

Planning Department

Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

Manchester

One Express
1 George Leigh Street
Manchester, M4 5DL
nexusplanning.co.uk

9th June 2022

Ref: PP-11308481

Dear Sir/Madam,

**Advertisement Consent Application for the Display of a Temporary Scaffold Shroud with Advertisement Panels to front and side elevations for a temporary period of 8 months at Printworks, Withy Grove, Manchester City Centre
On behalf of DTZ Investors**

On behalf of our client, DTZ Investors, we have today submitted an application for advertisement consent at Printworks, Withy Grove, Manchester City Centre, for the display of a temporary scaffold shroud for a temporary period of 8 months.

The application has been submitted via the Planning Portal (PP-11308481) and the required fee of £164.20 has been paid direct via the Planning Portal. The following documents are submitted with the application:

- Planning Application Form;
- This Covering Letter;
- Site Location Plan (CDA, ref: PRW_CDA_ZZ_00_DR_A_PL_0001 Rev P1);
- Existing Elevation Plan (CDA, ref: PRW_CDA_ZZ_00_DR_A_PL_0022 Rev P1);
- Printworks Hoarding Plan (dated: 220530); and,
- Scaffolding Layout Plan (CDA, ref: PRW_CDA_ZZ_00_DR_A_SK_0054 Rev P1).

[The Proposal and Assessment](#)

The site relating to this application comprises the Printworks leisure complex in Manchester city centre. The building is located on Withy Grove and Dantzic Street, and is a well-established leisure destination within the heart of the city centre, which attracts visitors throughout the day and evening, seven days a week.

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In February 2020, Manchester City Council granted consent for a range of works including external works to elevations, improvements to entrance features, new signage and new LED screens at Printworks (planning permission reference 125294/FO/2019). The applicant is currently in the final stages of a programme of works, which will see this permission implemented, and will result in a substantial amount of investment to secure the long-term use of Printworks as a leisure destination at the forefront of Manchester's entertainment offer. It is expected that these works will last for approximately 7 months.

During the period of time in which these works will be undertaken, the individual operators located within Printworks will continue to operate. However, due to operational requirements the external façade of Printworks will be enveloped in scaffolding associated with the works. This will have the effect of both hiding the extant signage around the building (which advertises the operators located within Printworks), whilst also reducing the overall attractiveness and appearance of the building, making it read as a site undergoing works and therefore potentially not open to members of the public. It will also create an unsightly view of the site during the duration of the works.

Accordingly, the operators of the Printworks are hereby seeking advertisement consent for the display of a temporary scaffold shroud for a temporary period of 8 months.

This shroud will be located across the entirety of the scaffolding located at Printworks, and will feature the names of the individual operators located within Printworks. It will also clearly advertise the fact that throughout the duration of the programmed works the Printworks will remain open to the public, thereby supporting the continued function of the destination as a key leisure anchor for the city centre. The proposed temporary shroud will also have the added benefit of acting to shield the required scaffolding that will be associated with the works.

The proposed shroud will not be illuminated, and will simply advertise the ongoing operation of the individual operators within Printworks. Although the works themselves are proposed to last for 7 months, advertisement consent for the temporary scaffold shroud is sought for a temporary period of 8 months to account for any unforeseen circumstances. However, should this be considered excessive the applicant would of course accept a permission limiting the display to 7 months.

Policy background

Class 8 of the Government's 'Outdoor advertisements and signs: a guide for advertisers' relates to advertisements on hoardings around temporary construction sites. This class allows for the display of post-hoardings, which are being used to screen building or construction sites while the work is being carried out on site.

However, **Class 8** is limited to advertisements, which are less than 38 square metres in area, or are less than 4.6 metres above ground level. Given that the proposed shroud falls outside of these requirements, an application for express consent is hereby submitted.

Although it is noted that at Regulation 14(4)(b) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 it is made clear that express consent relates to the granting of

consent for the principle of the display of content, rather than the contents of the advertisement. For clarity, Regulation 14 (4)(b) states that express consent may be granted for:

‘the use of a particular site for the display of advertisements in a specified manner, whether by reference to the number, siting, size or illumination of the advertisements, or the structures intended for such display, or the design or appearance of any such structure, or otherwise’

The guidance is therefore clear that decision makers are required to consider only two issues in determining such applications; issues of amenity and public safety (including impact upon highways). These are assessed in detail below.

Local Planning Policy

Saved Manchester UDP Policy DC15.1 relates to advertisements, hoardings and posters. It states that in determining applications for ‘free standing hoardings and wall mounted posters’, the Council will consider a number of points including:

- the general location of the proposed development and the effect on visual amenity;
- the scope for posters and hoardings to make a positive contribution to the locality;
- the design of the structures, and the relationship with any premises on which they are located;
- public safety resulting from the positioning of the design of the display;
- the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent; and
- the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities.

Saved Manchester UDP Policy DC15.2 further states that in assessing the interests of amenity and safety the Council will take account of the following criteria:

- developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
- they should be in scale with the locality and relate properly to the site on which they stand;
- they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
- a proposal, which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

Planning Appraisal

As set out above, regulations are clear that, in considering express consent applications, decision makers are required to consider only two issues, namely issues of amenity and public safety, which includes impacts upon highways. Regulations are also clear that the contents of the advertisement are not a consideration in the granting of express consent.

The matters of amenity and public safety are discussed below.

Amenity

Printworks is located in a largely commercial area, and is surrounded by buildings many of which have high-level signage overlooking public areas. Printworks itself is adorned with signage relating to the operators with a presence within the building itself, and these signs are located across all frontages and façades of the building.

The application proposals seek permission for a temporary signage shroud to be installed across the scaffolding that will surround the site for the duration of the proposed works associated with planning permission reference 125294/FO/2019. The shroud will detail the operators within Printworks, largely replicating an extant signage arrangement, which is already in situ. The sole change to the appearance will be detail confirming that Printworks remains open for the duration of the works.

To ensure the amenity of adjacent areas is maintained, the proposed shroud will be of high quality in respect of both appearance and materials that will be used.

Given the fact that the temporary shroud seeks to replicate an existing relationship in respect of the signage across the building, and that it will support the ongoing successful operation of a key leisure anchor in the city centre for the duration of the proposed works, whilst also reflecting the commercial character and appearance of its setting, it is clear that there will be no unacceptable amenity impacts arising as a result of consent being given for the proposal.

Public safety

In respect of public safety, key considerations around the granting of express consent include the suitability of the location, and whether the proposed signage will be illuminated.

As the signage will not be illuminated there will be no impacts upon the safety of motorists and therefore on the public more widely. The location of the signage, within a commercial area in which there is already considerable signage. Furthermore, the shroud will be located on temporary scaffolding behind which there is already a considerable amount of signage located. The proposed is therefore in keeping with the character of this location, and is therefore considered to be wholly appropriate, and will result in no impacts in respect of public safety.

Accordingly, in this context it is highly unlikely that the temporary advertisement proposed would cause harm to public safety, and as such, no grounds exist to refuse the application in respect of public safety concerns.

Summary and Conclusions

This application seeks permission for the display of a temporary scaffold shroud for a temporary period of 8 months. It will advertise the ongoing operation of the individual operators within Printworks during the period that works are underway at the site. Accordingly, the proposed temporary shroud will support the continued successful operation and use of the Printworks site as a key destination in Manchester City Centre. It is wholly acceptable in respect of both amenity and public safety, and will screen the scaffolding.

I trust the application can be validated and express consent granted in the statutory period. If you require any additional information, please do not hesitate to contact me.

Yours faithfully



Euan Connolly
Senior Planner