Steam Packet House 70-76 Cross Street Manchester M2 4JG
Application for Temporary Consent of Advertisement

1. Introduction

This application seeks temporary consent to display one illuminated mesh weave scaffold banner at Steam Packet House 70-76 Cross Street Manchester M2 4JG. The consent is sought for a temporary period of 3 months from the 1st August 2013. However if the redevelopment of the property finishes sooner, then the banner will be removed.

The proposed commercial advert space is 30mtr long x 10mtr high and 6 metres off the ground and located on the North and East elevations of the building. (Please see attached drawings and photo overlay)

In order to create a revenue stream to help alleviate the cost of the refurbishment and screen off the site scaffold, the owner has entered into a formal agreement with blowUP media to seek the necessary planning consent for the display of advertisements as outlined in the following pages

2. Site and Surrounding Area

The application site is a six storey Portland stone building incorporating office areas to the top five floors with banking and commercial units at ground level.

The building is located in a largely commercial area, with other commercial properties.

The owners are undertaking a refurbishment of the property which will require a site scaffold for the term of the works.

(Please see attached schedule outlining the extent of works to be carried out on the property)

3. The Proposed Banners

As mentioned before the proposed banner is 30mtrs and 10mtrs and located on the North and East elevations of the building.

The design of the advert 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.

4. 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 advertisments "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 emphasis's that local planning authorities may only exercise control of outdoor advertising in the interests of amenity and public safety.

Policies found within the Local Council's Unitary Development Plans have been taken into account as material consideration. The policies by themselves are not decisive in determining whether an advertisement is to be permitted.

Public Safety

Para 15 of PPG 19 explains that the key consideration, in assessing an advertisement's impact, is whether the advert is likely to be so distracting, or so confusing, that it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care for their own and others' safety. LPAs will therefore consider the likely behaviour of drivers of vehicles who will see the advertisement.

A banner advertisement at Steam Packet House 70-76 Cross Street will not appear as a sudden feature to road-users. The banner is a static canvas; it does not contain 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.

The method of illumination is aimed only on the banner itself 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 banner used by blowUP media exceed all health and safety requirements. Therefore, there is no risk of the screen becoming detached from the building, thereby endangering pedestrians or motorists.

Amenity

Para 11 of PPG 19 states that LPAs should take into consideration an adverts' effect on the appearance of the building it is displayed upon, as well as the effect on the immediate neighbours. Large poster hoardings are recognised to often form part of the fabric of commercial areas (Para 13). It also reminds LPA's that "all outdoor advertisements are intended to catch the eye of passers-by, if only fleetingly" (Para 7).

Para 2 of the Annex goes on to explain that 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 banner will certainly visually improve what would, for the period of the development be an unattractive scaffold. The design and scale of the advertisement, is considered to be in keeping with the nature of the neighbouring buildings, as well as, character of the busy commercial area.

Conservation Areas

PPG 19 also addresses advertisements in Conservation Areas in paragraph 22. It states that more exacting standards of advertising control will prevail in Conservation Areas but notes that many Conservation Areas are thriving commercial centres where the normal range of advertisements on commercial premises is to be expected providing they do not detract from visual amenity. LPAs should use advertisement controls flexibly in such areas.

5. Method of Illumination

blowUP media uses a 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 600cd/m sq. The area around Steam Packet House 70-76 Cross Street 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 (please see MP1, 2 & 3).

Steam Packet House 70-76 Cross Street Manchester M2 4JG
Application for Temporary Consent of Advertisement

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. A sample of which is attached to this submission.

Installation is by means of an engineered designed and approved method, which is firmly fixed to the scaffold 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 of our works.

7. Conclusions

For the time of the development, the banner will certainly constitute an advantage to the visual amenities. It will conceal the works scaffold, add colour and interest to the street scene, and provide information to visitors and passers-by.

When considering its individual merits and the particular 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 PPG19 and The Town and Country Planning (Control of Advertisements) Regulations 2007.