



Armstrong Planning

PLANNING STATEMENT

regarding

Manchester City Council: PP-11473326

for

**Advertisement Consent for Temporary Display of an Externally
Illuminated Shroud Advertisement**

at

Wellington House, 39 Piccadilly, Manchester, M1 1LQ

on behalf of

King Media Ltd

11th October 2022



Introduction

Armstrong Planning, with offices at The Old School House, Dartford Road, March, Cambs, PE15 8AE, have been retained by the applicant, King Media Ltd, to submit this application for advertisement consent for an externally illuminated shroud advertisement (10.6m high x 26.6m wide) set within an illustrated scaffold shroud, for a temporary period of 12 months, from 06/02/2023 until 22/01/2024.

The Application site and Allocations

Wellington House, 39 Piccadilly, Manchester, M1 1LQ, is a six-storey, mixed-use building located at the junction of Piccadilly and Lever Street. The surrounding area is busy and vibrant and is commercial in character. The street is dominated by vehicular traffic.

The site is identified as falling within the City Centre Primary Shopping Area and Stevenson Square Conservation Area.

Policy Context

Within the wider planning framework, there are controls specific to shroud advertisements. Shroud/banner advertising falls under the definition of an advert requiring express planning consent from the local planning authority.

NPPF

The National Planning Policy Framework (NPPF), revised Feb 2019, 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 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 PPG 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.”*

Proposed Development

Essential repairs are scheduled to take place at the application site, for which scaffolding is required. This application is seeking advertisement consent for a static, externally illuminated shroud-advertisement (10.6m high x 26.6m wide) wrapping the corner of Piccadilly and Lever Street, set within an illustrated scaffold shroud depicting a 1:1 facsimile of the building imagery.

The commercial area within the shroud amounts to just 22.5% of the overall scaffolded elevations, ensuring that the building will be read first and foremost, with the advertisement being a secondary and subordinate feature.

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, within a period of 50 weeks.

This illustrated shroud will consist of a high-quality material and will be maintained to a high standard, this will help mitigate the negative impact of the necessary scaffolding and building works on the visual amenity of the area, as well as the setting of the Conservation Area.

Policy Compliance

Visual Amenity

The aim of the proposal is to shroud the construction works on the site. The display of the advertisement is temporary in nature and will only be in-situ during the phase of refurbishment to screen unsightly works and scaffolding, and will be removed thereafter. The proposed shroud is designed to screen the entire building, softening the impact of the redevelopment project and associated scaffolding on the visual amenity of the area, significantly enhancing the streetscape while the works are underway.

The size, design and positioning of the advert has been carefully considered to ensure the scale of the advert is informed by the surrounding built context. The character and appearance of the host building will remain very clear for all to see due to the facsimile of the building facade on the 1:1 illustrated shroud effectively framing the proposed advertisement.

The scaffold shroud is made from a high-quality micromesh PVC material and would be maintained to a high standard. It is far superior in quality and design to the typical builder's plastic sheeting that would otherwise be used if advertisement consent was not being sought. Such alternative generic sheeting has the potential to become ragged and unsafe and is not usually as well-maintained as shrouds bearing advertisements. Fig. 1 below is an example of an unshrouded development site in close proximity to the application site exerting a negative visual impact, while fig. 2 demonstrates the potential visual enhancement of a scaffold shroud by contrast.

Fig. 1: Example of negative visual impact of unsightly building works at Addington Street



Fig. 2: Example of the aesthetic benefit potentially afforded by a scaffold shroud, Covent Garden





The proposed advert has been carefully designed according to national policies and guidelines. The proposed advert is of appropriate scale and will enhance the character of the area temporarily by screening the unsightly refurbishment works and scaffolding.

Public Safety and Highway Safety

The proposed advert meets the criteria of being a normal poster panel in a commercial area, it does not protrude into the skyline and is compliant with Paragraph 18b-067 of the NPPG.

Paragraph 18b-068 of the NPPG sets out a list of the kind of adverts that “*may cause a danger to road users*”, none of which apply to the proposed advertisement, which will not do any of the following:

- Obstruct or impair sightlines
- 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 a 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, position and illumination are all appropriate in the context of the busy area.

Conclusion and Summary

The proposed advertisement on a scaffold shroud is of appropriate size, proportion and design in relation to the host building, does not lead to over concentration of advertisements in the area or on the building. The proposed development contributes towards conservation and enhancement of the historic environment through visual screening of the building works and scaffolding with a high-quality shroud. Therefore, the proposal should be considered acceptable when assessed against the national Planning Practice Guidance which 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*”.

We acknowledge that the proposed shroud advertisement may exert a degree of temporary visual impact on the street scene. However, the commercial display will subsidise the



erection of a smartly maintained, high-quality scaffold shroud that 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. We submit that the impact of the adverts on visual amenity should be considered negligible. This principle of the amenity benefit afforded by illustrated advertisement bearing shrouds (with building imagery depicted) compared with generic scaffolding has been demonstrated comprehensively at appeal.

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 the collection of business rates.

We believe that the proposed shroud advertisement is policy compliant, is of a modest size that is proportional to the building façade. The display is framed by an illustrated shroud with a 1:1 depiction of the building imagery. The display is proposed for a temporary period and meet all of the criteria for highway safety set out in Section 18b-068 of the Practice Guidance.

We are attaching the following documents with this letter to assist determination:

- Location Plan
- Site Plan
- Existing South Elevation
- Existing East Elevation
- Proposed South Elevation
- Proposed East Elevation
- Standard Specifications
- Existing View
- Proposed View
- Programme of Works
- Schedule of Condition
- Signed Contract of Works
- 'Enhancing the Urban Landscape' Maximus Brochure
- Lighting Specifications

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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