Design and access statement – EXPRESS CONNECTED SCREENS

Site Address: Tesco Express, Oxford Street Manchester, Manchester M1 6EQ United Kingdom
Application Reference No: PP-13733701

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1. Introduction

This Planning Statement is submitted in support of an advertisement application for the installation of a **new digital/connected screen** at **Tesco Express**, located at Oxford Street Manchester, Manchester M1 6EQ United Kingdom. The proposed advertisement will enhance the site's visibility while maintaining the character and appearance of the surrounding area.

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2. Proposal Details

The application seeks consent for the installation of:

- **1x New Digital/Connected Screen**
  The screen will be positioned in a suitable location within the premises to ensure visibility while avoiding any adverse impact on the amenity of the surrounding area.

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3. Site Context

The site is situated within a **Conservation Area** and forms part of a **Listed Building**. The proposed advertisement has been carefully designed to complement the existing architectural features and to ensure there is no harm to the character or setting of the listed building or the wider Conservation Area.

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4. Heritage and Conservation Considerations

The digital screen will be installed in a manner that is sensitive to the historic fabric of the building. No physical alterations to the structure will be made beyond what is necessary for safe and secure installation. The design, materials, and positioning of the advertisement have been selected to respect and preserve the significance of the listed building and the Conservation Area.

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5. Accessibility and Operational Impact

The installation of the digital screen will not obstruct or interfere with **colleague and customer access** to the store. The work will be undertaken with minimal disruption to daily operations, ensuring continued accessibility and safety for both staff and customers.

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6. Project Management and Implementation

The works will be carried out under the supervision of a **Principal Project Manager**, ensuring compliance with all relevant planning, health, and safety regulations. The installation will be conducted efficiently and in accordance with best practices to minimize any temporary inconvenience.

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7. Compliance with Planning Policies

The proposal aligns with both local and national planning policies related to advertisement control, conservation, and heritage protection. The key considerations, including visual impact, public safety, and amenity, have been thoroughly assessed, and the proposal is deemed acceptable in planning terms.

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8. Conclusion

The proposed installation of the digital screen is appropriate for the site and will not result in harm to the **Listed Building** or **Conservation Area**. The advertisement will be installed with due care and under professional supervision, ensuring compliance with all necessary regulations while maintaining the site's operational efficiency.

We trust the Local Planning Authority will support this application, recognizing its minimal impact and its contribution to enhancing the visibility and functionality of the Tesco Express store.

Prepared & submitted by:

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