

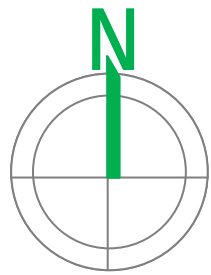


Advertising Proposal

Land off

Bentcliffe Way
Eccles Salford
M30 0EE

October 2022



BILLBOARD Advertising Ltd

Outdoor
Advertising
Consultants

media@billboard.me.uk

2 Wheleys Raod Edgbaston Birmingham B15 2LD

Title
Site Location Plan

Project
Bentcliffe Way
Eccles Salford
M30 0EE

Client
Salford MDC

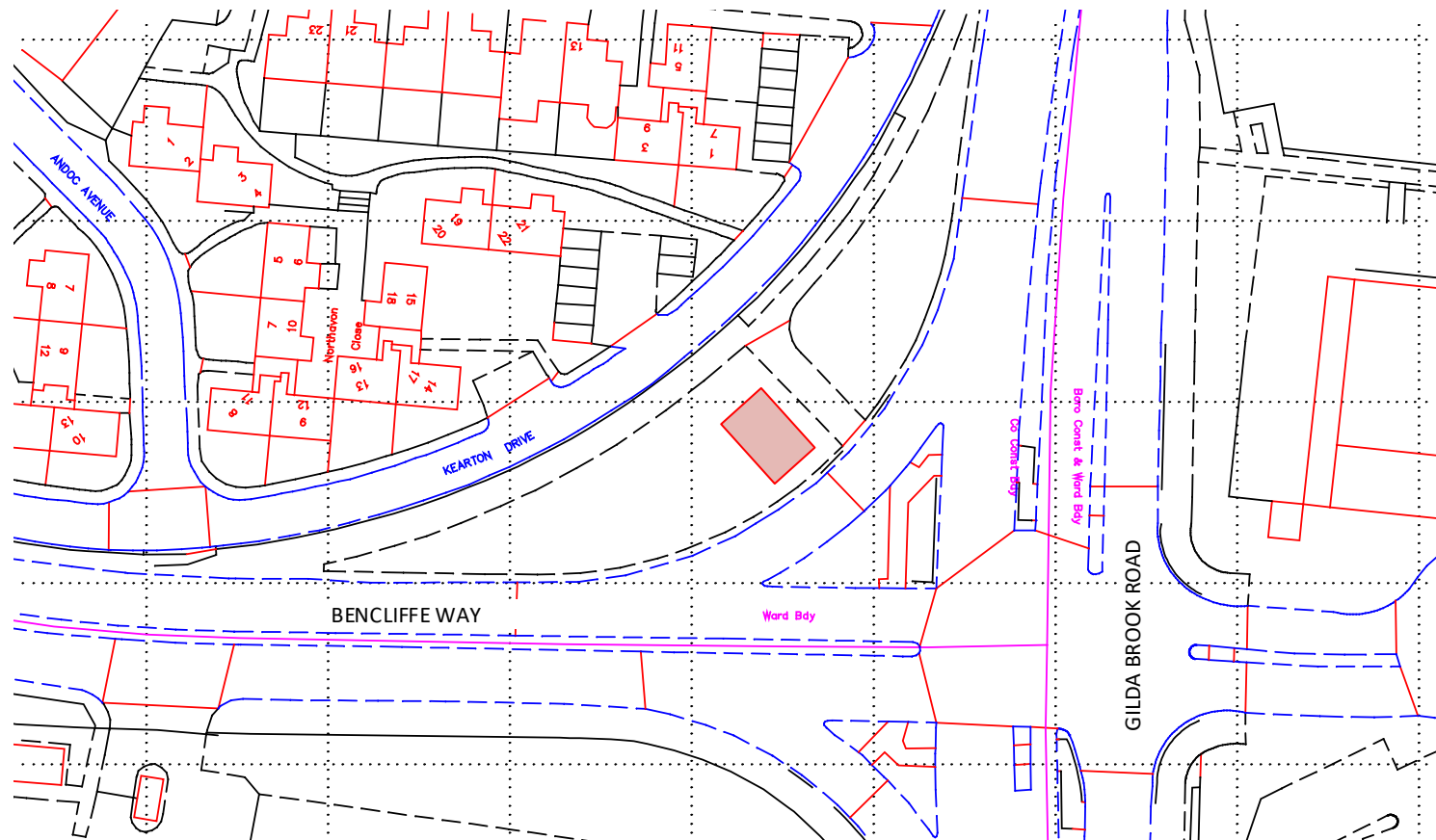
Job No 203444/	Issued 01
Drawn by TF	Checked by

Scale
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Key
 Site Boundary

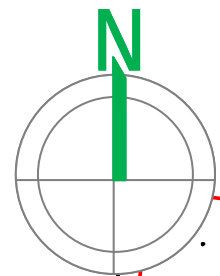
Plan Reference No

2022/0569/AC/01



Eastings 378114
Northings 398446

0 15 25 50



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Advertising
Consultants

media@billboard.me.uk

2 Wheelleys Raod Edgbaston Birmingham B15 2LD

Title
Site Block Plan

Project
Bentcliffe Way
Eccles Salford
M30 0EE

Client
Salford MDC

Job No
203444/

Issued
01

Drawn by
TF

Checked by

Scale
1:500 @ A3

Key
 Direction of
Photo

Plan Reference No

2022/0569/AC/02

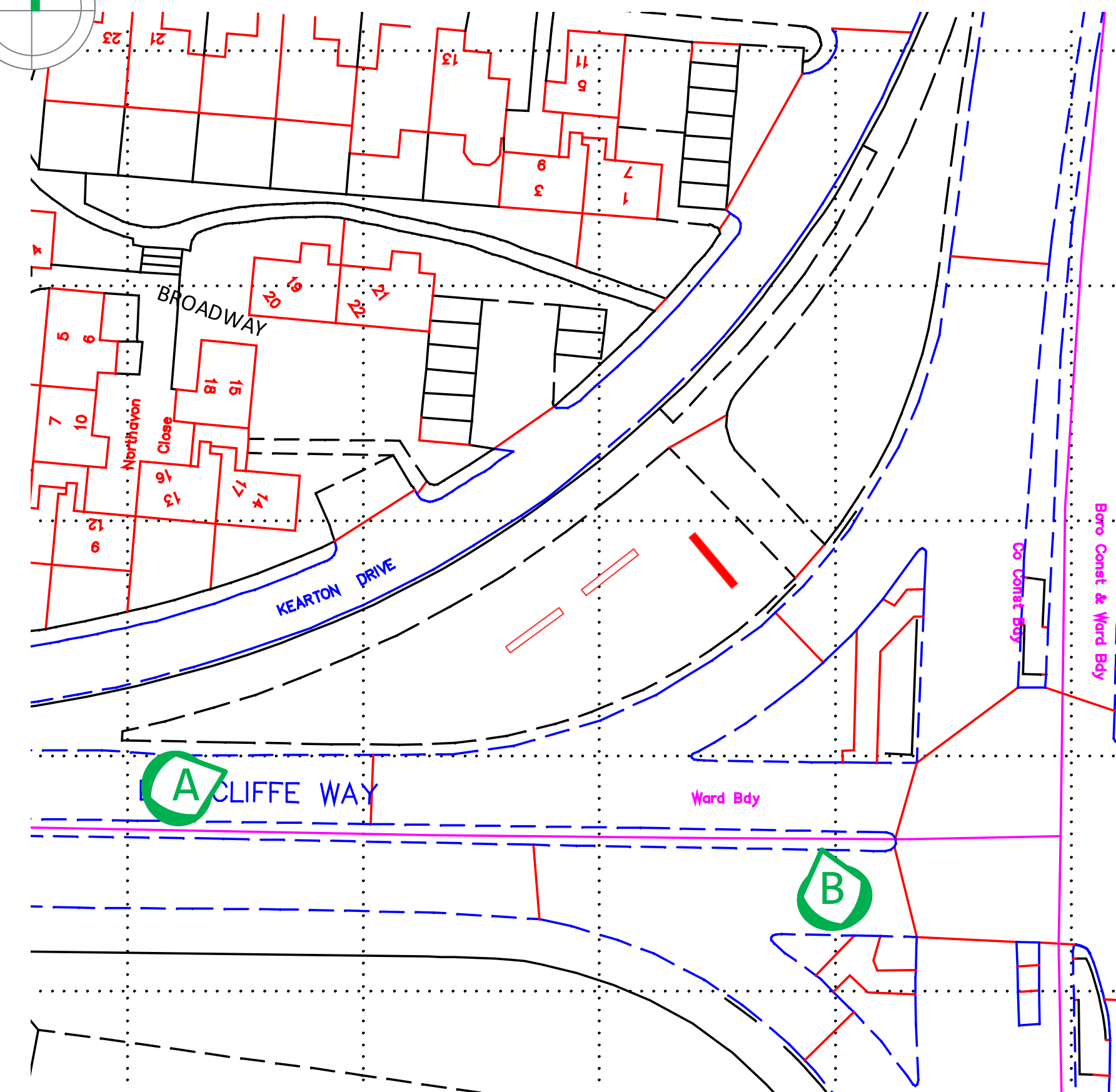
The proposal site is a crescent
shaped area of highway verge
between Bentcliffe Way and
Kearton Drive, to the west of the
junction with Gilda Brook Road
(A576)

The land is mainly laid to lawn
with a number of mature trees
along the northern perimeter and
rear of the application site
panel and existing landscape
advertisement displays

The proposal relates to the
upgrade of the single panel
highlighted in bold red in the
map, from the current paper
display to a digital screen of
the same display area

The proposal will not require any
dedicated layby provision off
Bentcliffe Way, the screen will
be maintained by a service
vehicle parking on Kearton Drive
and engineers walking to the site

None of the existing trees will
be affected by the proposal



0 7.5 12.5 25

Existing Site Images

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A

This image is taken from the western approach to the site and junction with Gilda Brook Road. This approach is the main viewing for drivers

The display screen is set at a right angle to the road and head on to drivers. The viewing angle of the display means that the panel is clearly visible to drivers for some distance on the approach and with sufficient distance to enable a driver to assimilate the advertising images and adjust their driving accordingly.

The backdrop on this western approach is the main road of eight lanes of traffic and the commercial buildings beyond.



Outdoor
Advertising
Consultants

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2 Wheelleys Road Edgbaston Birmingham B15 2LD

Title
Site Images
EXISTING

Project
Bentcliffe Way
Eccles Salford
M30 0EE

Client
Salford MDC

Job No 203444/	Issued 01
Drawn by TF	Checked by

Scale

Key

Plan Reference No

2022/0569/AC/03

B

This image is taken from the south looking towards the side, which shows the oblique angle of the application site

From this vantage point and from the junction with Gilda Brook Road very little of the display will be visible and therefore no conflict would arise with signal heads to the south or to residentially buildings to the north and west.

The side and rear elevation to the unit will be lost in the extensive tree line that provides the visual backdrop



Proposed Site Images

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Advertising Ltd**

Outdoor
Advertising
Consultants

media@billboard.me.uk

2 Wheeleys Raod Edgbaston Birmingham B15 2LD

Title
Site Images
PROPOSED

Project
Bentcliffe Way
Eccles Salford
M30 0EE

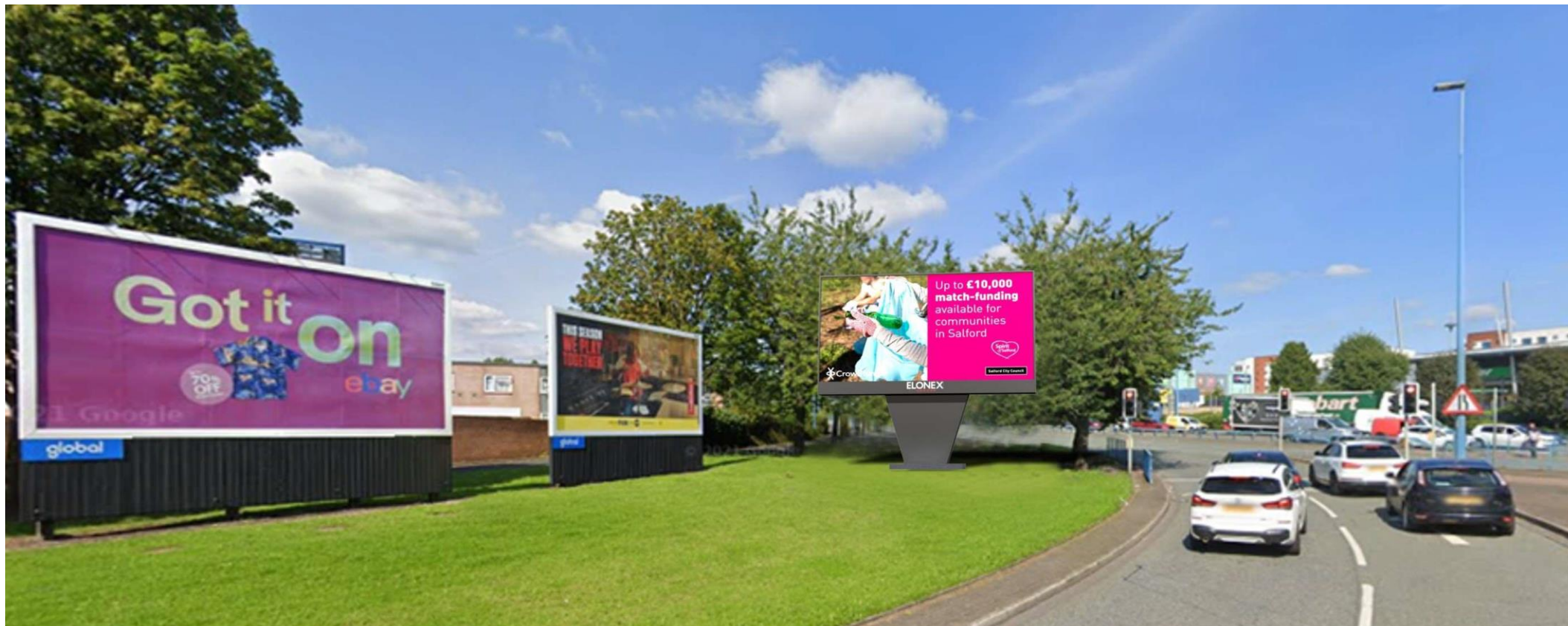
Client
Salford MDC

Job No 203444/	Issued 01
Drawn by TF	Checked by

Scale

Key

Plan Reference No
2022/0569/AC/04



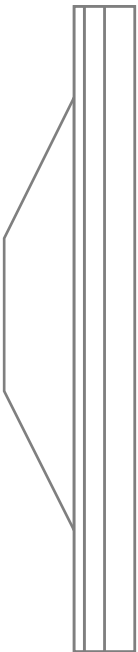
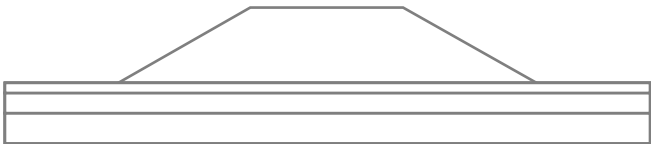
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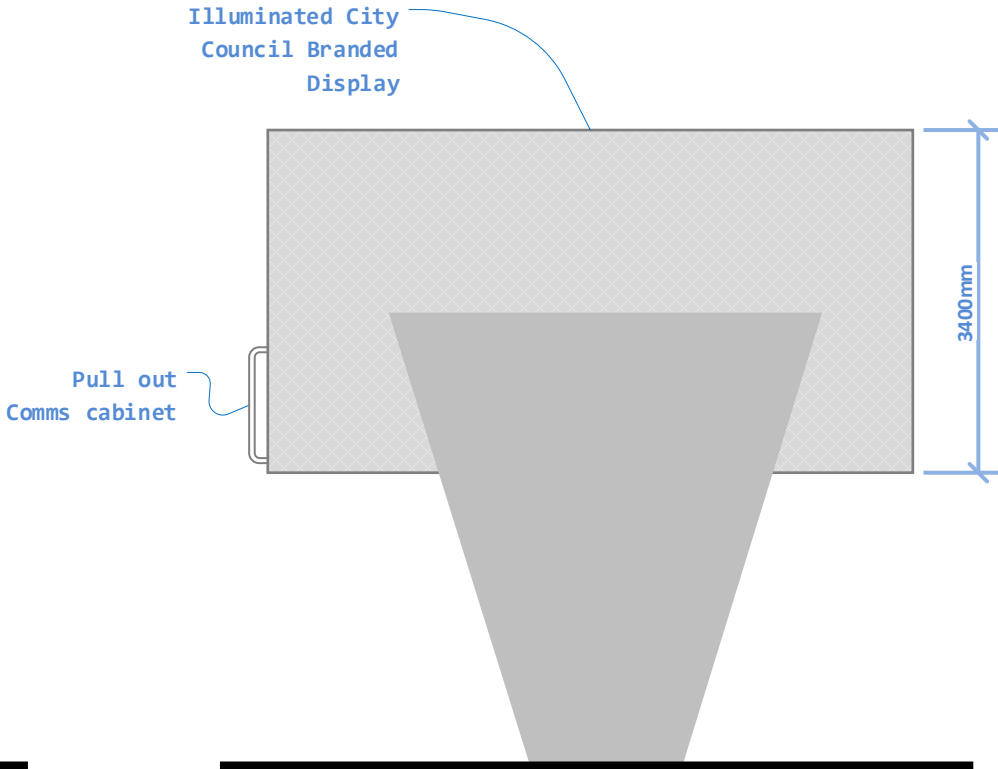
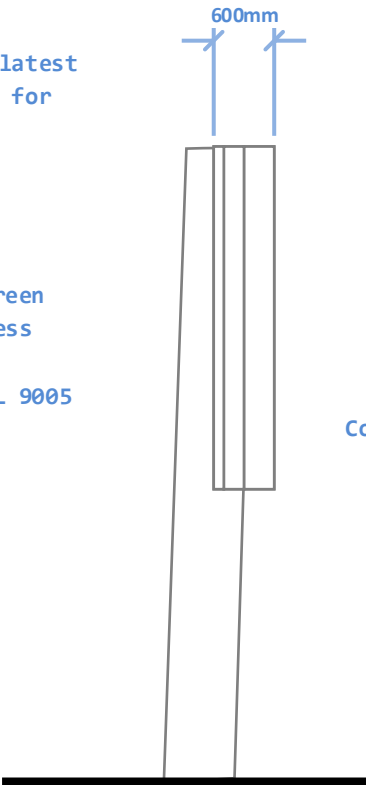
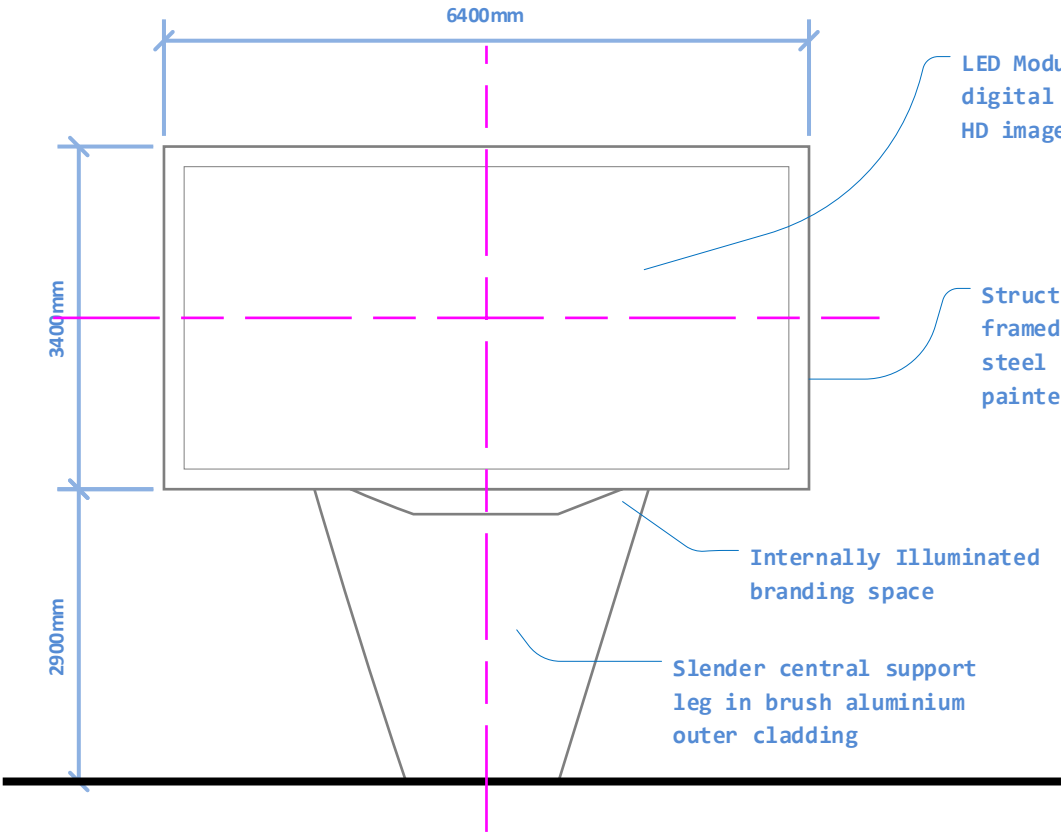
Plan View



Side View

Western View

Facing View



Title
Elevation of Signage

Project
Bentcliffe Way
Eccles Salford
M30 0EE

Client
Salford MDC

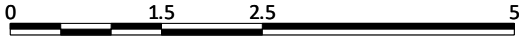
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Issued 01
Checked by

Scale
1:75 @ A3

Key

Plan Reference No

2022/0569/AC/05



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2 Wheeleys Raod Edgbaston Birmingham B15 2LD

Title
Elevation of Signage

Project
Bentcliffe Way
Eccles Salford
M30 0EE

Client
Salford MDC

Job No 203444/	Issued 01
Drawn by TF	Checked by

Scale
1:75 @ A3

Key

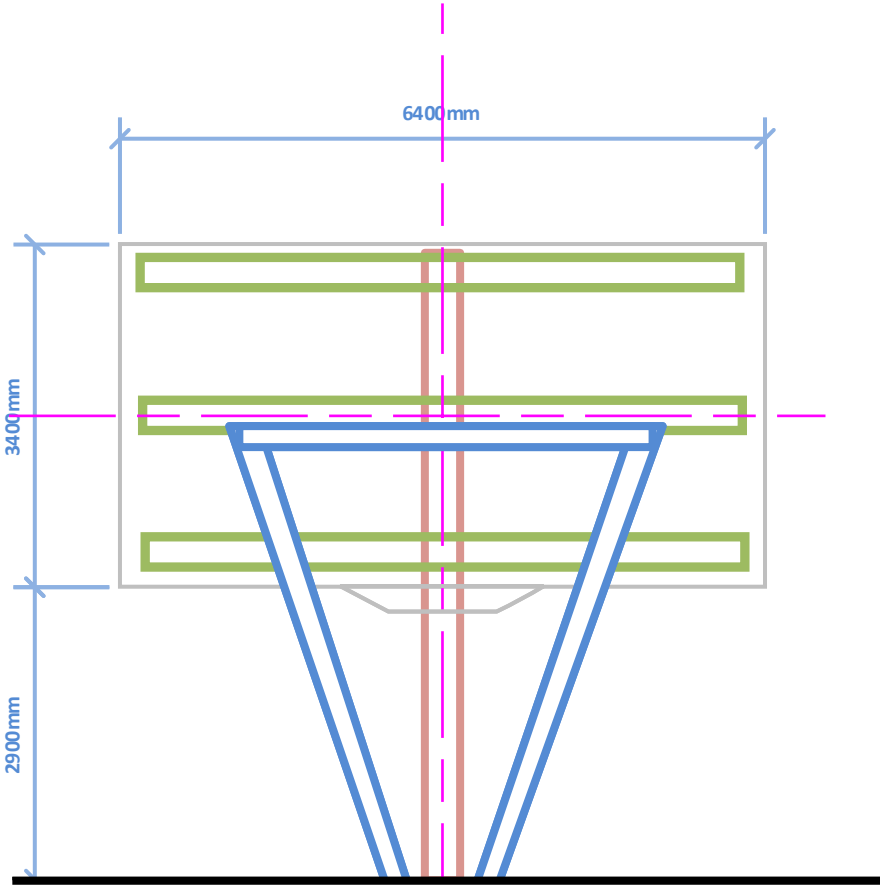
Plan Reference No

2022/0569/AC/06

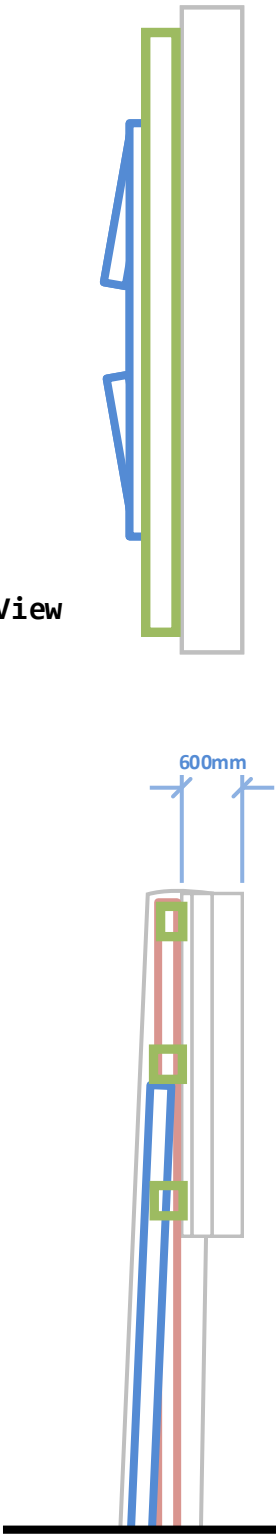
Plan View



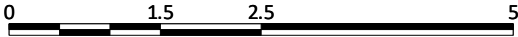
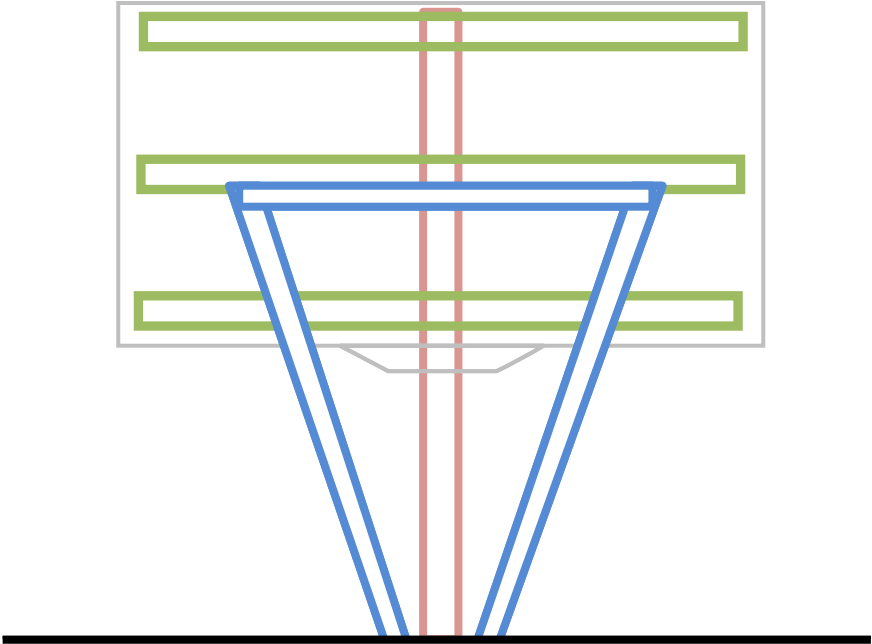
Facing View

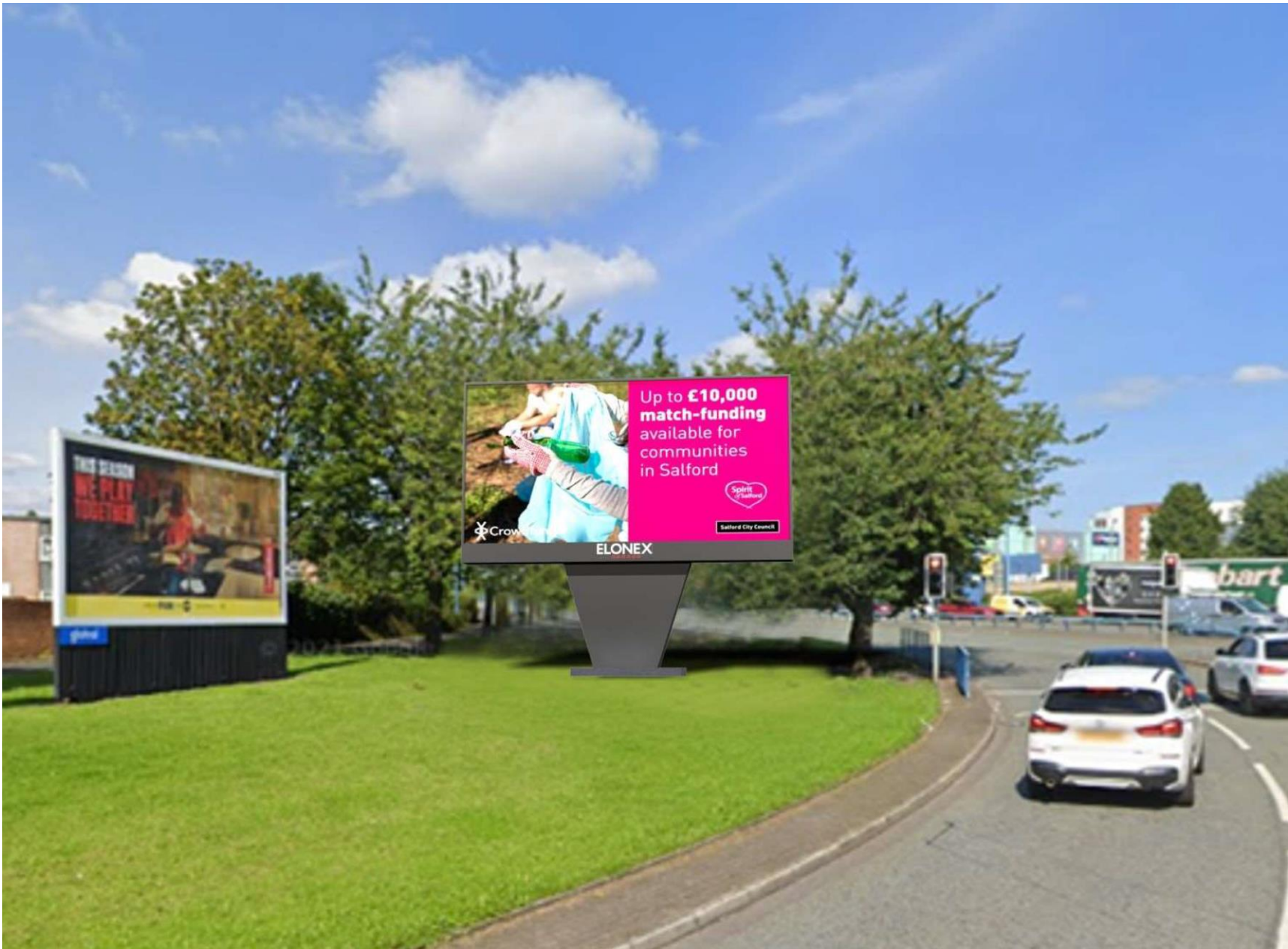


Side View



Eastern View





The image is a photomontage illustration of the display structure as it would be seen within the context of the application site

The proposed structure has a single display affixed to the west facing side and elevated to be visible to drivers approaching along Bentcliffe Way

The advertisements will be static images only but capable of automatic change every ten seconds

The illuminated level is calibrated to meet the stringent requirements of the Institute of Lighting Professionals to ensure the level does not exceed 300Cdm² during the hours of darkness

The existing tree planting and landscaped are in front of the panels will be maintained

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2 Wheeleys Raod Edgbaston Birmingham B15 2LD

Title
Photomontage and Material Detail

Project
Bentcliffe Way
Eccles Salford
M30 0EE

Client
Salford MDC

Job No 203444/	Issued 01
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Scale

Key

Plan Reference No

2022/0569/AC/07



The display screen will utilise the latest sustainable screen technology through LED modules

The screen comprises a series of smaller tiles approximately 365mm² which can be serviced and individually replaced and cleaned from the front of the unit

The modules operate over a ten year life span and are entirely recyclable



Any necessary area of hardstanding for unit cleaning will be made of a green reinforced and pervious surface material such as Grasscrete®, a more environmentally friendly solution for vehicle access and parking