



Armstrong Planning

PLANNING STATEMENT

on behalf of

King Media Ltd

for

**Advertisement Consent for Temporary Display of an Externally
Illuminated Shroud Advertisement – (PP Ref: 12615297)**

at

27-29 Church Street, Manchester, M4 1PE

20th November 2023

1. INTRODUCTION AND CONTEXT

1.1 Introduction

Armstrong Planning have been retained by the applicant, King Media Ltd, to submit this application for advertisement consent for the temporary display of an externally illuminated shroud advertisement (16.7m wide x 6.1m high) at 27-29 Church Street, Manchester, M4 1PE (the application site) for a temporary period of 63 weeks (from 23/01/2024 until 08/04/2025).

1.2 The Application Site and Allocations

The application site is located at 27-29 Church Street, Manchester, M4 1PE and falls within the jurisdiction of Manchester City Council.

The property, four-storey over basement, in mixed use, is located on the north side of Church Street. The surrounding area is busy, vibrant and is commercial in character.

The application site is not a listed building, it does however fall within Smithfield Conservation Area. The application site is identified as falling within the City Centre. It does not fall within an area of Special Advertisement Control.

2. THE PROPOSAL

Maintenance, repair and wind & watertight works are planned to take place at the application site. This application is seeking advertisement consent for a static, externally illuminated shroud-advertisement measuring 16.7m wide x 6.1m high, set within an illustrated scaffold shroud depicting a 1:1 facsimile of the building imagery.

It is proposed that the shroud and advertisement will cover the scaffolding while works are taking place, shielding the public from unsightly works. The advertisement shroud and scaffolding will be removed upon completion of the works, after a period of 63 weeks.

This illustrated shroud will consist of a high-quality material and would be maintained to a high standard, it will help mitigate the negative impact of the necessary scaffolding and building works on the visual amenity of the area. Works are due to be completed and scaffolding is to be struck in April 2025, accordingly advertisement consent is sought for a temporary period until 08/04/2025 and will be removed thereafter. The commercial area within the shroud amounts to just 46.4% of the scaffolded elevation, ensuring the building will be read first and foremost, with the advertisement being a secondary and subordinate feature.

3. POLICY COMPLIANCE

NPPF

The National Planning Policy Framework (NPPF), revised July 2021, sets out a presumption in favour of sustainable development and promotes the positive improvement of the built environment; it encourages local planning authorities to work with applicants to foster a

positive approach to planning. Paragraph 136 of the revised NPPF states that *“advertisements should be subject to control only in the interests of amenity and public safety.”*

Planning Practice Guidance

It is important to note that Section 18b-001- 20140306 of the Planning Practice Guidance (PPG) accompanying the NPPF states that the *“display of advertisements is subject to a separate consent process within the planning system... Advertisements are controlled with reference to their effect on amenity or public safety only, so the regime is a lighter touch than the system for obtaining planning permission for development.”*

Paragraph 18b-005 of the Planning Practice Guidance accompanying the NPPF specifically relates to shroud and banner advertisements and states that *“buildings which are being renovated or 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.”*

Section 7 of the PPG concerns public safety and highway safety. Paragraph 18b-067 states that road safety problems are less likely if *“the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline”*, as is the case with the proposed advertisement.

Local Plan

Manchester’s Core Strategy was adopted in July 2012 and replaces much of the Unitary Development Plan (UDP) however some UD policies remain extant.

The Citywide Development Control Policies of the extant UDP set out detailed development control policies for Manchester City.

Section 15 relates to ‘Advertisements, Hoarding and Posters’ and states that *“the Council accept that advertisements can have a positive role in improving the quality of the visual environment in the City.”*

Policy DC15.1 concerns ‘Advertisements, Hoardings and Posters’ and states that *“In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests:*

- a) the general location of the proposed development and the effect on visual amenity;*
- b) the scope for posters and hoardings to make a positive contribution to the locality;*
- c) the design of the structures, and the relationship with any premises on which they are located;*
- d) the effect of the proposal on permanent redevelopment of the land;*
- e) public safety resulting from the positioning of the design of the display;*
- f) the ease with which the structure is capable of being satisfactorily maintained;*
- g) the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;*

- h) the use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;*
- i) the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;*
- j) the number of advertisements in the locality and their cumulative effect on visual amenity.”*

Policy DC18.1 concerns ‘Conservation Areas’ and states that “*The Council will give particularly careful consideration to development proposals within Conservation Areas.*

a. The Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering the following issues:

- i the relationship of new structures to neighbouring buildings and spaces;*
- ii. the effect of major changes to the appearance of existing buildings;*
- iii. the desirability of retaining existing features, such as boundary walls, gardens, trees, (including street trees);*
- iv. the effect of signs and advertisements;*
- v. any further guidance on specific areas which has been approved by the Council.”*

Visual Amenity

In terms of visual amenity, this shroud will shield public view from unsightly building works and scaffolding while works are taking place, helping mitigate the negative impact of the necessary scaffolding and building works on the visual amenity of the conservation area. The proposed commercial display is framed within a 1:1 facsimile of the building facade, this will ensure that the host building will be read first and foremost with the advert appearing as a secondary and subordinate feature. The effect of which is that the sense of the building in its streetscape will be retained.

The application site falls within city centre which is commercial in character. We submit that a commercial display (of the size proposed in relation to the host building) is appropriate in the context of the vibrant and commercial character of the area. The proposed advertisement will only be in situ during the phase of works and will be removed thereafter. There will be no physical impact on the host building, any impact will be purely visual and temporary, it will not impact materially on the significance of any heritage asset. The positive benefits to the host building will be long lasting.

The commercial display relies upon the advertisement being sold, typically accounting for only 50% of the permitted display period. As a result, the visual impact is likely to be significantly diminished. During the unsold period, a 1:1 image of the building façade will be visible.

The proposal seeks to attract a commercial advertiser during the phase of works only and will improve the visual appearance of the building while scaffolding is necessary. The images below show negative visual impact of scaffolding at locations in close proximity to the application site.

Fig 1: Example of negative visual impact of scaffolding on the street scene at 52 Church Street



Fig 2: Example of negative visual impact of scaffolding on the street scene at 32 Oldham Street



Fig 3: Example of negative visual impact of scaffolding on the street scene at 41-43 Oldham Street



Fig 4: Example of negative visual impact of scaffolding on the street scene at 11 Quay Street



The building owner has partnered with applicant, King Media Ltd (trading as Maximus), who have a proven record in assisting landowners in upgrading their properties by subsidising refurbishment and redevelopment projects. Please see the brochure 'Enhancing the Urban Landscape' which is submitted as part of this application and showcases some examples of how Maximus's commercially sponsored illustrated shrouds have delivered real benefits to the public realm. This positive impact on visual amenity is long lasting and should be considered in addition to temporary benefits of screening unsightly scaffolding and building works. The images below are examples of smartly screened building sites at London.

Fig 5: Example of the aesthetic benefit afforded by a scaffold shroud.



Fig 6: Example of the aesthetic benefit afforded by a scaffold shroud.

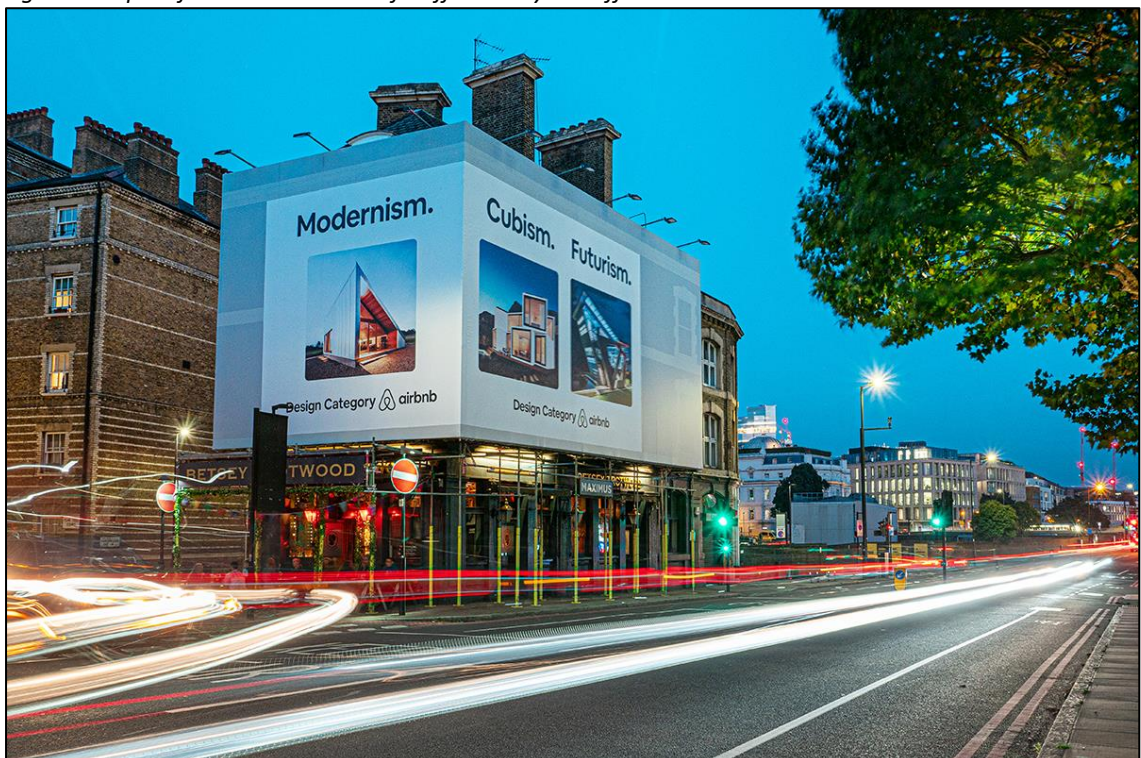


Fig 7: Example of the aesthetic benefit afforded by a scaffold shroud.



4. Public Safety

In terms of public safety, the proposed advertisement, will not:

- Obstruct or impair sight-lines
- Obstruct or confuse a road user's view
- Reduce the clarity or effectiveness of any traffic sign
- Be likely to distract road users because of their unusual nature (a banner advertisement is not in and of itself an unusual feature)
- Leave insufficient clearance above any part of the highway
- Include moving or apparently moving elements
- Require close study
- Resemble traffic signs
- Embody directional or other traffic elements

The proposed advertisement is not unusual, it is static with good range of visibility, thus it will not appear as a sudden feature or present itself as a road hazard. This type of advertisement display is designed to be readily assimilated and understood by road users and pedestrians. The size, type and position are all appropriate in the context of the commercial area. In light of the above the proposal is not considered a threat to road or public safety.

5. PRECEDENT

Planning permission was granted for a similar application for temporary display of an externally illuminated shroud advertisement at Wellington House, 39 Piccadilly, Manchester, M1 1LQ (Planning Ref: 135172/AOH/2022). This permission saw consent granted for a banner 26.6m wide x 10.6m high.

It is worth noting that this site is closely located to the application site and also falls within a conservation area.

6. Conclusion and Summary

We acknowledge that the proposed shroud advertisement may exert a temporary visual impact on the street scene. However, the commercial display will be visually more appealing than the alternative generic scaffolding, grey plastic sheeting and building works that would otherwise negatively impact upon the visual amenity of the area (as can be seen in the examples provided above).

We submit that the impact of the advert on visual amenity should be considered net positive on balance. The screening benefits of this advertisement-bearing shroud (shielding unsightly building works) will mitigate the impact on visual amenity that temporary building works will incur. We submit that the proposed shroud advertisement is of a modest size, that is proportional to the building façade. The advertisement is framed by an illustrated shroud with a 1:1 depiction of the building imagery. A temporary shroud advertisement of this sort should be considered acceptable in a busy commercial area. The temporary nature of the shroud only being required until the works are completed needs to be taken fully into account.

Commercial sponsorship projects of this nature create an entire eco-system of economic benefit with significant knock-on effects stimulating many areas of the economy, particularly the construction and retail sectors, but also benefiting the creative industries and a range of related professionals. The chain of advertising agencies, creatives and personnel involved in the successful delivery of such an advertisement are all considered to fall within 'the creative industry'.

In addition, we would suggest that commercial adverts in the public realm are rateable assets and as such provide an opportunity to contribute to local government through collection of business rates.

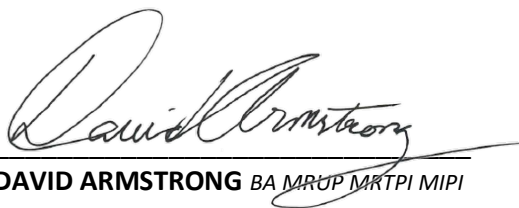
I am attaching the following documents with this letter to assist determination:

- Location Plan
- Site Plan
- Existing East Elevation
- Existing South Elevation
- Existing View
- Proposed East Elevation
- Proposed South Elevation
- Proposed View

- Standard Specifications
- Project Programme
- Schedule of Works
- Schedule of Condition
- Signed Contract of Works
- Lighting Specification
- 'Enhancing the Urban Landscape' Maximus Brochure

We trust the planning department has sufficient information to determine this application for advertisement consent and we look forward to a decision in due course.

Prepared by



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