

DESIGN AND ACCESS STATEMENT

APPLICANT: Blow Up Media UK Ltd

APPLICATION SITE: 12, Piccadilly, Manchester M1 3AN

ADVERT PROPOSAL: Temporary decorative scaffold shroud wrap comprising a 1:1 replica image of the building façade with an inset area for sponsors advertising measuring 9 metres high x 16 metres wide along the Piccadilly frontage.

INTRODUCTION

Planning and Listed Building consents have recently been granted under refs 137794/FO/2023 and 137795/LO/2023 for a major regeneration project at this location which encompasses the application building at 12 Piccadilly and adjoining vacant land at 14-16 Piccadilly.

The consents granted are for the erection of a 34-storey hotel and the conversion of the Listed building at 12 Piccadilly to a 251 bed aparthotel including a ground floor café, first floor exhibition hall and a rooftop bar and restaurant.

The application site building at 12 Piccadilly is listed and the consent includes external and internal alterations and refurbishment which necessitates a scaffold surround and protective screen during the works.

Given that the building will be screened away by scaffolding during the works when it will make no contribution to the townscape, the owners Northside (Manchester) Ltd having seen similar projects in Manchester are seeking to raise some funds from sponsor advertising displayed on the scaffold along Piccadilly in association with the display of a 1:1 replica image of their historic building which is grade 2 listed.

This application therefore seeks permission to wrap the scaffolding in a decorative shroud depicting the façade of the ornate building as its main feature with a sponsors revenue generating advertising area along the commercial thoroughfare of Piccadilly.

The revenue obtained will assist in the building project and the advertising area would allow the owners to raise some valuable revenue to offset the costs of the work.

This would be for a period of 12 months.

THE SITE AND SURROUNDS

The building at the application site 12 Piccadilly is currently vacant awaiting implementation of the recent grant of consent for an aparthotel along with the vacant land at 14-16 Piccadilly. This is a city centre location.

It is a 4-storey grade 2 listed former Union Bank building with a main frontage onto the commercial thoroughfare of Piccadilly, and extending around the corner into Chatham Street.

The Piccadilly frontage and setting is shown below. Piccadilly is a wide commercial thoroughfare comprising a mixture of old and new buildings and the application building is flanked by the modern multi-storey NCP car park on one side and a multi-storey hotel on the other separated by side streets.

The application building Piccadilly frontage



THE PROPOSAL

The application relates to temporary consent for a printed decorative scaffold wrap to screen away the scaffold as an alternative to the normal unappealing and negative impact of scaffolding and screening methods and add visual interest during works to the building, which necessitates scaffolding for a temporary period. The shroud would add visual interest and enable some revenue for the building restoration works from sponsor advertising.

The shroud would comprise as its main feature a 1:1 replica image of the building façade along Chatham Street with a sponsors advertising area inset along the commercial thoroughfare of Piccadilly surrounded by a replica building image.

Proposed view with advertising along Piccadilly frontage.



The 1:1 image would remain fixed for the duration of any consent and the inset sponsors designs changed from time to time as required.

All would be static printed images.

This would be a scaffold wrap with the images printed onto pvc and wrapped around the scaffolding.

The owners have entered into partnership with Blow Up Media a specialist professional shroud company to shroud the scaffold with a 1:1 coloured image of the building façade printed onto pvc which would include apportioning an area for sponsors revenue advertising.

The sponsors area would be likely to be used intermittently only and when not used the area will be infilled with a total 1:1 image of the building.

As a matter of principle, National Planning Practice Guidance (ID; 18b-005-20140306) gives recognition to such forms of temporary advertising, when it states,

“Buildings which are being renovated or are undergoing major structural work and which have scaffolding or netting around them may be considered suitable as temporary sites for shroud advertisements or large ‘wrap’ advertisements covering the face, or part of the face, of the building.”

Proposed view with 1:1 replica image along Chatham Street



Similar schemes have been granted in Manchester city centre.

NATIONAL PLANNING POLICY

National guidance on advertising is contained within the following documents,

- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- National Planning Practice Guidance
- The National Planning Policy Framework

Planning Practice Guidance advises that the display of advertisements is subject to a separate consent process within the planning system which is principally set out in the ***Town and Country Planning (Control of Advertisements) (England) Regulations 2007*** (The Regulations), confirming as follows,

‘Adverts are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission.’

The Regulations require ‘Powers to be exercised in the interests of amenity and public safety’, taking into account the development plan so far as material and any other relevant factors.

Accordingly, development plan policies of the council cannot be decisive.

The **National Planning Policy Framework (NPPF)** confirms this approach to advert control decision advising that applications should be determined in relation to amenity (and where relevant public safety) issues only.

National Planning Practice guidance (ID; 18b-005-20140306) gives recognition to this form of advertising, when it states,

“Buildings which are being renovated or are undergoing major structural work and which have scaffolding or netting around them may be considered suitable as temporary sites for shroud advertisements or large ‘wrap’ advertisements covering the face, or part of the face, of the building.”

ASSESSMENT

The appeal site fronts on to Piccadilly which is a commercial thoroughfare and one of the main gateways into the city centre for both business and leisure visitors arriving by car and public transport.

The site is close to Piccadilly Station within a city centre location which contains a mixture of uses which includes hotels, offices, shops, bars, restaurants and car parks and some residential uses.

The building styles are a mix of old and newly developed sites including multi-storey buildings.

The main frontage is onto Piccadilly which is a key pedestrian route between Piccadilly Station and the retail and commercial core of the city centre.

The advertising element is restricted to the Piccadilly frontage.

The two main planning benefits in shrouds of this kind are to, provide colour and visual interest to the street scene and screen the scaffold. Normal builders scaffold along with any screening is not controlled by planning legislation and the normal screening offerings are mostly unsightly and unappealing.

This design-led approach offers a novel and interesting temporary solution, which by showing the building façade on a printed image around the scaffold, can also contribute to amenity and townscape thus positively enhancing the streetscene, as against the more negative effects associated with normal scaffold screening.

During the works period the normal amenity level of the site would be reduced by scaffold and temporary screening and the building would be hidden from view. This would negatively impact on the appearance of the street scene.

The alternative proposed will retain the vista of the listed building façade thus having positive benefits for the streetscene.

A sponsors area is not proposed in isolation but surrounded by a full 1:1 replica of the historic building façade which gives the scheme a highly innovative offering as a whole and a more appealing presence in the street scene than scaffolding and traditional screening methods. This shroud design will impart some visual interest for the temporary short term period.

Decorative scaffold shroud advertisements are now becoming increasingly common as an alternative to scaffold and basic builders screening options and add visual interest during the works period.

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This is a busy city centre location and is considered to be a suitable contextual location for such a decorative shroud on what is a short term proposal whilst the normal amenity value of the site is reduced.

In recent times scaffold shrouds have become a typical part of a busy urban streetscene. Because they are clearly related to the work going on behind the scaffold and so are an obvious temporary feature their impact on the street scene is quite different from that of a permanent advertisement of the same size. They provide colour and interest to what would otherwise be ugly scaffolding, often partly covered by tatty short term shrouding, and they announce a redevelopment that is being undertaken, to the long term improvement of the streetscene in general. Consequently, as a short term measure to cover scaffolding such proposals can often be preferable and result in long term and sustainable amenity gains through building restoration.

