JCDecaux

Head of Planning
Chief Executive's Department
Manchester City Council
PO Box 532
Manchester
M60 2LA

1 May 2014
Our Ref A00858

Dear Sir/ Madam,

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Location: ***Manchester Arena Victoria Station Manchester M3 1AR***

Proposal: ***Advertising Display at:***
Site 3 Cheetham Hill Road

Please find enclosed an application for the display of an advertisement on the external elevation of Manchester Arena Complex.

This application is a resubmission of an earlier application withdrawn in January this year under Council reference 101052. It was one of three separate advertisement related proposals for the Arena building, two of which have now been permitted to upgrade the existing advertising panels at the junction of Cheetham Hill Road and adjoining Great Ducie Street. This application is for the development of an additional back lit portrait advertisement at site 3, in accordance with the details attached to the application forms. The application comprises the following documents;

- Regulation 9 application for advertisement consent
- OS plan of application site and advertisement location
- Block plan and elevation drawings of the Arena façade
- Bright Green Technology Brochure

Application Background

This application is submitted by JCDecaux in conjunction with the site owners Manchester Arena Complex LP. JCDecaux have been at the forefront of development in the outdoor media, with extensive experience of creating some of the most inventive

and striking advertising sites across the Country in road, rail, retail and airport environments. In all developments the Company's aim is to secure the best locations and to set the highest standards in build quality, design and innovation. JCDecaux has pioneered the use of modern technologies in the outdoor media road side environment and fully embrace the drive for greater efficiency and sustainability across the industry. That approach has been adopted in this case, with the support of our client to redesign the advertising presentation at the Arena and complement it with one additional portrait sign facing Cheetham Hill Road.

The existing advertisement displays at the Arena date back to the 1990's with the exterior of the building having been used for advertising purposes for nearly 20 years. The Arena is located within a mainly commercial setting where the scale of surrounding buildings is substantial. The previous consents for advertising on the Arena and within the wider locality suggests the area is suitable for the larger type of roadside signage. Site 3 relates to the eastern end of the Arena and affects the façade of the functional car park building. The proposal development is therefore considered appropriate within the local context and in conformity with guidance in local and national policy.

Application Site & Surroundings

The application site is located approximately 25m to the south of the junction of Cheetham Hill Road and New Bridge Street. The proposed advertisement will be affixed to the car park façade and slightly angled to face traffic approaching from the north. The display would be located directly opposite the Peninsular Business centre on the east side of Cheetham Hill Road. There are no heritage assets within close proximity to the application site where its setting would be adversely affected by the proposal. The site does not lie within or close to a Conservation Area where protected views would be affected if this proposal were granted. The local visual context, which is made up of the buildings, the road infrastructure and the range of commercial activity, is the type of environment within which the proposal would comfortably fit.

Proposal Detail

The proposal seeks consent of the Council to erect a single portrait advertisement panel. The display panel would be 7.5m high and 5m wide and site within the building façade between the second and third floors. The proposed advertisement would be a static display of the more conventional printed image which is illuminated from behind by a series of lighting strips. The method of illumination, unlike the commonly applied

fluorescent or incandescent lighting tubes, will use low energy LED strip lighting. The LED lighting will be static in nature and supplied by Bright Green Technologies, a company that specializing in low energy and low carbon methods of lighting in commercial applications. It is anticipated that the displayed image will change fortnightly. The luminance level of the display panel will not exceed a maximum level of 600Cdm^2 during the hours of darkness, as recommended by the Institute of Lighting Engineers for advertisements over 10m^2 located within urban areas.

Technological Development

The advertisement proposal will utilise the latest technology in the form of low energy LED back lighting. The Company supports the aim of ensuring a future sustainable approach to the media to meet changing commercial and consumer needs and has therefore invested heavily in upgrading the illumination in existing displays with more energy efficient methods. The environmental benefit of LED technology is evident in the reduced demand for energy in posting and lighting of the advertisement displays. Our own research consistently indicates a 50-70% reduction in electricity consumption in converted units. LED lighting has a significantly longer life and is easier and cleaner to recycle and dispose of at end of life. LED lighting is also a much cleaner form of display methodology with a 2/3 reduction in carbon emissions compared with traditional fluorescent or incandescent lighting sources.

Sustainability

The reduction in consumption is due in large part to the ability to light in one direction rather than the more wasteful 360^O light spillage found in other forms of illumination. The investment in the latest technology reflects a forward looking aspiration and a commitment to achieving a long-term alternative and sustainable future for outdoor advertising.

Display Content

Principally the displayed images will advertise commercial products but may include use for the purpose of promoting forthcoming events to be held within the Arena complex.

Planning Considerations

The display of advertisements in England is controlled through the 2007 Advertisement Regulations. In all cases the principal considerations relate to the effect on visual amenity and public safety. The suitability of the location as an area for advertising

displays is already accepted and indicated in part by the existing range of roadside advertising with the surrounding area. The main consideration is whether the proposed advertisement display would unacceptably harm visual amenity or present a danger to road users.

Visual Amenity

In respect of visual amenity, it is accepted that the scale of the advertisement is large but would fall short of appearing obtrusive or dominant due to the scale of the host building and surrounding developments that inform local character. From the approach to the site from Cheetham Hill Road, the advertisement would be seen against the backdrop of the larger unprepossessing car park structure, which at five storeys would continue to be the more visually dominant feature in view. On the opposite side is the Peninsular office building, which is significantly greater in scale and dwarfs all other built form that falls within its shadow. On the issue of scale and proportion, Circular guidance 03/07 touched upon this issue in paragraph 8 of Appendix E, which states

> *'In predominantly commercial surroundings, the scale of buildings may be sufficiently large to accommodate larger poster displays without any adverse effect upon visual amenity…and it is to be expected that decisions on applications and appeals in commercial areas will seek to match the scale of poster displays with the scale of adjacent buildings'*

The proposed advertisement would both complement the host building without overpowering it and be proportionate to the overall scale of the surroundings. The advertisement would add much needed colour and interest to an otherwise functional car park building and have a positive effect on local visual amenity and character.

Highway Safety

On the matter of public safety, the primary consideration is the likely behaviour of drivers on seeing the advertisement having passed the road junction. The approach from Cheetham Hill Road is on a straight section of road devoid of any features where road conditions would demand exceptional care on the part of the driver. The location for the proposed display would primarily be orientated to drivers who have progressed beyond the road junction with New Bridge Street and are continuing south along Cheetham Hill Road. By the time a driver has reached the site he/she would have

become accustomed to seeing roadside displays such that the proposed advertisement would neither appear unusual or unexpected.

Guidance is clear that advertisements are intended to attract attention, but that element alone does not naturally lead to distraction for motorists. Paragraph 1 of Appendix B to Circular 03/2007 says;

> *'All advertisements are intended to attract attention. But particular consideration should be given to proposals to site advertisements at points where drivers need to take special care, for instance at junctions, roundabouts, pedestrian crossings, on the approach to a low bridge or level crossing, or other places where local conditions present traffic hazards. There is less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality'*

The key consideration is stated as being;

> *'…whether the advertisement itself, or the exact location proposed for its display, 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…'*

The potential for distraction is less likely in areas where the presence of advertising is not uncommon. Advertising is part of the character of the area around the site 3 and is a concomitant use with the entertainment industry and activities conducted within the Arena complex. Various parts of the Arena have been for advertising purposes for many years and the local area is a recognised and established commercial location. Drivers travelling through the area will be familiar with advertising imagery within the locality such that is it less likely drivers will be easily distracted by any roadside display. Overall it is considered that the proposal is unlikely to prejudice road safety.

The proposed development would be consistent with both national and local policies on advertisement control, including the Council's Unitary Development Plan policy DC15 "Advertisements, Hoardings and Posters". The advertisement would form part of the commercial area and would not present a distraction for road users. The investment in modern, cleaner and greener technology will meet the policy objective of creating a positive impression of the City and embraces the principals of sustainable development.

JCDecaux

Please contact me if you require any further information regarding the proposal or to discuss the policy issues involved in this application.

Yours faithfully,



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