

**Planning**

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Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Castlefield Viaduct

Address Line 1

Address Line 2

Address Line 3

Town/city

Manchester

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

383048

Northing (y)

397623

Description

Castlefield Viaduct.

Applicant Details

Name/Company

Title

Miss

First name

Jennifer

Surname

Ingham

Company Name

National Trust

Address

Address line 1

Heelis

Address line 2

Kemble Drive

Address line 3

Rodbourne

Town/City

Swindon

Country

United Kingdom

Postcode

SN2 2NA

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

Country

Postcode

Contact Details

Primary number

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

External lift dressings: 2 x banners, one from Beaufort street approach, the other Duke place approach
(See page 22-26 of the Arrival_Advertisement document submitted as part of this application for more details)

Access gate arrival: large entrance signage affixed to display welcome information
(See page 28-34 of the Arrival_Advertisement document submitted as part of this application for more details)

Access gate admission sign: admission sign for visitor welcome (standard welcome requirement for all NT operated properties)
(See page 31-34, 38 of the Arrival_Advertisement document submitted as part of this application for more details)

Access gate departure: fundraising and parting message to internal face of gate and viewed upon exit.
(See page 35-38 of the Arrival_Advertisement document submitted as part of this application for more details)

Lit stairwell sign: Light box signage at top of stairway
(See page 41-44 of the Arrival_Advertisement document submitted as part of this application for more details)

Stairwell dressing 1-6
6 x 800/800 graphic panels fixed to internal face of stairwell at landings. Temporary fix with steel clips to stair structure.
(See page 45-51 of the Arrival_Advertisement document submitted as part of this application for more detail)

Advertisement Type:

Projecting or Hanging Sign

Height:

7 metres

Width:

0.01 metres

Depth:

2 metres

What is the height from the ground to the base of the advertisement?:

3 metres

What is the maximum projection of the advertisement from the face of the building?:

0.001 metres

What is the maximum height of any of the individual letters and symbols?:

22 centimetres

What materials will the advertisement be made of?:

Digital print eco banners, lightweight fabric, PVC free, solvent free with sewn hems. Anti graffiti finish, screw fix to wall sections Spec see page 24 of the Arrival_Advertisement document submitted as part of this application for more details

The colour of text and background:

Background: Pantone7541 (white) Text: Pantone2768 (dark blue) Graphics: Pantone1788 (red), Pantone2768 (dark blue), C72 M0 Y37 KO (Teal) Colour See pages 8, 25 of the Arrival_Advertisement document submitted as part of this application for more details

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

5 metres

Width:

2 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

5 metres

What is the maximum projection of the advertisement from the face of the building?:

0.001 metres

What is the maximum height of any of the individual letters and symbols?:

20 centimetres

What materials will the advertisement be made of?:

Digital print eco banners, lightweight fabric, PVC free, solvent free with sewn hems. Anti graffiti finish, screw fit to wall sections Spec see page 24 of the Arrival_Advertisement document submitted as part of this application for more details

The colour of text and background:

Background: C72 M0 Y37 KO (Teal) Text: Pantone2768 (dark blue), Graphics: Pantone7541 (white), Pantone1788 (red), Pantone2768 (dark blue) Colour See pages 8, 25 of the Arrival_Advertisement document submitted as part of this application for more details

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

1.99 metres

Width:

7.7 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

12 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Aluminium composite sheet graphic panels, fixed using 4 row sign channels to existing palisade fence. Digital printed to ACM panel.

The colour of text and background:

Background: C72 M0 Y37 KO (Teal) Text: N/a Graphics: Pantone7541 (white), Pantone1788 (red), Pantone425 (grey), Pantone2768 (dark blue)

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

1.99 metres

Width:

7.7 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

12 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

7 centimetres

What materials will the advertisement be made of?:

Aluminium composite sheet graphic panels, fixed using 4 row sign channels to existing palisade fence. Digital printed to ACM panel. See page 36 of the Arrival_Advertisement document submitted as part of this application for more details

The colour of text and background:

Background: Pantone7541 (white) Text: Pantone2768 (dark blue) Graphics: Pantone1788 (red), C72 M0 Y37 KO (teal), Pantone425 (grey)
See page 8, 37 of the Arrival_Advertisement document submitted as part of this application for more details

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.78 metres

Width:

1.01 metres

Depth:

0.1 metres

What is the height from the ground to the base of the advertisement?:

0.7 metres

What is the maximum projection of the advertisement from the face of the building?:

0.1 metres

What is the maximum height of any of the individual letters and symbols?:

5 centimetres

What materials will the advertisement be made of?:

Timber frame surround to printed vinyl graphic panel

The colour of text and background:

Background: Black Text: white See page 34 of the Arrival_Advertisement document submitted as part of this application for more details

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.3 metres

Width:

1 metres

Depth:

0.15 metres

What is the height from the ground to the base of the advertisement?:

3 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

9 centimetres

What materials will the advertisement be made of?:

Acrylic light box within existing overhead girder, vinyl graphic lettering. 5000K Cool White LED. See page 42 of the Arrival_Advertisement document submitted as part of this application for more details

The colour of text and background:

Option one: Background Pantone7541 (white), text Pantone2768 (dark blue) Option two: Background C72 M0 Y37 KO (Teal), Text Pantone7541 (white) See pages 8, 43 of the Arrival_Advertisement document submitted as part of this application for more details

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

75 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

0.8 metres

Width:

0.8 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

1 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

5 centimetres

What materials will the advertisement be made of?:

Eco Exfoam Smart Panels (recycled, recyclable, PVC free polypropylene) See page 47-5 of the Arrival_Advertisement document submitted as part of this application for more details

The colour of text and background:

Option one: Background Pantone7541 (white), text Pantone2768 (dark blue) Option two: Background C72 M0 Y37 KO (Teal), Text Pantone7541 (white) See page 8, 50 of the Arrival_Advertisement document submitted as part of this application for more details

Will the advertisement be illuminated?:**Advertisement Type:**

Hoarding

Height:

0.8 metres

Width:

0.8 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

2.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

5 centimetres

What materials will the advertisement be made of?:

Eco Exfoam Smart Panels (recycled, recyclable, PVC free polypropylene) See page 47-5 of the Arrival_Advertisement document submitted as part of this application for more details

The colour of text and background:

Option one: Background Pantone7541 (white), text Pantone2768 (dark blue) Option two: Background C72 M0 Y37 KO (Teal), Text Pantone7541 (white) See page 8, 50 of the Arrival_Advertisement document submitted as part of this application for more details

Will the advertisement be illuminated?:**Advertisement Type:**

Hoarding

Height:

0.8 metres

Width:

0.8 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

5 centimetres

What materials will the advertisement be made of?:

Eco Exfoam Smart Panels (recycled, recyclable, PVC free polypropylene) See page 47-5 of the Arrival_Advertisement document submitted as part of this application for more details

The colour of text and background:

Option one: Background Pantone7541 (white), text Pantone2768 (dark blue) Option two: Background C72 M0 Y37 KO (Teal), Text Pantone7541 (white) See page 8, 50 of the Arrival_Advertisement document submitted as part of this application for more details

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

0.8 metres

Width:

0.8 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

6.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

5 centimetres

What materials will the advertisement be made of?:

Eco Exfoam Smart Panels (recycled, recyclable, PVC free polypropylene) See page 47-5 of the Arrival_Advertisement document submitted as part of this application for more details

The colour of text and background:

Option one: Background Pantone7541 (white), text Pantone2768 (dark blue) Option two: Background C72 M0 Y37 KO (Teal), Text Pantone7541 (white) See page 8, 50 of the Arrival_Advertisement document submitted as part of this application for more details

Will the advertisement be illuminated?:

Advertisement Type:

Projecting or Hanging Sign

Height:

0.8 metres

Width:

0.8 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

8 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

5 centimetres

What materials will the advertisement be made of?:

Eco Exfoam Smart Panels (recycled, recyclable, PVC free polypropylene) See page 47-5 of the Arrival_Advertisement document submitted as part of this application for more details

The colour of text and background:

Option one: Background Pantone7541 (white), text Pantone2768 (dark blue) Option two: Background C72 M0 Y37 KO (Teal), Text Pantone7541 (white) See page 8, 50 of the Arrival_Advertisement document submitted as part of this application for more details

Will the advertisement be illuminated?:

Advertisement Type:

Hoarding

Height:

0.8 metres

Width:

0.8 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

9 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

5 centimetres

What materials will the advertisement be made of?:

Eco Exfoam Smart Panels (recycled, recyclable, PVC free polypropylene) See page 47-5 of the Arrival_Advertisement document submitted as part of this application for more details)

The colour of text and background:

Option one: Background Pantone7541 (white), text Pantone2768 (dark blue) Option two: Background C72 M0 Y37 KO (Teal), Text Pantone7541 (white) See page 8, 50 of the Arrival_Advertisement document submitted as part of this application for more details

Will the advertisement be illuminated?:

Please describe each of the 'Other type(s)' of advertising proposed

Other one: Welcome sign (See See page 34 of the Arrival_Advertisement document submitted as part of this application for more details)

Other two: Lit Stairwell Sign (See page 41-44 of the Arrival_Advertisement document submitted as part of this application for more details)

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes

☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes

☒ No

☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

☒ Yes

☐ No

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

31/05/2022

To Date

30/07/2023

Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- ☒ Yes
☐ No

If Yes, please provide details

Creative Concern undertook some consultation around the interpretation strategy and messaging early on in their approach. Specifics on designs, visuals and locations were not shared as part of this consultation. Consultees were as follow: Jonathan Schofield, Esme Ward, Dave Moutrey, Eamonn Boylan, Bev Hughes, Phill Griffin and Vaughan Allen. Greater Manchester Coalition of Disabled People (GMCDP) - Project Worker - Gemma Roberts, Castlefield Forum - Trustee, Saul Hay Gallery - Director, Proud Trust - LGBT+ -Centre Manager.

Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- ☒ Yes
☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☐ The agent
☒ The applicant
☐ Other person

Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- ☒ Yes
☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

First Name

Surname

Reference

23/03/2022

Details of the pre-application advice received

08/03/22 Email correspondence to Lucy Harrison and Eve Woolstencroft to try and arrange a meeting to discuss additional consents required.

11/03/22 and 16/03/22 and 21/03/22 Further email correspondence to seek advice on the design intent items that may require planning or advertising consents.

NT sought a meeting with Lucy Harrison to discuss the contents of this application but we were unable to initially get a response, and latterly anything in the diary. Instead it was agreed to send through the proposals to the planning team for them to provide feedback over email.

23/03/22 We received feedback from Eve Woolstencroft, Assistant Planning Advisor, that the proposed mural on the viaduct would not be supported so this has been omitted from this application. We received feedback that the external lift dressing would not be appropriate, but we have submitted a response to this in our design and access statement attached to this application as we think it's important to wayfinding and doesn't have an impact on the character as it is demountable and temporary.

Other elements needed feedback from their team leader who was preparing for a public enquiry, so they needed more time to get comments across for these. Unfortunately, due to timeframes we have had to proceed with this submission to ensure we remain on programme.

Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- ☐ Yes
☒ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained?

- ☐ Yes
☒ No

If No, why has permission not been obtained?

We have permission in principle for wider works, and will be following it up with them in more detail regarding the specifics for the advertising elements.

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff**
- (b) an elected member**
- (c) related to a member of staff**
- (d) related to an elected member**

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes
☒ No

Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and accompanying plans/drawings and additional information. I / We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Jennifer Ingham

Date

30/03/2022