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

This Statement has been complied in support of a temporary advertisement application for the proposed 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 proposed illuminated advertisement would 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 by the relevant bodies at Manchester City Council.

The commercial advert would only be in situation for the duration of the refurbishment works to the host building, (9-month period). A schedule of works confirming the proposed timing of the said work is attached to this application along with a Contract of Works for the job.

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 on 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.

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, we strongly feel that this application should be supported and approved.