

**Planning**

Telephone: +44 (0)161 234 4516
planning@manchester.gov.uk
PO Box 532 Town Hall
Manchester M60 2LA

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 and surrounding area.

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Directional finger post signage and chalk spray stencils towards the Castlefield Viaduct.

Locations (for both):

- Beaufort Street (bottom of the elevator)
- Corner of Dukes street and duke place
- Castle street near Ba Ca
- Deansgate, across from the Museum of Science and Industry
- Deansgate, corner of Quay street
- Deansgate, outside John Rylands
- Great Bridgewater street pointing to canal tow path
- Corner of A5103 and B6469
- Corner of A56 and B649
- Castle street near Castlefield Basin

(See page 21-27 of the Approach_Advertisement document submitted as part of this application for more details)

Directional Chalk spray stencils X10 directional spray stencils within 2mile radius of the viaduct. The 10 sites have been located as the same as the finger posts..

(See page 27-31 of the Approach_Advertisement document and, Location Plan- Chalk spray stencils document, submitted as part of this application for more details)

Advertisement Type:

Other type

Height:

0.2 metres

Width:

0.7 metres

Depth:

0.01 metres

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

2.6 metres

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

0.7 metres

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

6 centimetres

What materials will the advertisement be made of?:

Double sided printed sign: Dibond Tamtorque sign collar bracket: Stainless steel

The colour of text and background:

Background options: Pantone1788 (red), Pantone2768 (dark blue), C72 M0 Y37 KO (TEAL) Text: Pantone7541 (white)

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.68 metres

Width:

0.52 metres

Depth:

0.1 metres

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

0 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?:

6 centimetres

What materials will the advertisement be made of?:

Biodegradable chalk. This paint is a light-fast paint designed for temporary applications on virtually any surface.- e.g. on asphalt, concrete, wood, grit, grass, trees etc. It will be touch dry after a few minutes. The natural chalk pigments disappear as a result of weather influence or by cleaning with water.

The colour of text and background:

Background: Surface colour (ie, asphalt, concrete etc.) Text: White

Will the advertisement be illuminated?:

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

Other 1: Directional finger post signage

Other 2: Directional chalk spray stencils

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

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

Date (must be pre-application submission)

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 Eve Woolstencroft, Assistant Planning Advisor, fed back that they had no issues with the fingerpost signage and we should discussing the chalk signage with highways in case they have any issues with this. We plan to open conversations with the highways team for further discussion as requested but have been unable to do this by the date of submission. We have had to proceed with 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?

On the recommendation of the Planning Authority we plan to discuss the Chalk spray paint option with the highways team. Unfortunately, due to tight timeframes we have had to proceed with submission before we have been able to complete this to ensure we remain on programme.

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

01/04/2022