



Application to Continue to Display Fabric Banner Upon Scaffold at 77- 79 Mosley Street Manchester M2 3LQ.

This Statement has been compiled in support of an extension of temporary advertisement consent (138826/AOH/2023 & 140908/AOH/2024) for the erection of an illuminated 10m x 20m x 0.15m UPVC fabric banner on the existing scaffold on the north and west elevations of 77 -79 Mosley Street, Manchester M2 3LQ.

The illuminated advertisement would continue to be installed on a temporary fully working access scaffold that has been erected upon the host building to allow essential maintenance and refurbishment work to be undertaken. All works to the host building have been approved or in the process of being approved by the relevant bodies at Manchester City Council.

The commercial advert would be installed for the duration of the continued refurbishment work to the host building (4-month period).

A schedule of works confirming the proposed timing of the said work is attached to this application.

The work to the site is extensive and involved and have continued longer than originally anticipated due to the unusually high rainfall in spring/early summer 2024 which held up the roof works considerably, as did the ongoing nature of the Listed building with more valleys needing working on that expected – and all work having to be done in traditional leadwork.

Works to the windows is well underway – although not completed. This process has now been done using a specialist company from Lincoln University. As these results did not provide exact detail on how the windows were originally painted the conservation officer has been considering the original request for the use of the traditional paint colour.

In addition, the repair and repointing of the parapet wall to the top of Mosley St & Princess St elevations is to be undertaken. Re-pointing of various areas across all elevations, and reinstating bricks to redundant vents and similar work is also to be completed. Further re-instatement of cast iron rainwater goods at valley and parapet level must also be started and completed prior to striking the scaffold.

The glazed atrium above the stairwell must be repaired and planning consent is still sought to start these works. Again, the scaffold cannot be removed until this job is completed.

The landlord is keen to complete the job and remove the scaffold but until the said works are finalized the scaffold must remain in place.

Elevation drawings, (including sectional drawing) detailing the position of the proposed banner and illumination details are attached & detailed within the application.

Banners at 77 – 79 Mosley 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 at the banners themselves and will not cause any glare or distraction to motorists.

The materials and method of installation of the banners used by Infinity Outdoor exceed all health and safety requirements.

Having regard to the Highways circumstances and regarding the relevant guidance, the proposed fabric (UPVC material) display would not give rise to harm in highway safety terms. The position of the displays will be as previously agreed with the planning team (attached photos) and are installed at height so as not to interfere with traffic lights and sight lines of carriageway users.

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 300cd/m sq. The area around the site 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.

The lights will only operate in hours of darkness between 7am -11pm. The lights are the most energy efficient available and will be controlled by a timer and photocell. Further information about the LED lights we use can be found attached to this report.

In conclusion we feel that the proposed display is in keeping with its backdrop and will not be detrimental to the visual amenity of the commercial area it sits within can't be considered as over dominant in the street scene.

Therefore, as the genuine works to the site are ongoing, we strongly feel that this application should be supported and approved.