JCDecaux

A03048

Land at

Parrs Wood Leisure Park

Kingsway (A34), East Didsbury M20 5PG

Easting 385492
Northing 390346

PART 1

Roadside Advertising Proposal

April 2026

JCDecaux

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Introduction

Application Background

JCDecaux has for many years been the world leader in the provision of street furniture incorporating advertisement display and out-of-home advertisements. The applicant has actively surveyed the Birkenhead region to identify suitable locations that it is believed offer the best opportunity for the development large format advertisement displays. This exercise has been a continual process and has resulted in this current proposal. The proposal set out in this document relates to an existing site on Kingsway (A34), East Didsbury in the south of Manchester.

The application is submitted under the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and relates to a double-sided roadside display orientated north and south along the Kingsway (A34) dual carriageway. The proposed advertisement is contains one standard 48 sheet landscape display, affixed to a single supporting leg orientated south, exclusive to JCDecaux. One of the benefits of this design of structure is that it occupies a very small footprint of land and retains the existing aspect beneath the advertising panel.

The position for the advertisement display is on the forecourt outside of the Parrs Wood Leisure centre adjacent to Kingsway (A34) opposite its junction with Wilmslow Road, as indicated in the following pages. The site is considered acceptable in planning terms because of the local context and character. The site does not fall within a conservation area nor would it effect the setting of any heritage assets. The application site is capable of accommodating the proposed advertising structure without harming the interests of visual amenity or public safety.

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Application Site

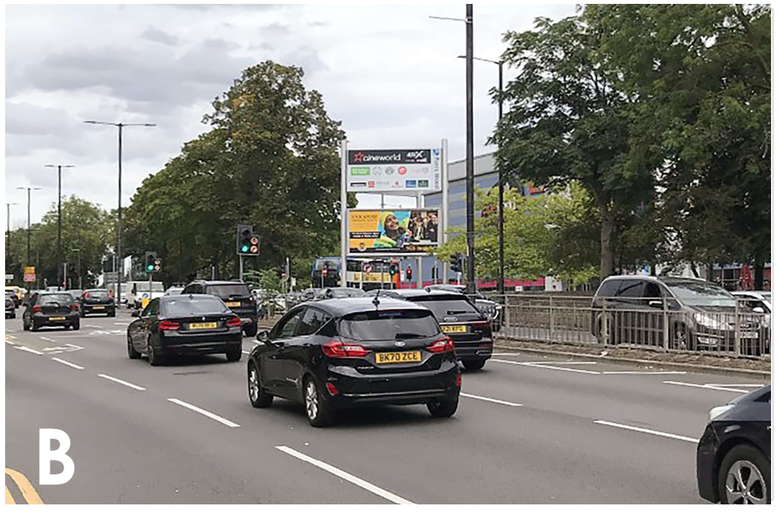
Site and Surroundings



The application site is part of an existing advertisement site adjacent to Kingsway (A34) travelling south, opposite its junction with Wilmslow Road. The land fronts Kingsway which is an arterial road providing vehicular access to and from Manchester city centre from the south. The proposed display will continue the orientation of the existing displays, being visible to those travelling north and south along Kingsway (A34). The display will be positioned on section of pavement outside of Parrs Wood Leisure centre, fronting the pavement, orientated south. The design of the structure ensures that very little of the land is required to accommodate the supporting leg.

The surrounding area, while vehicular dominated, is mixed in land use terms with a combination of commercial and retail buildings within the locality. Adjacent to the site is a large retail park containing a number of commercial premises within the Parrs Wood Leisure Centre, the land opposite to the east of the proposal is occupied by a small number of residential and commercial properties. It is not expected the proposal will negatively affect the residential amenity of the nearby premises due to the separation provided by the width of the A34 dual carriageway, the oblique viewing angle from the nearest dwellings and the intervening distance of approximately 70 metres. The site lies outside of any identified Conservation Area nor within the vicinity of any listed assets. The advertisements would face south continuing the extant advertisement orientation. Kingsway (A34) is a busy, urban street that is well lit and heavily trafficked throughout the day and night.

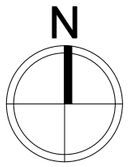


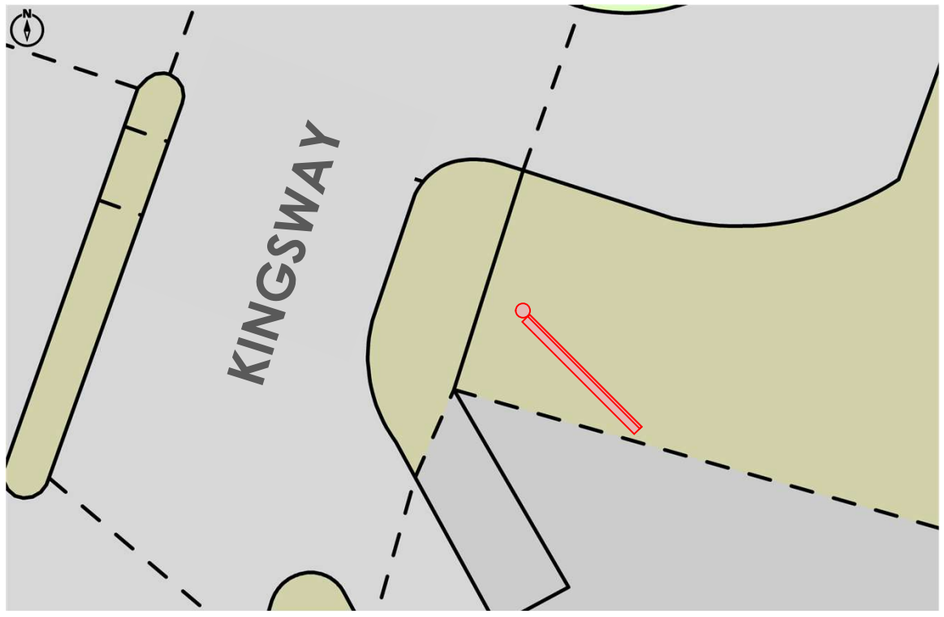


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Application Site

Block Plan





SCALE
1: 250
0m 3m 5m 10m

Proposed Display

This part of East Didsbury holds a prominent commercial character due to the surrounding building uses, in addition to the main road infrastructure as an arterial route providing access to the south of Manchester City Centre. The road carries large volumes of traffic through the day and night, including those travelling to the centre. The surrounding area is mostly modern, large scale commercial buildings and a row of housing to the west of the advertisement site.

This proposal is considered to be acceptable in amenity terms because of the existing use of the site and the role advertising plays within commercial areas to encourage consumer confidence and spend. The proposal will not result in the loss of or any harmful impact upon the character, appearance or amenity of the centre.

The advertisement will be single sided and face south continuing the existing orientation of the static advertisement on the proposal site to be replaced as part of this proposal. The advertisement is designed to be elevated above the road and clearly visible to drivers on the respective approach to the site. The pixel pitch of the screen is 10mm which means the minimum clear viewing distance is 10m and the optimum viewing distance is between 50-60m.

The southern approach to the application site is along a relatively straight run along Kingsway (A34), with the road continuing straight when passing the display. The elevation of the advertisement is 4.5m above the street level and the angle of presentation is head on to oncoming traffic. The driver will be able to view the advertisement, take in its simple message, before passing and continuing their journey.

The following page illustrates the proposed views for the display and suggest no visual conflict for their installation. It is considered that the proposed display is unlikely to present a road hazard to drivers exercising reasonable care.

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Application Site

Photomontage Image





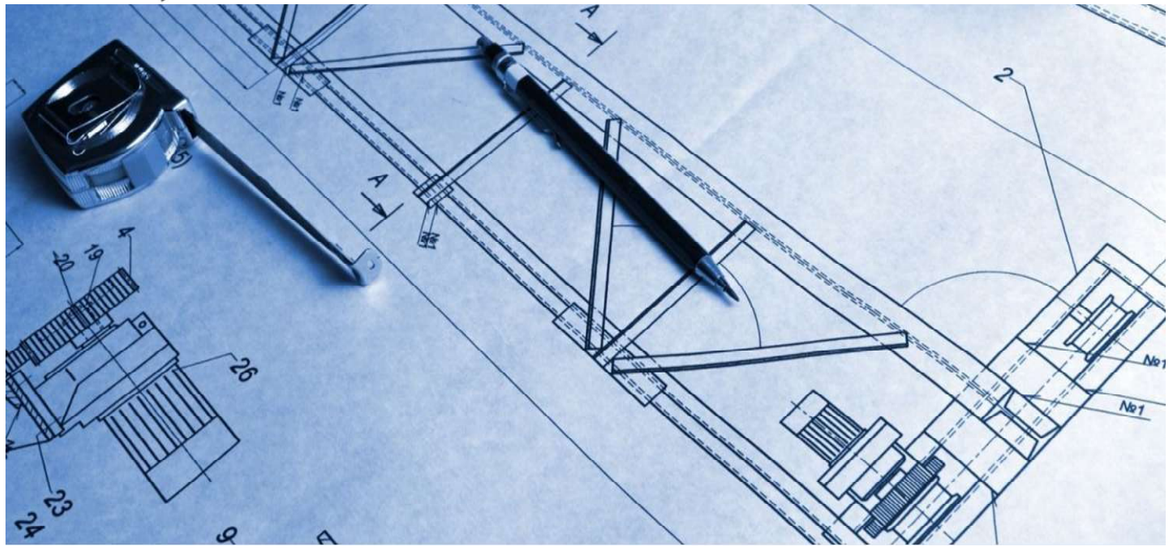
The above images provide a before and after montage to illustrate how the advertisements would be seen within the context of the site, heading north along Kingsway (A34).

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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 design is consistent across the City and nationwide. The distinctive architecture of this 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.

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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.

Planning

Material Considerations

Advertisement Display Detail

The development concerns the display of a single-sided illuminated advertisement, orientated south along Kingsway (A34), capable of automatically changing the advert on show. 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.

The design features a Featheredge fencing finish, which is supported by a steel beam that provides the platform to hold the display panel. The benefit of this design is firstly in the aesthetics of the architecture, which sets a high bench mark for the quality of roadside advertising over and above the traditional functional display. Secondly, the design ensures a very small footprint is required to accommodate the supporting leg.

The Regulations require an assessment of the proposal in light of amenity and public safety considerations and are therefore considered in more detail below.

Amenity

In terms of local context, the immediate setting is that of an existing advertisement site on Kingsway (A34). The current plot of land is occupied by 2 advertising billboards, as well as signage pertaining to the commercial premises within the Parrs Wood Leisure Centre and sits between the retail park to the east, and a small degree of commercial properties west situated on the busy main road.

The visual impact of the proposed display on the street is not considered to be significant given the character of the immediate area. The properties at Parrs Wood Court on Kingsway (A34) facing the proposal are situated over 70m from the proposal site across the busy dual carriageway with the reduction in advertisement space on the proposal site being seen as an improvement to the amenity of the area.

The applicant would accept conditions limiting the display luminance during daylight hours, and the hours of darkness in line with the recommended maximum and minimum luminance values set out in Tables 10.4 & 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays'.

This part of East Didsbury in south Manchester is recognised as leading to a retail hub with a mix of uses, surrounded by busy roads. The site is within an area where commercial activity is the predominant land use and where advertising is often expected. In terms of amenity, it is considered that no harm would arise should these displays be permitted at the application site. Neither structure scale nor use will have a negative effect on the appearance or character of the area.

Highways

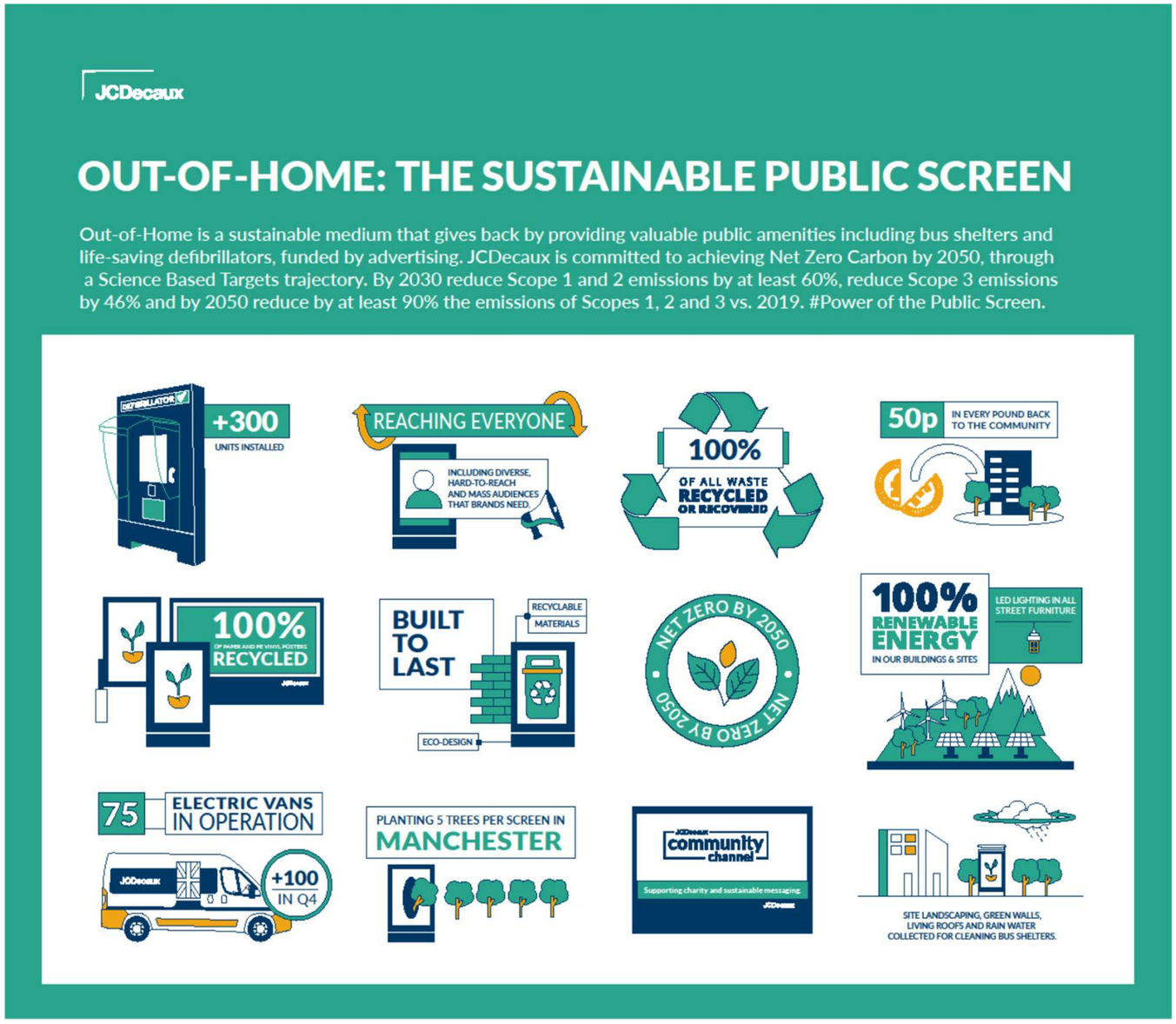
The position for the advertisements face traffic heading north along Kingsway (A34). The approach to the site provides extended visibility and ample opportunity for drivers to see the simple messages being displayed without resulting in a hazard to road users.

The images within this document indicate that there is no visual conflict with the signal heads that could confuse a driver. It is considered therefore that the position and manner of the advertisement display is unlikely to prejudice road safety.

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Sustainability Commitments

Achievements to Date



OUR ESG VISION

Find the Sustainable Media 2030 Vision brochure on our website

- Towards more sustainable living spaces
- Towards an optimised environmental footprint
- Towards a responsible business environment

OUR ESG PERFORMANCE

Global validation & UK partnerships

- CDP: A
- EcoVadis: Gold
- MSCI: (AA)
- FTSE4Good: 3.4/5 rated
- Sustainalytics: 13.7

- Pledge To Net Zero
- Certified by Planet Mark
- Members of Ad Net Zero
- ISO 45001 (Health & safety)
- ISO 14001 (Environment)
- ISO 50001 (Energy)

OUR PURPOSE

Creating Real Value through the Power of the Public Screen

- One Team
- Minds Matter
- Difference Matters
- Community Channel
- Reach

KEY THINGS TO KNOW

"Out-of-Home is a public, one-to-many medium, efficiently reaching an audience of millions with a relatively small number of displays. Digital Out-of-Home represents just 0.03% of the UK's 100 million digital screens."

(Source: The Drum/Clear Channel estimate)

"Out-of-Home represents a fragment of the UK's total energy usage. The UK's OOH sector accounts for less than 0.04% of the UK's total energy usage."

(Source: BEIS Report 2020)

Updated March 2024