84 Great Ancoats Street, Manchester, M4 5BG

Application for Consent for Proposed - Back to Back LED Advertising Display

1. Introduction

The proposal which is the subject of this application comprises a Double sided LED advertising Display at 84 Great Ancoats Street, Manchester, M4 5BG. The advertising feature will utilise the latest digital screen technology- LED- that combines the flexibility of display with savings in energy and reduction in the traffic movements required by other commercial advertising displays.

The proposed screens will be incorporated within a high quality, architect designed support structure. The bespoke design concept and the quality of the presentation are key characteristics of the media structure which will address the context of the site and provide an iconic marker that will complement the location.

Figure 1



2. Site and Surrounding Area

The proposal site is part of land that forms part of a small parcel of land that incorporates a single storey brick built unit with a flat roof that is utilised as retail units with a car park to the side. The proposed structure will be located as set out in the accompanying drawings.

The application site is located adjacent to Great Ancoats Street close to where it meets Port Street. The proposed location for the advertising displays is a small parcel of land within the side car park at 84 Great Ancoats Street. Both the immediate and wider area is commercial and industrial in character, and the site fronts the busy, two lane, dual carriageway, A665**.**

There are a number of other advertisements in the locality, including two large 96 sheet poster board advertisements on the same side of Great Ancoats Street, and further poster board advertisements to the east and west of the site along the A665.

The site is not within a conservation area or an area of special advertisement control.

3. The Proposal:

It is proposed to locate a single bespoke designed ADU on the application site, which will contain two portrait LED screens. The structure will be white powder coated metal with a brushed stainless steel detailing and will be a high quality structure in the public realm.

The advertisement structure will be 15.1metres high at its highest point and 6m wide at its widest point, and will incorporate a double portrait display measuring 9m x 6m.

The proposed media display will face towards traffic along Great Ancoats Street and will comprise LED illuminated panels that will display periodically changing images.

The structure and screen are designed and orientated to be visible from the southeast and northwest bound traffic on the A665 Road. The height of the advertisement structure is necessary to ensure that the advertisement remains visible to traffic travelling along the stated road. Visuals and mock ups are included to illustrate this point and to demonstrate how the sign will be viewed from the road.

The proposal's LED technology fulfils the desire to reduce the carbon footprint of modern advertising media; the LED units consume considerably less power than equivalent back light electronic billboards, have a significantly longer life, and, because they can be programmed remotely, there is no requirement for the sites to be attended on a regular basis to carry out the physical change of the displays that is required on the earlier generation displays.

The image exhibited on the display will not change more than once every 10 seconds and any changes will be gradual and can be programmed to take place over a period of up to 5 seconds. The advertisements will be static and there will be no intermittent or flashing lighting which could give the impression of a moving image.

The use of the advanced LED display system proposed meets both Government and the Council's requirements to reduce energy consumption, enabling business to contribute to lowering carbon emissions. The display will have a maximum luminance value of 600cd/m2; this is well within the limits set out in the Institution of Lighting Engineers Technical Report no.5 which sets a limit of no more than 800cd/m2 within a lit zone for an illuminated advertisement of more than 10m2. The display will be in an area where the ambient lighting is of a level that the luminance of the proposed display will have a negligible effect.

There will be no upward light emission and thus will not add to "sky glow".

Attached as Appendix i is information from the company who would supply the proposed LED advertising display concerning its energy efficiency. It is confirmed within the document that the LED uses energy very efficiently and consequently minimises the amount of wasted heat produced by its competitors. It would be therefore be in keeping with the Council's climate change objectives.

Public Safety

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.

Digital Displays at the 84 Great Ancoats Street will not appear as a sudden feature to road-users. The LED display is not unusual; it will have a good range of visibility, providing appropriate sight lines, as such the display(s) will not appear as a sudden feature or present a road hazard.

It will not require close study, nor will it confuse or obstruct views of road signs or traffic control signals for road-users.

The simple typography and graphic elements normal in this type of advertisement display media are specifically designed to be readily assimilated and understood by road and pedestrian users in the vicinity.

Implications to road users will be negligible; the site is within an area where traffic access and speeds are well controlled. Any advertisement displayed will comprise simple graphic elements with limited typography, allowing passing road users ample time to assimilate any message in complete safety.

Amenity

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. Commercial Advertisements are recognised to often form part of the fabric of commercial areas. It should also be remembered that "all outdoor advertisements are intended to catch the eye of passers-by, if only fleetingly".

It is also well understood that:

"Outdoor Advertising is essential to commercial activity in a free and diverse economy".

A point Manchester City Council has themselves understood well, and they have several of their own digital screen advertisement displays along the side of the Mancunian Way.

The proposed display will be in scale with the adjacent buildings, structures and surroundings.

The proposed ADU will be located in a commercial area fronting a major arterial route into the City Centre. It is not located in an area of Special Advertising Control or in a conservation area or in the vicinity of any listed buildings.

Advertisements applications have been approved elsewhere in the immediate surrounding area, with poster billboards located 20m of the site.

The proposed ADU would not harm the character or architectural features of the surrounding buildings as it is appropriate to say that they lack any architectural merit. The high quality of the proposed display will help to improve the locality by creating vibrancy and providing "a gateway to the city" feature which the Council are seeking to promote. A modern, well designed and permanent structure in this location will contribute to a sense of "arrival" at the City Centre and would be regarded as a symbol of economic confidence in the City.

4. Conclusions

The view is taken that what is proposed is acceptable both in terms of visual amenity and public safety. Furthermore there are no other material considerations which would justify the refusal of advertisement consent. There are significant benefits to both the site on which the proposed advertisement would sit and its surrounding locality together with the city centre area as a whole as a result of this proposal. Therefore, it is hoped that Manchester City Council will support this application and grant consent.