

Friday, 21 April 2023

Design and Access Statement

Proposal: 3no. advertising screens at Victoria Train Station

Site: Victoria Train Station, Victoria Station Approach, Manchester

Our Ref: ManVic



1 Introduction

1.1 This statement is submitted in support of an application for Listed Building Consent for 3no. advertising screens at Victoria Station.

1.2 *Victoria Train Station including Concourse to Rear with Restaurant and Booking Hall* is a Grade II listed building. As such, Listed Building Consent would be required for works that affect the character of the building as a building of special architectural or historic interest.

1.3 The proposal has been designed in consultation with Lichfields in their capacity as heritage consultants. The subsequent Heritage Impact Assessment undertaken by Lichfield concludes that the proposal would preserve the setting and significance of the listed building.

2 Description of Proposal

2.1 Poster advertising has been a part of the railway in the UK since the 19th Century, and became centrally managed with the formation of British Transport Advertising in 1948.

2.2 Global Media currently operate the advertising along the Northern Rail route, which includes Victoria Station. The income generated by the advertising displays contributes towards the ongoing costs of maintaining and improving the stations along the route.

2.3 Consent is sought for the placement of three digital advertising boards inside Victoria Station. Further details of the appearance, scale and location of the advertising boards is set out in the attached 'Manchester Victoria Station Proposed Signage' document dated February 2023.

2.4 One advertising board will be floor mounted and two will be wall mounted. The wall mounted units will be 1830mm (H) x 1108mm (W). The floor mounted unit will also be 1830mm (H) x 1108mm (W) but sit on a 450mm tall base, creating a total height of 2280mm.

2.5 It is proposed that the first digital board will be mounted to the wall by the stairs on Platform 6b. There are currently 10 four-sheet advertising boards and 4 six-sheet advertising boards located along this wall on Platform 6b.



2.6 The second digital board will be floor mounted and placed after the ticket barriers by Platform 2, in close proximity to existing digital advertising units.

2.7 The third digital board will be mounted to the wall on the concourse, at the top of the stairs which lead down to the metrolink, also in close proximity to existing digital advertising units.

3 Design

3.1 The units are designed to be of a human scale and to be subordinate features within the context of the public transport environments within which they are used.

3.2 They are of a sleek, modern design, with a neutral style and choice of materials so as to sit comfortably amongst the various other modern features of the station.

3.3 The placement of the units has been chosen in consultation with the heritage team at Lichfield in order to ensure that there is no adverse impact on the character of the listed station. This is set out in detail in the attached Heritage Impact Assessment.

4 Access

4.1 The locations have been chosen to ensure that the units do not interfere with the movement of people through the station.

4.2 Each unit is 0.156m deep and would therefore not protrude unduly into the footfall areas.

4.3 There is considered to be no negative effects on access.



5 Conclusion

5.1 The proposed advertising screens are of a high-quality design and would be positioned in locations that do not affect the station as a building of special architectural or historic interest. The positioning would also ensure that there would be no access issues. It is therefore considered that Listed Building Consent should be granted.

