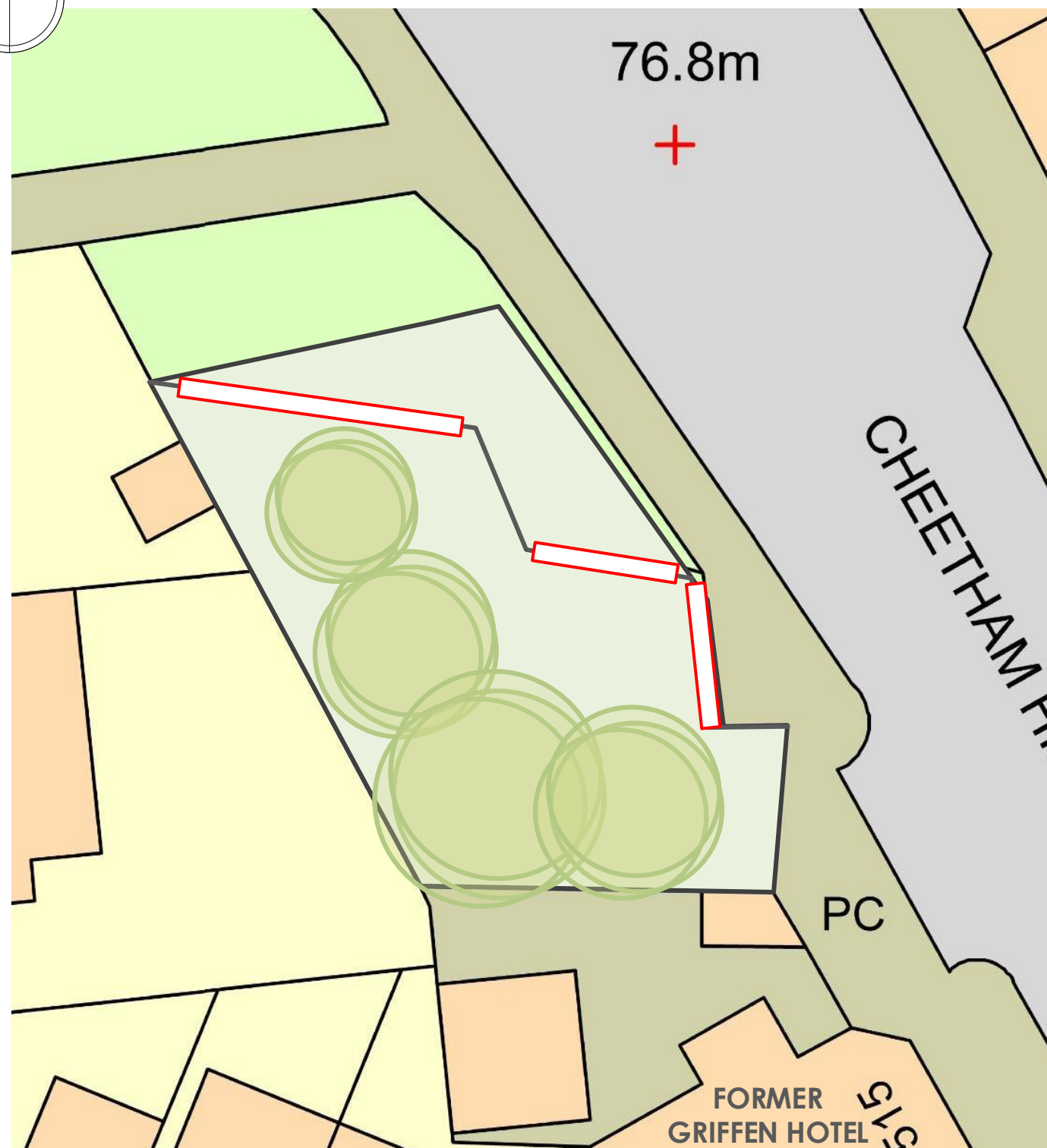
Application Site

Existing Block Plan

The plan opposite shows the existing site arrangement of the three advertisements, outlined in red. The units are freestanding on steel stanchions and enclosed along the base of the unit and between the panels by a close boarded feather edge fence. Each advertisement is elevated to a height of approximately 2.5m above ground level to clear street level obstructions and make the displays visible to passing traffic. Cheetham Hill is a busy thoroughfare that carries large volumes of traffic to and from Manchester city centre. The surrounding area comprises mostly mid century and modern small scale commercial buildings but also includes two storey residential properties to the west and south.

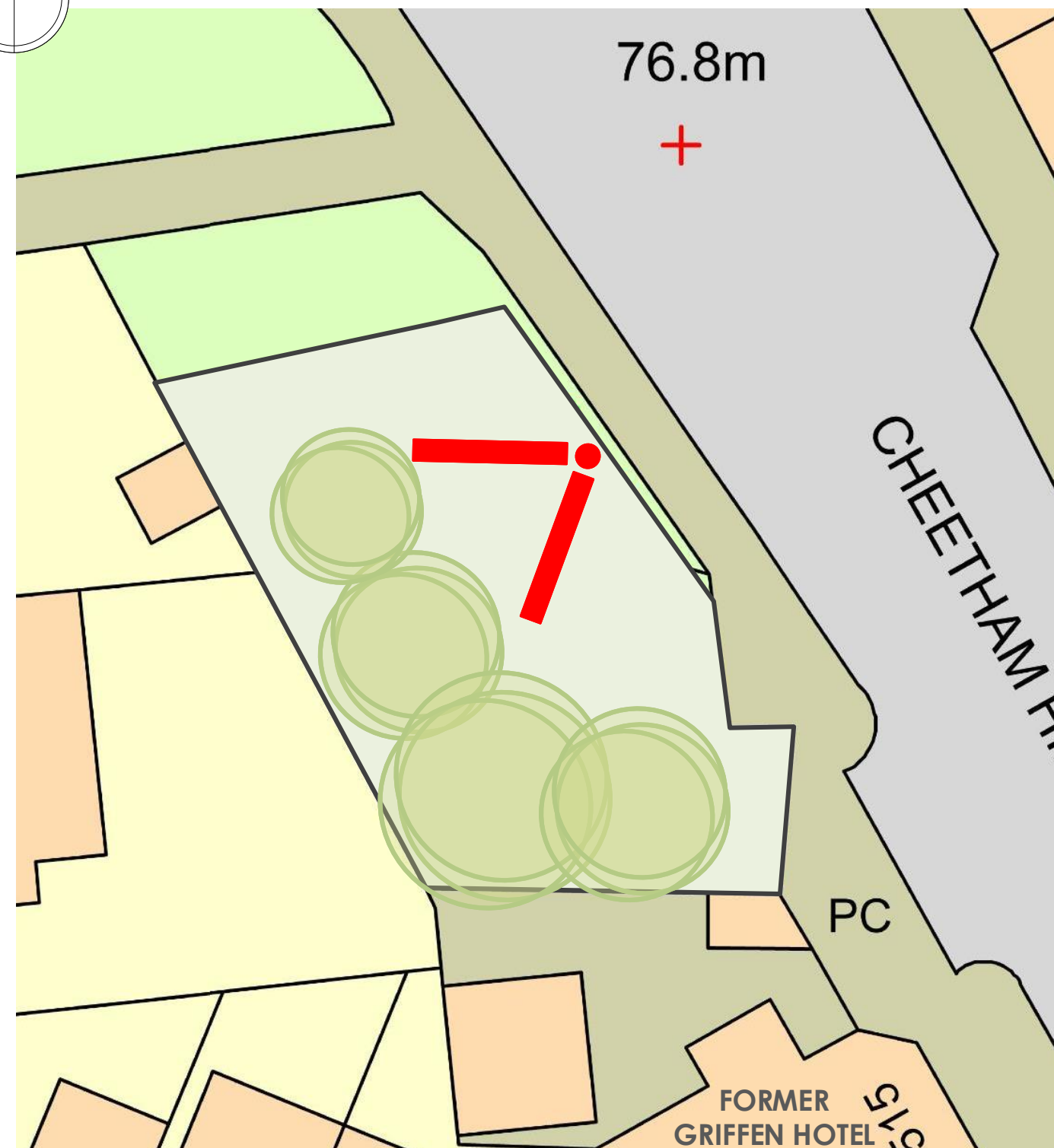
The main audience for the display unit are drivers approaching from the north and south along Cheetham Hill Road. The proposed location for the display unit is sufficiently removed from the nearer junction such that there is unlikely there would be a visual conflict between the signal heads and proposed screens. The approach to the application site is along a relatively straight road which is devoid of any complex junctions and interchange that would be challenging to a driver. The angle of presentation will change from the current oblique presentation to one that is facing oncoming traffic. By the time the displays become readily visible to a driver, he/she would have passed through a commercial thoroughfare and seen other forms of roadside displays. It is considered that the proposal at this pre existing and established advertising site is unlikely to present a road hazard to drivers exercising reasonable care.

This proposal does not seek to increase the amount of advertising on the site but rational it and update the remaining adverts with modern well designed and attractive units. 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.



Application Site

Proposed Block Plan



The proposal is for the installation of a double sided display facing the north and southbound carriageway. 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. 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. None of the existing trees will be affected by this development. 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 Images



Northbound

Southbound

Application Site

Photomotage Image



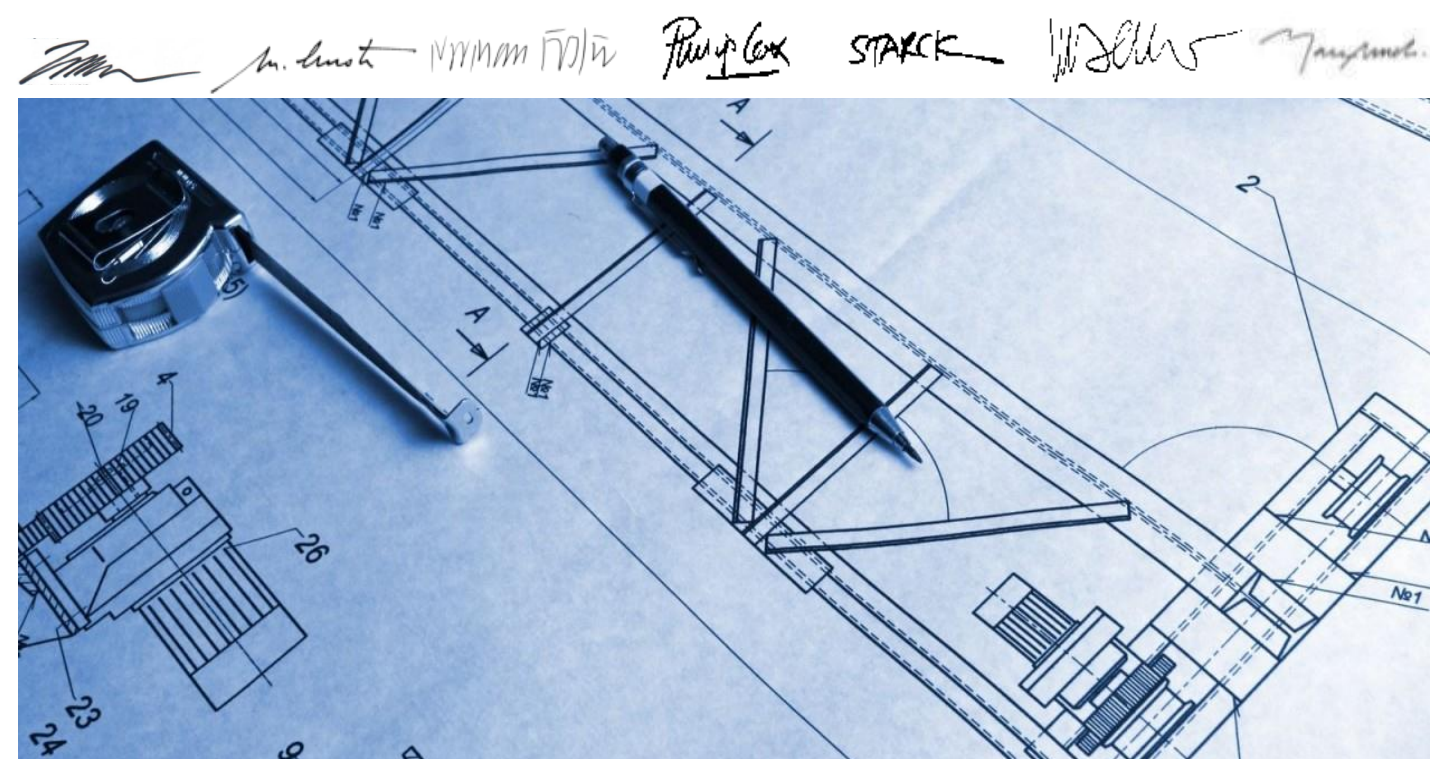
Northbound



Southbound

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.



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.

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 advertising 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 north Manchester. The surrounding buildings are mixed with some two storey buildings dating from the late 19th century to modern building in architecture and design that date from the post War period. The local road infrastructure influences local character as it is a primary route that by-passes the main commercial uses along the road. 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 falls within the north Manchester policy area and is a location that is not identified or designated for any particular use, being an established advertised location for more than three decades. The site adjoins a local neighbourhood centre and as such, the locality exhibits a strong commercial and urban feel. Drivers travelling along Cheetham Hill Road and passing the site as they head north or south will recognise that this is the areas predominant character. The character of the area and predominant land uses makes 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 urban street.

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.

Proposed Advertisements

The advertisements will be affixed to a single leg structure, a design which is unique to the applicant and a common design for all large format roadside displays operated by JCDecaux. 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 1m² of the land.

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 are completely free of hazardous material with all components being 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 small area of open land with advertising. The visual impact of the proposed display on this space will be limited due to the position of the unit and rationalisation in the number and extent of advertising space. The extensive backdrop of mature trees is also a benefit in visual amenity terms and will be retained. The reduction in display area and the development of a modern and better quality designed unit will have a positive 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 displays.

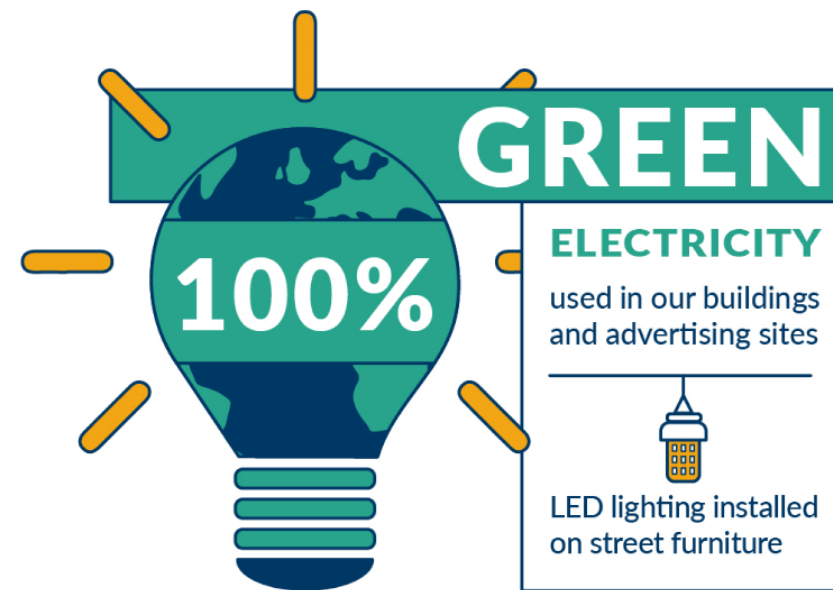
In terms of amenity impact it is considered that no harm would arise should this proposal be permitted at the application site. Neither structure scale nor use, subject to other mitigating measures, have a negative effect on the appearance of the area.

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 of 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.

COMMITTING TO
100% RENEWABLE ENERGY BY 2022

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



9 ELECTRIC VANS IN OPERATION



31% LESS CO2

PRODUCED BY OUR VEHICLES COMPARED TO 2012



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

