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Application Advertisement Consent

Application for: The replacement of an existing non-digital advertisement sign, upgraded to a sequential digital format sign, of the same size and in the same position at Wythenshawe Town Football Club, Wythenshawe, Manchester M23 9LL

Contents

- 01** The Introduction
- 02** Site Description & Surrounding Context
- 03** Description of the Proposed Advertisement
- 04** Design - Scale & Siting
- 05** Design - Materials & Appearance
- 06** Design - Digital Display
- 07** Impact - Visual Amenity
- 08** Impact - Public & Highway
- 09** Planning Policy Assessment
- 10** Summary & Conclusion



The **Introduction**

- 1.1 Site Address
- 1.2 Description of the Proposal
- 1.3 Applicant & Agent Details
- 1.4 Purpose of the Statement

1.0 The Introduction

1.1 Site Address

Wythenshawe Town Football Club, Community Stadium, Hollyhedge Park, Avenusure, Altrincham Road, Sharston, Wythenshawe, Manchester, M23 9LL

1.2 Description of the Proposal

The proposal seeks advertisement consent for the replacement of an existing non-digital advertisement sign with a digital format sign of the same size and in the same position at Wythenshawe Town Football Club.

1.3 Applicant & Agent Details

Applicant - Elonex | Agent - Paige Maddox

1.4 Purpose of the Statement

This Design and Advertisement Assessment Statement has been prepared to support the application for advertisement consent and to demonstrate compliance with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the Liverpool Local Plan, saved UDP policies and relevant design and amenity guidance. The assessment focuses on visual amenity and public safety.



Site: **Description & Context**

- 2.1 Site & Current Use
- 2.2 Character of the Surrounding Area
- 2.3 Existing Signage on Site and Nearby

2.0 Site - **Description & Context**

(Refer to Location Plan & Site Plan)

2.1 **Site & Current Use**

The site forms part of Wythenshawe Town Football Club located on Altrincham Road. The Club is used for football matches, training, and wider community activities, and includes associated infrastructure such as access routes, spectator facilities and signage.

2.2 **Character of the Surrounding Area**

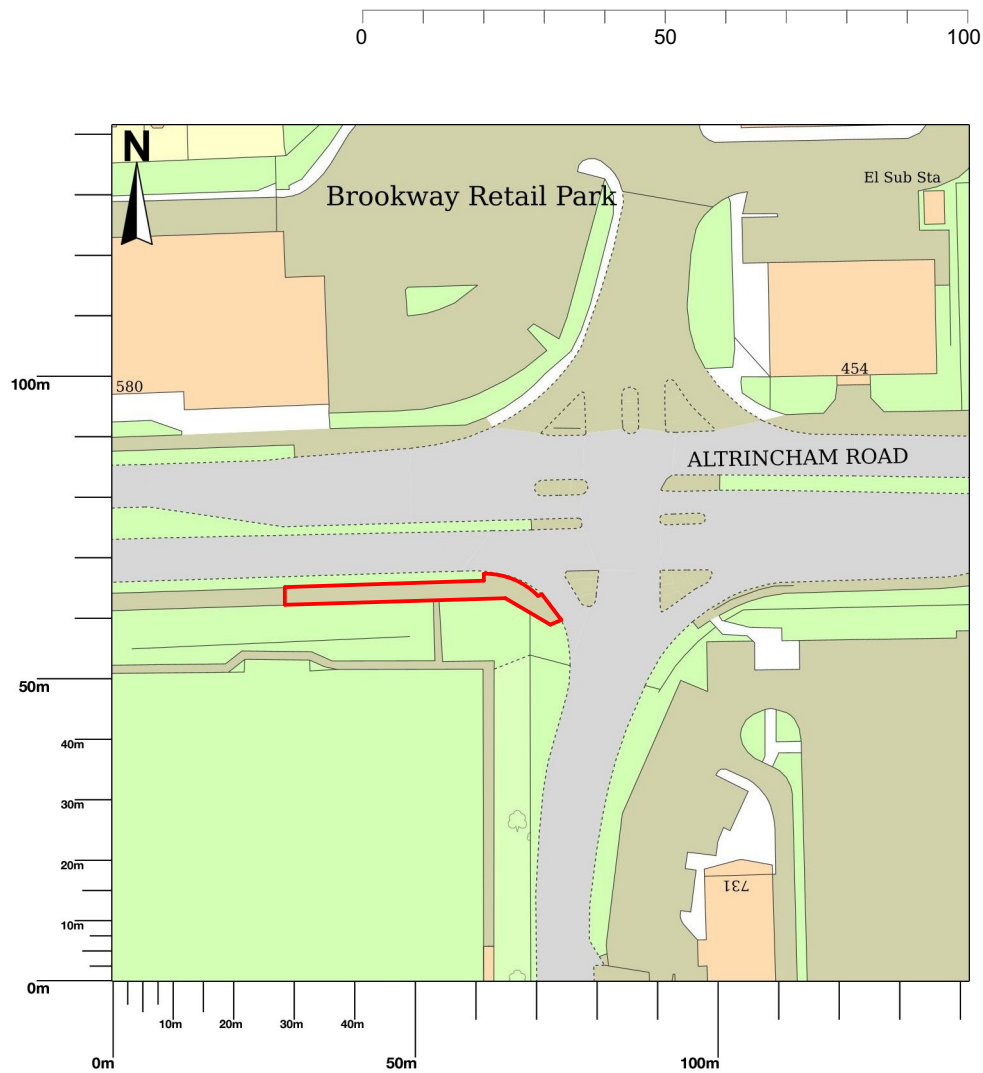
The surrounding area comprises a mix of recreational open space, community facilities and transport infrastructure along Altrincham Road. The character of the area is functional and community-focused, with built development associated with sporting and leisure uses.

2.3 **Existing Signage on Site and Nearby**

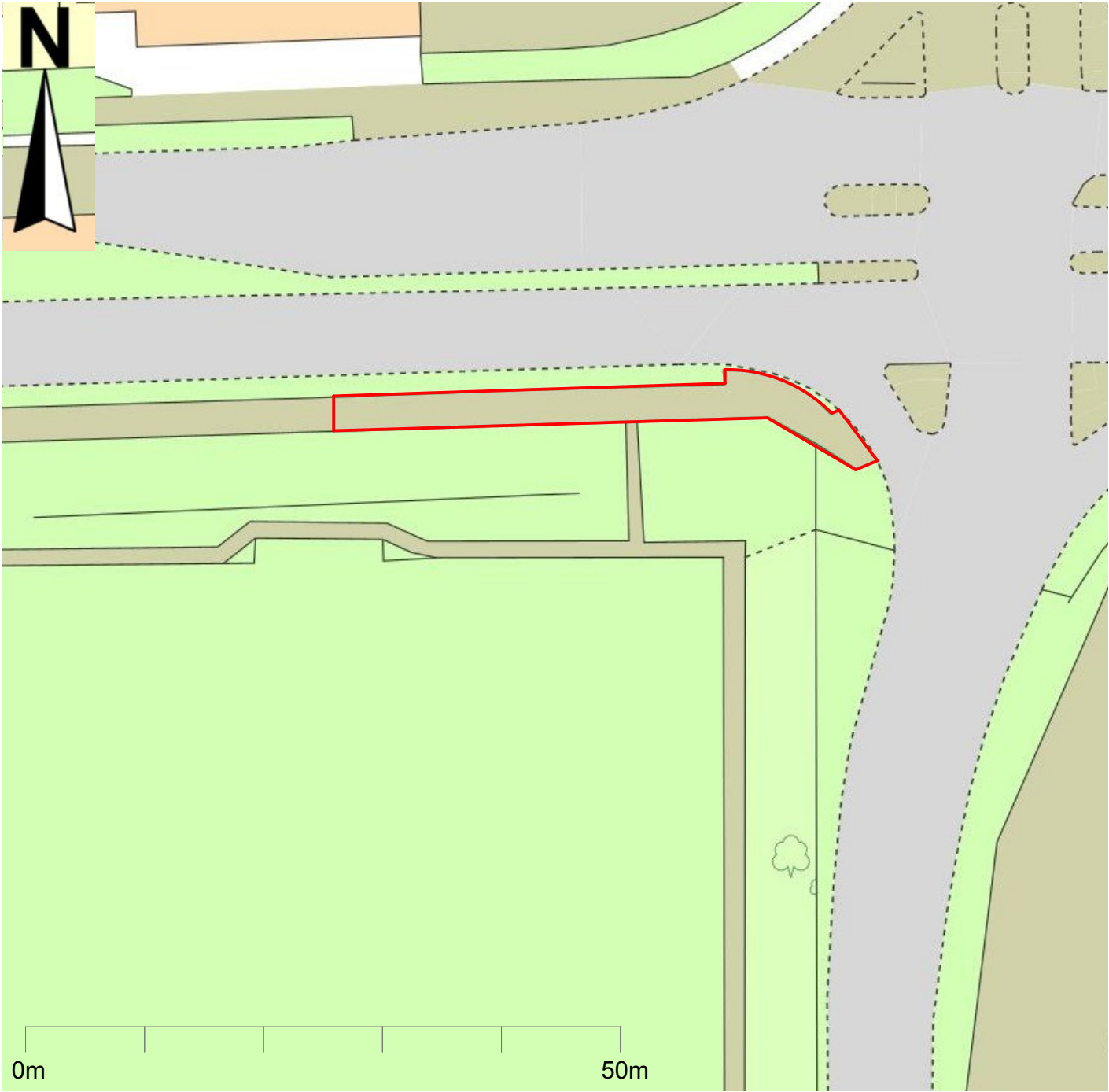
The club currently benefits from signage associated with the football club and community use of the site. Similar signage is present within the stadium complex and along nearby routes, forming an established and accepted element of the local environment.

Location Plan

1:1250 @A3



Site Plan
1:500 @A3





Proposed **Advertisement**

- 3.1 Type of Advertisement
- 3.2 Location of the Site
- 3.3 Replacement of existing signage (if applicable)

3.0 Proposed **Advertisement**

(Refer to Proposed Plan, Elevations)

3.1 Type of Advertisement

The proposed advertisement is a sequential digital format display sign, replacing the existing non-digital sign.

3.2 Location of the Site

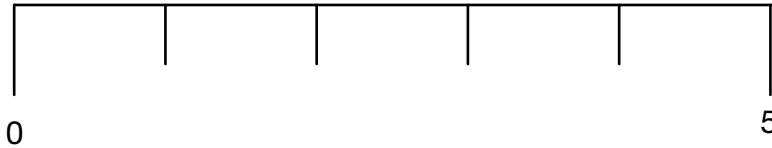
The digital sign will be installed in the exact same location as the existing advertisement.

3.3 Replacement of Existing Signage (if applicable)

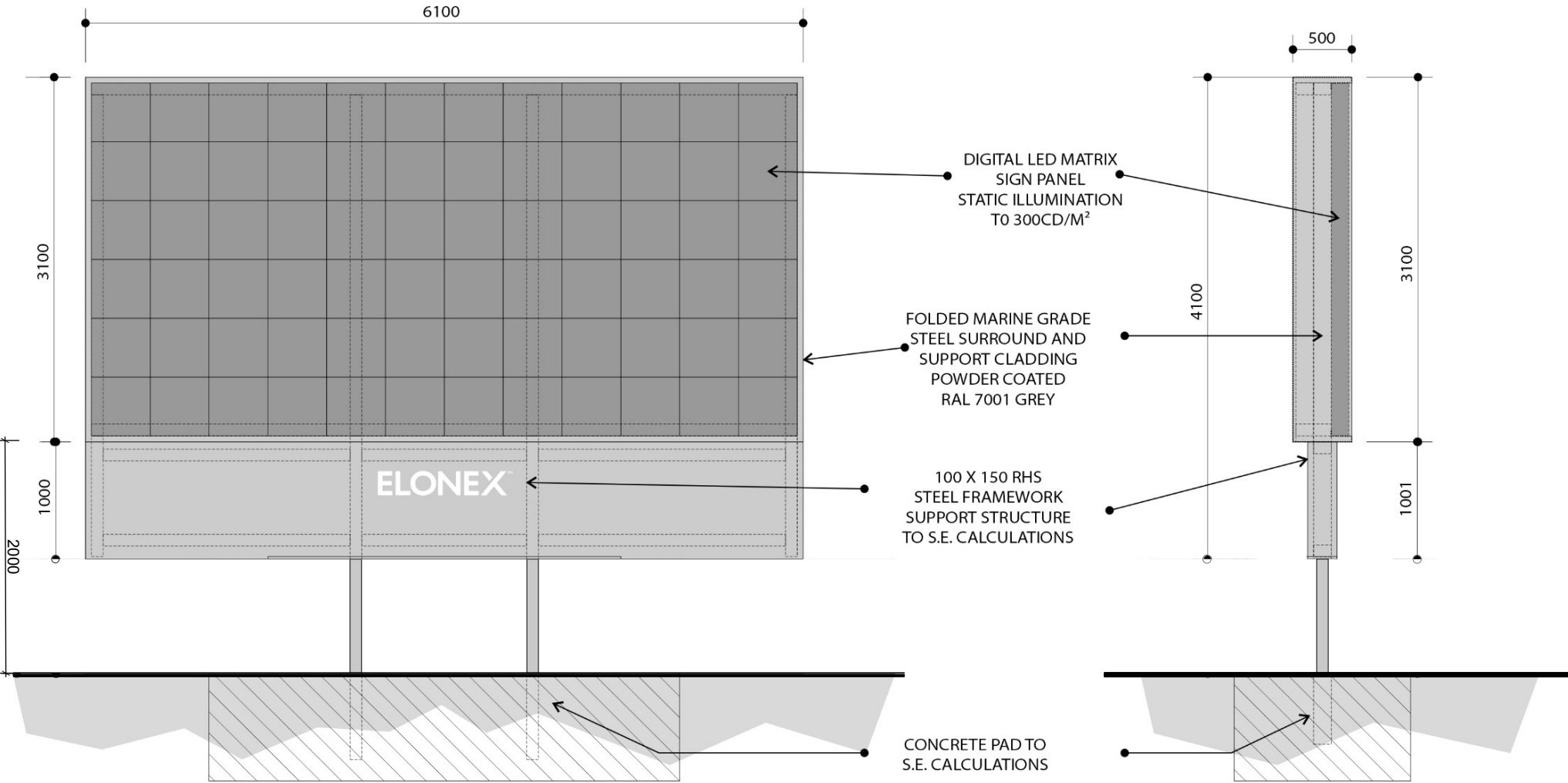
The proposal represents a direct replacement of the existing signage. There is no increase in the number of signs, and the proposal does not introduce signage to a new location.

Proposed Elevations

1:50 @A3

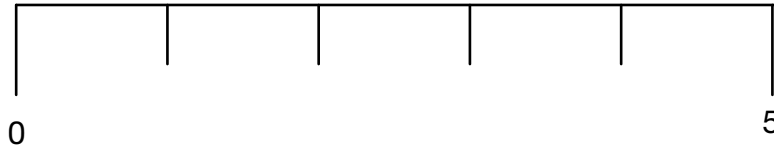


Scale Bar 1:50

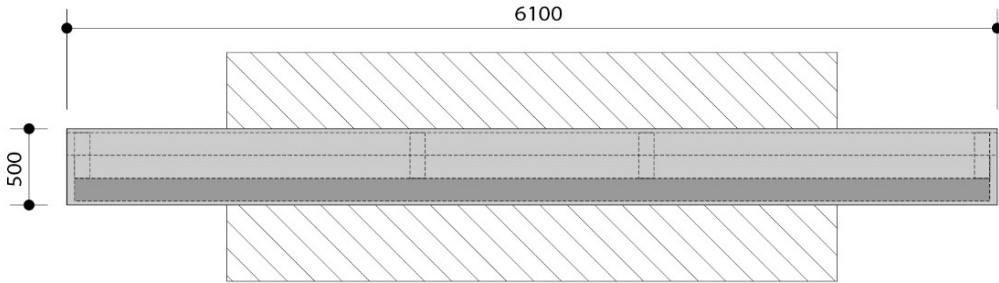


Proposed Plan

1:50 @A3



Scale Bar 1:50





Design: **Scale & Siting**

- 4.1 Overall Dimensions
- 4.2 Relationship to Nearby Buildings & Highways
- 4.3 Justification of Scale
- 4.4 Design Rationale

4.0 Design - **Scale & Siting**

4.1 Overall Dimensions

The proposed digital sign will be the same size and dimensions as the existing non-digital sign. Height, width and depth are clearly shown on the submitted drawings.

4.2 Relationship to Nearby Buildings & Highways

As the sign remains in its established location, it continues to relate appropriately to the site, internal access routes and Altrincham Road, without affecting visibility or movement.

4.3 Justification of Scale

The scale of the sign is already established and accepted as part of the site environment. The proposal introduces no additional visual bulk or prominence.

4.4 Design Rationale

The design modernises the existing signage while maintaining its established form and scale, supporting the operational and community role of the football club.



Design: **Materials & Apperance**

- 5.1 Materials & Finishes
- 5.2 Quality & Durability of the Proposed Structure

5.0 Design - **Materials & Apperance**

5.1 Materials & Finishes

The advertising screen frame is fabricated using a mild steel and alloy steel that is powder coated in a colour to suit. The frame is self contained an accessible via a hatch to a crawlspace on one side. The displays screen is the latest LED high resolution screen with 10mm pixel spacing to give superior crisp images. See manufacturers specification sheet for product detail and graphic capabilities

5.2 Quality & Durability of the Proposed Structure

The proposed digital display is designed for durability and longevity, providing a neat and well-maintained appearance over time.



Design: **Digital Display**

- 6.1 Screen Type & Size
- 6.2 Maximum Luminance Levels
- 6.3 Image Dwell Time
- 6.4 Information

6.0 Design - **Digital Display**

6.1 Screen Type & Size

The digital display screen will match the size of the existing sign it replaces.

6.2 Maximum Luminance Levels

The display will operate within acceptable luminance levels appropriate for an urban commercial street environment. The sign shall be no greater than 300cd/m² in the hours of darkness. During the daylight hours the luminance shall be controlled by sensors and/or timers to reflect ambient light conditions. At all times the display shall operate within that recommended by the Institution of Lighting Professionals in its Professional Lighting Guide 05 (PLG 05) Brightness of Illuminated Advertisements (or its equivalent in a replacement guide).

6.3 Image Dwell Time

Images will change in fixed intervals of 10 seconds to ensure a controlled display. The panel will be switched off between the hours of 2300hrs and 0600hrs. The intensity of the illumination would be set once the lighting assessment has taken place, as part of the detailed design phase.

6.4 Information

The digital sign will operate subject to the following restrictions:

- No moving images or video
- No flashing or animated content
- No sound



Impact: **Visual Amenity**

- 7.1 Impact on the Character of the Area
- 7.2 Impact on Nearby Occupiers
- 7.3 Daytime & Night-time Appearance

7.0 Impact - **Visual Amenity**

(Refer to Existing Site Photographs & Proposed Site Photographs)

7.1 **Impact on the Character of the Area**

The proposal preserves the existing scale and positioning of signage within the stadium complex and does not alter the wider character of the area.

7.2 **Impact on Nearby Occupiers**

Given the site's use and the unchanged siting of the sign, there will be no adverse impact on nearby receptors.

7.3 **Daytime and Night-time Appearance**

The sign will appear as a high-quality, contemporary feature during the day. At night, regulated luminance ensures it does not appear visually intrusive.

Existing Site Photographs



Existing Site Photographs

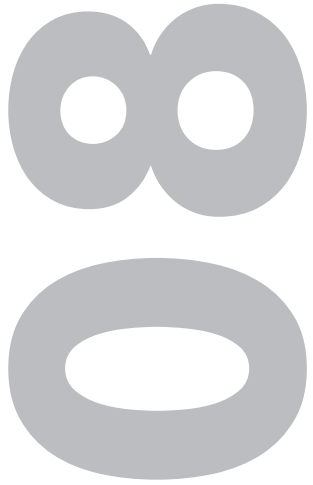


Existing Site Photographs



Proposed Site Photograph





Impact: **Public & Highway**

- 8.1 Visibility to Drivers & Pedestrians
- 8.2 Road Users
- 8.3 Positioning Relative to Junctions & Access Points

8.0 Impact - **Public & Highway**

8.1 **Visibility to Drivers & Pedestrians**

The sign's location remains unchanged and does not obstruct pedestrian routes or vehicle sightlines.

8.2 **Road Users**

The use of static imagery, controlled brightness and fixed dwell times ensures the sign will not distract drivers, in accordance with advertisement safety guidance.

8.3 **Positioning Relative to Junctions & Access Points**

The sign is not positioned at a junction or critical decision point and does not affect highway safety.



Planning Policy

- 9.1 Relevant Local Plan and Advertisement Policies
- 9.2 How the Proposal Complies with Policy Objectives
- 9.3 Consideration of Amenity & Safety Requirements

9.0 Planning Policy

9.1 Relevant Local Plan and Advertisement Policies

The proposal has been assessed against the following:

- Manchester Core Strategy (Policies SP1, DM1 and DM3 relating to design quality, amenity and safety)
- Saved UDP Policy DC26 – Advertisements
- Town and Country Planning (Control of Advertisements) (England) Regulations 2007

9.2 How the Proposal Complies with Policy Objectives

The proposal complies with policy objectives by:

- Retaining the existing scale and siting of signage
- Ensuring high-quality, appropriate design
- Protecting visual amenity and public safety

9.3 Consideration of Amenity & Safety Requirements

All relevant amenity and safety considerations have been addressed through design, siting and operational controls.



Summary & Conclusion

10.1

Summary & Conclusion

10.0 Summary & Conclusion

10.1 Summary & Conclusion

The proposal represents a modest and appropriate upgrade to existing signage at Wythenshawe Town Football Club. Visual amenity and public safety are preserved through unchanged siting and controlled digital operation. In accordance with Manchester planning policy and advertisement regulations, the proposal is considered acceptable and advertisement consent should be granted.

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