Application for the display of an advertisement

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1-3 Piccadilly
Market Street
Manchester
M1 1LZ

blowUP media®

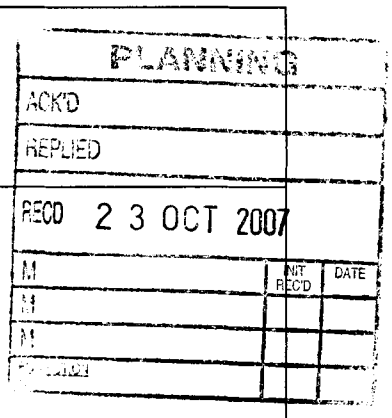
the giant poster company

A member of the STROER Group

APPLICATION FOR TEMPORARY CONSENT TO DISPLAY AN ADVERTISEMENT

Town and Country Planning Act 1990.
The Town and Country Planning (Control of Advertisements)(Amendment)1994.

Planning Department
Manchester City Council
PO Box 463
Town Hall
Manchester M60 3NY



1. **Applicant.**
   Full Name. **blowUP media UK Ltd**
   Address. **42-48 Great Portland St London W1W 7NB**
   Tel No. **020 7307 7020**

2. **Agent.**
   Full Name.
   Address. **N/A**
   Tel No.

3. Full Postal Address or location of the land on which the advertisement is to be displayed.
   1-3 Piccadilly
   Market Street
   Manchester
   M1 1LZ

4. State the purpose for which the land or building is now used.
   Retail outlet with office space above.

5. (a) Has the applicant an interest in land?
   No

   (b) If not, has the permission of the owner or any other person entitled to give permission for the display of the advertisement been obtained.
   Yes

6. State the nature of the advertisement (e.g. hoarding, shop, projecting sign etc.)
   Open Weave Mesh Display

7. Is the advertisement already being displayed?
   No

8. (a) Will the advertisement be illuminated?
   Yes

   (b) If so, states the type of illumination. (e.g. internally, externally or floodlighting)
   External

   (c) Will the illumination be static or intermittent?
   Static

9. Period for which consent is sought.
   6 Months

10. Any additional information the applicant may wish to supply.
    Please see attached report

11. Particulars of drawings and plans submitted.
    4 x Application Forms
    4 x Application Reports
    4 x Current Photo of site
    4 x Photo overlay of 1:1 and Advert
    4 x o/s Extract
    4 x Front Elevation Drawings
    4 x Perspective Drawings
    4 x Electrical MP 1, 2, 3 & 5
    4 x Fixing Instructions MP 4
    4 x Specimen Material
    1 x Application Cheque £265.00

Signe

Date 12-10-2007

blowUP media UK Ltd

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1) The Proposal

This proposal covers an application for **temporary consent** to display an advertisement on illustrated micromesh PVC scaffold safety screen located on the scaffold elevation at 1-3 Piccadilly, Market Street, Manchester, M1 1LZ. This building is a Grade II listed building within the Smithfeild Conservation Area. Unfortunately the building is in an unsafe condition and has been issued with a section 77 notice, condemning the building. In order that the structure may be made safe a support scaffold must be erected to envelope the site (please see attached photo). Once the scaffold is complete a full and in depth survey must be completed to determine the extent of the required repairs. Then the extensive repairs to the building and its steel frame may commence.

The process described above will take at least 6-9 months and will leave a prominent building in the heart of Market Street, the main pedestrianised shopping zone in Manchester's city centre, in an unsightly condition and shrouded in a working scaffold, detracting considerably from the locality's visual amenity. To improve the visual impact of this highly intrusive and unsightly scaffold we propose to hide the scaffold by covering the entire front elevation of the scaffold with a illustrated micromesh PVC scaffold safety screen printed as a 1-1 image photo-montage depicting the façade of the building prior to the erection of the scaffold (please see attached photo). Images showing how this 1-1 image will look like on the scaffold are attached to this application.

In order to aid the funding of the extensive works required upon the site the landlord wishes to display an advertisement on the scaffold over the already mentioned 1-1 image illustrated micromesh PVC scaffold safety screen. This proposed advert would be removed as and when required, and when no advert was in situ the 1-1 image of the building underneath the location of the banner advert would remain in situ.

Consent is sought for the temporary period of 9 months from the 1st December 2007 whilst the investigative works to the entire building are completed. The property is currently in an unsafe condition. However, if the works are completed sooner then the advertisement will, of course, be removed in order to enable the scaffold to be struck. Equally if, for whatever reason, completion of the works were to be delayed then there would be merit, for the reasons set out below, in allowing the advertisement to remain in place pending removal of the scaffolding.

The area of the proposed screen is approximately 20 metres by 10 metres (as indicated on the attached elevation & perspective drawings). Please note that the advertisement depicted is illustrative only and does not represent the actual advertisements to be displayed.

The design will most likely be changed on a regular basis dependent on advertiser requirements; however, all copy will feature **minimal typography together with simple graphic elements.**

All displays will meet the standards set by the Advertising Standards Authority and will not contain any salacious, or offensive material.

We will be using specifically designed lighting equipment that minimizes the downward spread of light near to, or above the horizontal. The modern well-controlled projector type luminaries we intend to use can be aimed very precisely, and give an excellent cut-off beyond the lit area so reducing spill light and glare.

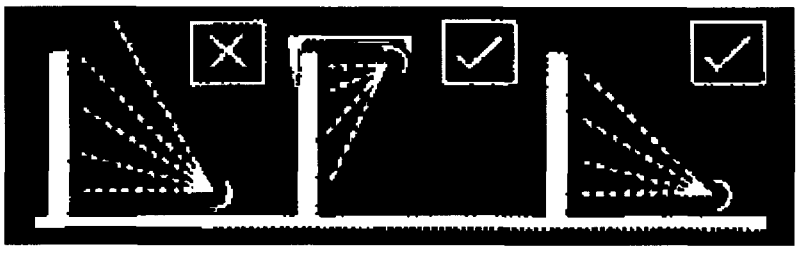


Diagram 1

Glare will also be kept to a minimum by ensuring that the main beam angle of all lights is directed towards any potential observer at below 70°. Higher mounting heights allow lower main beam angles, which can also assist in reducing glare. The lights will be installed onto arms as shown on diagram 1 above and as shown in greater detail on A4 scale drawings MP 1, 2, 3 & 5 which, accompanies these submissions.

2) The Site

1-3 Piccadilly, Manchester is a stone built building under a pitched slated roof utilised as retail space on the ground floor with the upper floors being given over to office and storage space. The building is now in an unsafe condition and in need of urgent maintenance with a thorough overhaul of the buildings steel frame and roof elevation being imperative. In order that these necessary works may be completed it is essential that a supporting scaffold be erected around the building.

The Owner is anxious to mitigate the effect of the unsightly scaffold whilst the building works are in progress and the proposed screen will make an important contribution towards achieving this. It is to be of a loose weave vinyl material, a sample of which is attached to these submissions.

It is the Owner's view that an illustrated screen brings with it clear amenity benefits during the period of the development works. This is supported by research, commissioned by the company, which indicates that of just under 400 people surveyed 71% said that they would prefer to see an illustrated screen against only 9% preferring blank monoflex. The survey was carried out by the recognized polling organization known as "Vivid" and the questions asked were carefully formulated not to artificially direct those being polled towards one answer or another. The full findings of the poll and the questions asked are available for inspection if required.

Whilst providing an attractive enclosure to the scaffold the proposed screen will not interfere with any refurbishment works going on behind since the design is such that natural light is not excluded. The works are nonetheless obscured.

3) Supporting Statement on Planning Regulations Applicable to this Application

Paragraph 5 of the Communities and Local Government (CLG) Circular 03/2007 Town and Country Planning (Control of Advertisements) (England) Regulations 2007, explains that Local Planning Authorities are required to exercise their powers under the Regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they relate to those issues, and any other relevant factors.

Section 15 of Manchester's Citywide Development Control Policies explains that Council will take into account the use of hoarding to screen buildings during development, or where development is known to be imminent. It also considers the use of hoarding to disguise or improve the appearance of unsightly features of a building.

a) Public Safety

Government guidance contained in **PPG19** states that in assessing an advertisement's public safety impact, the key consideration must be whether the advertisement itself or the location proposed for it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care of their own or others safety. We believe that the type and location of the proposed advertisement will not create such a hazard or danger for the following reasons:

General reasons

The merits of large format banner advertising is becoming increasing accepted throughout the United Kingdom and has been accepted for some time in Continental Europe and in The United States. It serves a particularly useful purpose when located on scaffolding during the period of building or refurbishment works.

The large and simple images and messages that are used with the type of advertisement proposed are much less distracting than the smaller and more complex (and sometimes moving) images used on other types of roadside advertising already prominent in many parts of the country.

The materials and method of installation of the advertisement used by the Applicant Company exceed all health and safety requirements. Therefore, there is no risk of the screens becoming detached from the scaffolding, thereby endangering pedestrians or motorists.

Specific reasons

The proposed screen would be situated on the front elevation of the building and would be viewed by pedestrians both on Market Street and to a lesser degree pedestrians upon Piccadilly. The location will not appear as a 'sudden feature', nor will it contain any moving elements. The type of advertising proposed does not require close study, nor would it obstruct or confuse any road-users views of road signs or traffic control signals.

The simple typographical and graphic elements incorporated into the screens are specifically designed to be readily assimilated and understood by road and pedestrian users in the vicinity. Therefore, in accordance with the advice given within PPG19 and Circular 5/92, this is not a case where the proposal could be considered to be against the interests of public safety.

b) Public Amenity

PPG19 sets out the general parameters to the amenity criteria applied in the consideration of application for advertisement consent. The circumstances in which hoarding may be considered favourable include where they are proposed as part of the temporary screening of a development site and when it is considered that the general environment is so poor that advertisement hoardings would perform a positive function.

This proposal makes a positive contribution to the overall environmental quality and respects the local environment. It respects local distinctiveness and contributes to architectural originality and innovation, improving area of poor environment quality during construction processes. It seeks to improve the quality of the environment, thereby reinforcing civic pride and creating a sense of place.

It should be noted that the site is situated within a busy commercial area close to The City Centre where advertising is shown within the locality, indeed several banner advertisements have been shown in the locality in the past few months. The site would not be uncommon and will not appear out of keeping with the surrounding environment.

The view is taken that the proposed screen will serve a useful purpose, concealing an eyesore, adding colour and interest to the street scene, and providing information to visitors and passers-by. This is all in accordance with the guidance contained in **PPG19** and, in particular, in paragraph 2 of the Annex to the PPG.

We currently market between 60 – 80 giant banner sites nationally on temporary locations created by the development and refurbishment of large commercial and residential buildings.

What is blowUP?

blowUP as the name suggests, is a company that deals in large illuminated outdoor advertising sites. Our sites are usually temporary because the poster screen (actually an open weave, or solid vinyl banner – example provided), is generally fixed to scaffolding enclosing construction or refurbishment works.

Banner sizes are non-standard, with dimensions being dictated by the size of the scaffold on which the display is placed. The Company has marketed sites of various sizes across Europe from 100 sqm up to (in very exceptional circumstances) 8000 sqm.

4) Method 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 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 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 the works.

blowUP has installed over 200 similar screens within the United Kingdom using the method proposed here.

5) Case Histories

Images of 4 examples of screens erected in the United Kingdom by blowUP media UK Ltd are bound into these submissions. Their locations, in the order in which appear are: -

(i) 1 Portland Street, Manchester
(ii) St. Margret's Chambers, Newton Street, Manchester
(iii) Portland Street/Princess Street, Manchester
(iv) 7 Duncan Street, Leeds.

These images illustrate the high quality of the presentation and erection of the screens and demonstrate how they enliven otherwise unsightly scaffolding during the period of building works.