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Dear Lucy

XYZ Building, Hardman Boulevard: Application for Express Advertisement Consent relating to the display of media content on a Proposed Digital Screen

On behalf of our client, Spinningfields Estates Limited (the "Applicant"), we hereby submit an application for Express Advertisement Consent, for the display of media content on a proposed digital media screen adjacent to the newly constructed XYZ Building within Spinningfields located in Manchester City Centre.

The proposed digital screen will be located adjacent to the main entrance of the XYZ Building from Hardman Boulevard and forms a key part of the public realm for the development, as approved under Planning Permission Ref. 108456/FO/2015/C1 (as amended by Ref. 112550/NMC/2016/C1).

Permission for the display of the digital media screen has been given by the landowner, Union Investment Real Estate GmbH, to the Applicant.

The proposals have been discussed with the Local Planning Authority and have support in principle.

The Site

The application site relates to an area situated outside of the currently under construction XYZ Building. Planning Permission was granted for a new 9 storey office building, to be known as the XYZ Building (formerly the Cotton Building), at 2-3 Hardman Boulevard under reference 103505/FO/2013/C1 (as amended by Ref. 108265/NMC/2015/C1) on 30 December 2013. The XYZ Building is currently under construction, with completion expected late summer 2016.

Hardman Boulevard itself is a key pedestrian linkage between the different areas of Spinningfields, connecting Hardman Square with Leftbank. As such, the public realm along this route has been refined to create a more appealing space that would attract people to dwell and relax. This space will also support the co-working and networking activity planned for the XYZ Building. The proposed digital screen has been designed to sit comfortably within the public realm and to provide content that is relevant to Spinningfields and the XYZ Building.

The Proposals

The proposals seek consent for the display of media content on a proposed digital screen to be installed within the public realm on Hardman Boulevard, adjacent to the XYZ Building. The screen will be located at the main entrance of the XYZ Building and has been designed as a fully integrated component, which will form a dynamic element of a striking building. The screen has been positioned in line and at a similar width

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to the approved Spindle Bobbins on Hardman Boulevard so as not to obstruct pedestrians using the thoroughfare.

Innovation, technology and media are integral to the XYZ brand and Allied London are seeking to build on this element by delivering interactive media screens, both internally within the main reception and at the main entrance to the building from Hardman Boulevard. The external screen is intended to form a key element of the public realm and a significant component of the experience as visitors enter the building. The internal and external screens will play an essential role in the delivery of the XYZ brand; linked together through their content will constantly evolve to remain fresh and interesting.

Design and Content

The external media screen is an attractively designed feature, which can be seen as a changeable art piece that provokes thought and intrigue. The screen has been designed to be modest in scale and bespoke; unique to the public realm and complementary to the design of the XYZ building through its choice of cladding, using a black anodised frame with fins and a white XYZ logo to the rear. Cartwright Pickard Architects, the lead designers for the XYZ Building, have also been responsible for the design of the media screen. This has ensured that there is a continuity in the design of the screen and appropriately reflects the ethos behind the XYZ Building.

The content of the screen would be unique, with a focus on XYZ occupiers and Spinningfields' activities and include news and current affairs channels as well as interactive media and art commissioned by Allied London. In summary, the potential range of content will include:

- XYZ brand related images and messaging.
- XYZ tenant board directory, with logos.
- Global Radio social media content.
- XYZ tenant information, including company awards, mew appointments and other press release content.
- XYZ event space information, creating a sense of arrival for companies hosting events.
- Spinningfields' events and social media content.
- Information from news' channels, current affairs.
- XYZ digital art, commissioned by Allied London.
- Interactive opportunities, allowing visitors to engage with XYZ through tweets or images, as well as playful sensory movement detection games.
- Promotion of local film and music makers.

The screen would not be used for commercial advertisement purposes. An indicative computer generated image of the screen and elevation of the screen in the context of Hardman Boulevard and the XYZ Building is provided below.

Operation and Management

To enable seamless delivery and to constantly drive up-to-date, relevant information, Allied London's dedicated in-house Spinningfields marketing team, 'Hello Work', will curate and manage the content for the digital screens. The team includes a Digital Marketing Manager and Head of Marketing and will be supported by the XYZ building team.

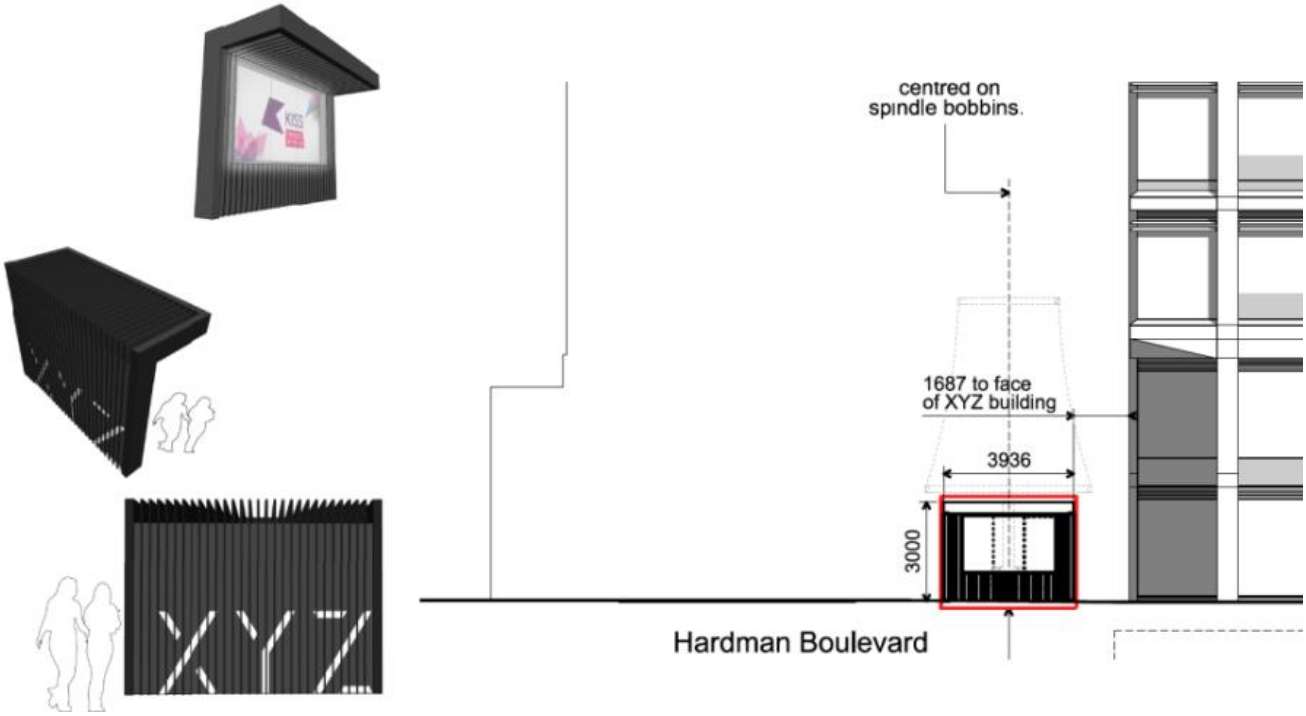
The content management system will be cloud-based but the content on the digital screens will be centrally controlled from a computer housed within the XYZ building and can therefore be managed remotely. The XYZ and Spinningfields team will curate and manage all elements of the content during operation.

The screen can be accessed from all angles to ensure it can be easily maintained by allowing for 1687mm between the façade of the building and the media screen. The maintenance of the external XYZ screen will be managed by 'Hello Work' including a minimum of a quarterly cosmetic survey and cleaning regime for it.

There will also be a maintenance contract in place with Kin Design to cover the continued operation of the screen, which includes a twice yearly inspection by an engineer from PS Co (the company responsible for installing the media screen) and a callout service for an immediate response, should there be a problem with the screen that requires immediate attention.

The media screen has been positioned to safeguard the amenity of residents of Spinningfields, particularly those from Leftbank. This has been achieved through the positioning of the screen adjacent to the XYZ Building, approximately 75 metres away from Leftbank and is oriented away from these residential apartments. The digital screen incorporates a roof cover and is solid in materiality to the rear, thereby avoiding any potential light spillage that could impact on residential amenity.

The screen would be in operation between 06:00 and 22:00 and would be oriented away from the Leftbank residential apartments in order to protect residential neighbourhood amenity.



Digital Screen Specification

A detailed drawing highlighting the bespoke design of the screen incorporating technical specifications has been prepared and is submitted as part of the application (Drawing reference: 652-ASK-452 Rev B). A full breakdown of the size and type of advertisement proposed is detailed in the table overleaf.

Criteria	Details
a) The height from the ground to the base of the advertisement	The screen is located 810mm from ground level on Hardman Boulevard.
b) The dimensions of the proposed advertisement (H x W x D)	Media Screen: • Width: 2826mm • Height: 1675mm • Depth: 0mm

Criteria	Details
	The screen sits within a recess measuring: • Width: 3936mm • Height: 2975mm • Depth: 350mm
c) The maximum height of any of the individual letters and symbols	The graphics displayed on the screen are not fixed. They will be determined by the media content displayed on the screen which will be controlled and managed by 'Hello Work', Allied London's community workspace platform.
d) The colour of the text and background	The colour of text and background will alter dependent on the the content being displayed.
e) Materials of the proposed sign(s)	The media screen will comprise of a digital screen with protective glass to prevent vandalism. The design of the screen is bespoke, unique to the public realm and complements the design of the XYZ Building through its cladding by using a black anodised frame with fins and a white XYZ logo to the rear and designed by Cartwright Pickard.
f) The maximum projection of advertisement from the face of the building	The screen is freestanding, located 1687mm from the façade and will sit perpendicular to the edge of the XYZ Building. The screen is 3936mm in width, resulting in 5623mm total projection into Hardman Boulevard, as demonstrated on drawing reference: 742-CPA-A-XX-00-DR-0006.
Illumination:	
g) Details of method of illumination	The brightness of the screen will be controlled internally and would comprise 3 no. 75" Samsung 'High Bright' digital screens.
h) Illuminance levels (cd / m2)	The screen will have a maximum brightness of 2,500 cd/m^2. Relevant guidance documents[1] suggest that, in urban areas, the maximum cd/m2 prior to 23:00 is 25,000 cd/m2 and must be limited to 2,500 cd/m2 thereafter. The proposed screen is therefore consistent with this advice and will not be in operation after 22:00.
i) Will the illumination be static or intermittent	The illumination will alter based on colours and movement displayed on the screen and the time of day.

[1] Institution of Lighting Professionals (2011) Guidance Notes for the Reduction of Obtrusive Light.

Compliance with Advertisement Consent Policies

In assessing the proposals, due consideration have been given to the relevant policies of the National Planning Policy Framework (NPPF), the National Planning Practice Guidance (NPPG) and Saved Policies of the Manchester Unitary Development Plan (Manchester UDP).

Extracts from both of these documents and the relevant supporting guidance are detailed below, highlighting those factors that are likely to be particularly important in relation to the digital screen.

National Planning Policy

The NPPF identifies that *"Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."* These requirements are reflected by the NPPG, which highlights the importance of road safety and the location of advertisements and the consideration given to residential amenity.

Circular 03/07: Town and Country Planning (Control of Advertisements) (England) Regulations 2007 provides guidance on the terms "amenity" and "safety" as follows:

> Section 3. "*Powers to be exercised in the interests of amenity and public safety" states:*
>
> (*2) (a) "factors relevant to amenity include the general characteristics of the locality including the presence of any feature of historic, architectural, cultural or similar interest"*
>
> *(b) "factors relevant to public safety include –*
>
> *(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);*
>
> *(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign, railway sign or aid to navigation by water or air;*
>
> *(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance measuring the speed of any vehicle."*

Manchester UDP Saved Policies

Manchester City Council's local planning policy documents reflect the objectives of national policy. Saved UDP Policy DC15 'Advertisements in the Manchester Unitary Development Plan' (1995) again sets out "amenity" and "safety" as key considerations. This policy identifies a number of matters that are considered in relation to these two issues including:

- the general location and effect on visual amenity;
- any positive contribution it makes to the locality;
- design and relationship to the premises;
- public safety from positioning of the design of the display;
- ease of maintaining the structure;
- the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities; and
- the number of advertisements in a locality and their cumulative effect on visibility.

In addition Saved UDP Policy DC15.2 states that the LPA will take account of the following criteria in determining applications:

- 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; and,
- 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.

Accordance with Policy

In accordance with National Planning Policy and Saved Policy DC15 within Manchester's UDP (1995), the proposed digital media screen complements the design and materiality of the under construction XYZ building, having been designed by the same architectural practice Cartwright Pickard; integrating it into the building's architecture. The manner in which this has been achieved forms a successful component of an overall enhanced design solution for the Site and the surrounding public realm. As a fully integrated component it will form a dynamic element of a striking building, and can act as an exciting addition to the streetscape of Hardman Boulevard and the wider Spinningfields Estate.

A significant amount of consideration has been given to the design and positioning of the proposed screen, with a number of options tested. It is considered that the proposed option works best proportionally with the building as it relates successfully to the main entrance of the building and should be considered to be in scale to the property to which it is adjacent through its sensitive and complementary design. The proposed screen would constitute a single external media screen not used for commercial purposes, but to support the XYZ brand and wider Spinningfields' estate. There are no other proposed screens or other significant advertisement located in the vicinity of the site, meaning that the proposed screen comprises the totality of the cumulative impact for the area.

The screen can be accessed from all angles to ensure it can be easily maintained, allowing for 1687mm between the façade of the building and the media screen. The maintenance of the external XYZ screen will be managed by XYZ Work including a minimum of a quarterly cosmetic survey and cleaning regime for it.

There will also be a maintenance contract in place with Kin Design to cover the continued operation of the screen, which includes a twice yearly inspection by an engineer from PS Co (the company who are installing the media screen) and a callout service for an immediate response, should there be a problem with the screen that requires immediate attention.

As mentioned, the screen has been positioned to safeguard the amenity of nearby residents of Spinningfields, with particular regard to those residents within the Leftbank Apartments. This has been achieved through the positioning of the screen adjacent to the XYZ Building and facing it away from nearby residential apartments at Leftbank. It also incorporates a roof cover and solid in materiality to the rear (as detailed in drawing reference 652-ASK-452 Revision B), thereby mitigating against the risk of harm to residential amenity by limiting impacts on habitable rooms as a result of light spillage. The screen would also not be in operation after 22:00 hours.

The proposed screen would not compromise public safety or adversely affect traffic flow, as it is located away from the highway and therefore will not have an impact on car users. Hardman Boulevard is a semi-pedestrianised thoroughfare as vehicular access is controlled by automated bollards at either end, with servicing for the XYZ Building occurring from Left Bank.

Summary

Overall, it is considered that the proposals meet the tests set out in the NPPG, the Town and Country Planning (Control of Advertisements) Regulations 2007 and Saved Policies of the Manchester UDP (1995) as it can be demonstrated that the proposals will not result in adverse impacts on highway safety or visual

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amenity. The proposals have been designed to fully integrate with the XYZ Building and public realm, providing content that will support occupiers of the XYZ Building as well as the wider Spinningfields' estate. As a result, the proposals merit the support of the City Council as Local Planning Authority.

In accordance with Manchester City Council validation requirements and Town and Country Planning (Control of Advertisements) Regulations 2007, the following documents and plans are submitted in support of the application:

- Application Form for Consent to Display Advertisements;
- Location Plan – Advertisement Screen (drawing reference 742-CPA-A-XX-00-DR-0005 Revision A);
- Advertisement Screen Detail – Plan, Elevation and Sections (drawing reference 652-ASK-452 Revision B); and
- Proposed Contextual Elevation (drawing reference 742-CPA-A-XX-00-DR-0006 Revision -).

A fee cheque of £110 in respect of the application fee is enclosed with this letter.

I would be grateful for your written confirmation of the validation and registration of the application. If you have any questions relating to this application, please contact me using the details above or my colleague Michael Percival (0161 455 6672 / mipercival@deloitte.co.uk).

Yours sincerely

J Cooper

John Cooper
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