



Fire Station, Fairfield Street, London Road, Manchester, M1 2PH

Application for Temporary Consent of Advertisement

Introduction

This application seeks to extend and renew the **temporary** consent to display one illuminated banner at the Fire Station, Fairfield Street Manchester, M1 2PH. The original consent was sought and approved under planning reference- 120744/**AOH/2018** and 124446/AOH/2019 & 127794/AO/2020 we now seek to extend the original temporary period for a further period of 12 **months** from the 31st August 2021, whilst the proposed redevelopment of this historic building is completed.

The proposed illuminated banner will be displayed on a fully working engineered **temporary** scaffold. The scaffold installation is essential for the proposed refurbishment work to take place.

The previously approved commercial advert space is **40m long by 12.00m high** and located on the scaffold on the main South and South East facing elevations of the building, and as shown. (Please see attached drawings and photo overlay).

After a long period of neglect the historic former Fire Station building is undergoing a full redevelopment programme. Remedial works to the host building is well underway.

These fundamental works started in August 2018 and the works require a fully engineered and designed scaffold to be erected upon the building. The preservation works include masonry repairs, repointing, cleaning, redecoration, repair and where required replacement of both flat and pitched roof coverings, and the renewal of lead works and refurbishment of the rain-water goods. A full overhaul and repaint of the fenestration will be completed.

The scaffold was designed and engineered to take into consideration the construction and fabric of the building and tied to the property in accordance with all relevant H&S standards. However, particular care will be undertaken not to damage the stonework of the front elevation, and all tie points will be repaired, filled and painted on completion of the works and removal of the scaffold.

Site and Surrounding Area

The Former Fire Station is located on the north side of Fairfield Street and sits on the plot of land that overlooks London Road, Whitworth Street and Minshull Street South close to the centre of Manchester.

Built over 100 years ago as the main city Fire Station, the structure as also housed a Coroners Court, bank and ambulance station. After a lengthy period of being unoccupied the owners of the building have obtained planning consent to redevelop this "Edwardian Gem" into a boutique hotel, apartments, restaurant and bars. The building will be sensitively externally cleaned, the stonework repaired and repointed before the long-neglected roofs and rain-water goods are refurbished to prevent further water ingress. Failure to complete these repairs in a timely fashion will allow continued water and frost damage to the external and internal fabric of the building.

The scaffold is designed and engineered to take into consideration the construction and fabric of the building and tied to the property in accordance with all relevant H&S standards. However, particular care will be undertaken not to damage the stonework of the elevations, and all tie points will be repaired, filled and painted on completion of the works and removal of the scaffold.

The works are now in hand with the scaffold installed upon the property.



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The Proposed Banners

As described the proposed commercial banner size is 40m x 12m and located upon a scaffold on the South facing elevations of the building. The banners are of a temporary nature whilst the remedial works are undertaken.

As previously described the remedial works are to be undertaken to allow the redevelopment of this building, and as a scaffold is required to complete the job, the owners of the Fire Station would hope that a consent to display temporary adverts upon the scaffold would be supported by the Council, as any funds raised by the commercial displays will be utilised for the upkeep of the host property and to offset the cost of the stated works.

The design of the adverts will most likely change on a regular basis dependent on advertiser's requirements, but the dimensions will remain the same. As well, all copy will feature minimal typography together with simple graphic elements. There will be no moving components or flashing lights.

All displays will meet the standards set by the Advertising Standards Authority (<http://www.asa.org.uk/asa/>) and will not contain any salacious, or offensive material.

1. Statutory Context

Paragraph 5 of the Communities and Local Government (CLG) Circular 03/2007 Town and Country Planning (Control of Advertisements) (England) Regulations 2007, requires that Local Planning Authorities shall exercise their powers to control advertisements "only in the interest of amenity and public safety, taking account of any material factors..." Planning Policy Guidance: Outdoor Advertisement Control (PPG19) provides general guidance to local planning authorities and others on the statutory provisions of advertisement control." PPG19 further emphasises that local planning authorities may only exercise control of outdoor advertising in the interests of amenity and public safety.

Public Safety

Banners at the Fire Station will and do not appear as a sudden feature to road-users. The banners are static canvas; they do not incorporate flashing lights or moving parts. It will not require close study, nor will it confuse or obstruct views of road signs or traffic control signals for road-users.

No adverse opinion has been held about Public Safety in previous decisions made by the Local Planning Authority with regard to installing commercial banner adverts upon this building.

The method of illumination is aimed only on the banners themselves and will not cause any glare or distraction to passing motorists. For further information please refer to the *Lighting Section* of this report.

The materials and method of installation of the banners used by Infinity Outdoor exceed all health and safety requirements. Therefore, there is no risk of the screens becoming detached from the building, thereby endangering pedestrians or motorists.



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Amenity

Large poster hoardings are recognised to often form part of the fabric of commercial areas. It is also held that “all outdoor advertisements are intended to catch the eye of passers-by, if only fleetingly”.

When considering the amenities issue of a banner advert, “account should be taken not only of factors which may be detrimental to amenity but also of factors which may be to the advantage of the amenity of a locality, such as adding appropriate colour and interest to a drab area or screening an eyesore.” We believe that the proposed banners certainly visually improve the area for the period of the refurbishment works. The design and scale of the advertisements are considered to be in keeping with the nature of the neighbouring buildings, as well as, character of the busy commercial area.

The proposed banners are only of a temporary nature and will be removed on the completion of the refurbishment to the building.

5. Method of Illumination

Infinity Outdoor uses specifically designed lighting equipment that greatly reduces the outward spread of light beyond the banner itself, therefore reducing spill light and glare. The maximum luminance for this banner will not exceed 300cd/m sq. The area around the site is well illuminated and it is considered that the level of illumination proposed will add little to the ambient levels of light in the immediate and wider surroundings.

Further information about the lamps and bulbs we use can be found attached to this report, as well as, information regarding the system used to attach the lights to the scaffolding.

Only the proposed commercial advertising area of the scaffold will be illuminated, and our lamps are the most economical and environmentally friendly available.

In addition, the illumination will be programmed to come on at dusk and extinguish themselves at 22.00 hours and be shielded to prevent light spill / light pollution.

6. Methods of Installation and Material

The proposed screen will be manufactured from digitally imprinted hi-tech micromesh PVC material. The material is rip and tear proof and has been tested and approved for large-scale display applications. The material has also been specially designed and manufactured for use as building screens and scaffold safety screens.

Installation is by means of an engineered designed and approved method, which is firmly fixed to the building with primary and secondary safety measures incorporated. As stated earlier, the method of installation, together with the safety features, meets or exceeds all the relevant health and safety standards.

Fully trained and experienced installation technicians will carry out all our works.



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7. Conclusions

Until the refurbishment of this building is completed, the temporary banner and the screening of the site will certainly constitute an advantage to the visual amenities. It will add colour and interest to the street scene and provide information to visitors and passers-by.

As previously described the remedial works are being undertaken to allow the long-awaited redevelopment of this building, and as a scaffold is required to complete the job, the owners of Fire Station would hope that a consent to display temporary adverts upon the scaffold would be supported by the Council, as any funds raised by the commercial displays will be utilised for the upkeep of the host property and to offset the cost of the stated works.

When considering its individual merits and the circumstances of this site, the proposal is not harmful to amenity or public safety in this commercial location. Furthermore, the proposal is in keeping with the Councils policies set out in their UDP and The Town and Country Planning (Control of Advertisements) Regulations.