128 Fairfield Street, Manchester, M12 6EL

Application for Temporary Consent of Advertisement

1. Introduction

This application seeks temporary consent to display one illuminated banner at 128 Fairfield Street, Manchester, M12 6FP. The consent is sought for the temporary period of **12 months** from the date of the start of the works. However if the remedial works to the site finishes sooner, then the **banner** will be removed.

The proposed commercial advert space is **30 metres long by 10 metres high** and located on the East elevation of the building. (Please see attached drawings).

In order to create revenue to help alleviate the cost of the essential maintenance works and to help liven up the area, the owner has entered into a formal agreement with Infinity Outdoor Ltd to seek the necessary planning consent for the display of advertisement as outlined in the following pages.

2. Site and Surrounding Area

The application site a 3 storey commercial factory block was originally constructed as a garment factory. It is presently an unoccupied retail and office block, which the current owners of the building would now like to bring back into full use and to obtain tenants for the building. The area around the site is a commercial area with numerous office blocks and commercial buildings.

In order to bring the site back into a serviceable condition the owners of the building have proposed a full and extensive overhaul of the property. The proposed works include emergency safety work to the window sills on all elevations. The stone sills have blown and concrete is now falling from the same creating an H&S issue, and early attention is required. Furthermore, the render to the properties eastern elevation has lost its key and requires chasing off before renewal of the same. The asphalted roof has failed and requires ripping up before the same can be renewed, whilst the “north-lighted” roof is also in a state of disrepair and is allowing water ingress; again urgent remedial works are required here. The rain water goods to the building have also come to the end of their useful life and require replacement. The extent of the work is considerable.

This work requires that a scaffold is erected upon the external elevations of the building.

3. The Proposed Banners

As previously mentioned the proposed banner size is 30m x 10m and located upon a scaffold on the East elevation of the building. 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.

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

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.

Banners at 53 King Street will 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.
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.

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 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.

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 600cd/m sq. The area around Fairfield 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 Lighting 1, 2,3).

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 of our works.

7. Conclusions

For the short time of remedial works, the banners 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.
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 the Councils policies set out in their UDP, PPG19 and The Town and Country Planning (Control of Advertisements) Regulations 2007.