

3 March 2022

F.A.O Angela Leckie
Manchester City Council
Planning Department
PO Box 532
Town Hall
Manchester
M60 2LA

Dear Angela,

New Century Hall, NOMA – Application for Advertisement Consent

Please find enclosed an application submitted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). The Application is for Advertisement Consent for four external signs installed as part of the refurbishment of New Century Hall (“the Site”). The Applicant is NOMA (GP) Ltd.

Background

This application corresponds to the Planning Permission (MCC Ref. No: 124348/FO/2019) and Listed Building Consent (MCC Ref. No: 124349/LO/2019) applications which were granted for the Grade II Listed New Century Hall in November 2019. The applications referenced were submitted in relation to the provision of flexible uses comprising A3 (restaurant and café), A4 (drinking establishment), D1 non-residential (creative college), D1 (flexible events and conference facilities) and D2 (music/performance space).

The proposed external signage will improve the accessibility of New Century Hall offer contribute to increasing footfall into the building through attracting passing trade. This will be key to the commercial success of New Century Hall following refurbishment. In addition, this external signage forms part of a wider comprehensive internal and external signage strategy for New Century Hall, which will offer improved wayfinding throughout the building, which is essential to enhancing the user experience.

The Application Proposals

This application seeks permission for four signs which will be affixed to the external façade of the New Century Hall building at ground floor. The proposed signage is in line with the New Century Hall Signage Strategy which has been developed to ensure a consistent approach to signage throughout the building and the wider NOMA neighbourhood, and is enclosed with this application.

Further details on the specification, design and location of the signage being proposed can be found on the enclosed plans, application form and supporting documents submitted via the Planning Portal. For completeness, the dimensions for the signs are outlined in the table below:

Criteria	Sign Reference			
	EXT 01: Miller Street Side	EXT 02: Main Entrance	EXT 03: Patio Vent LED Neon	EXT 04
Description	Concrete letters fixed to original external concrete wall facing Miller Street.	Illuminated sign attached to original wall above the main entrance door.	Illuminated LED Neon sign.	Black illuminated box with white Perspex front
Dimensions of proposed advertisements	3,000 x 500 x 15 mm	2,750 x 300 mm	15,000 mm in length	2,000 x 300 mm
Material of the proposed sign	Concrete	Polished steel letters illuminated through exposed plastic bulbs.	Glass	Perspex
Illumination levels	n/a	1705-3590 cd/m ²	1705-3590 cd/m ²	1705-3590 cd/m ²

Accordance with Planning Policy and Guidance

The proposals have been considered in the context of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and planning policy at national and local level, in particular the National Planning Policy Framework (July 2021)

National Planning Policy Framework (2021)

The National Planning Policy Framework (NPPF) articulates the priorities of the Plan for Growth within planning policy. At the heart of the NPPF is a 'presumption' in favour of sustainable development, with support given to proposals that are in accordance with policies in an up-to-date Development Plan. Sustainable development is about positive growth – making economic, environmental and social progress for this and future generations.

Paragraph 136 of the National Planning Policy Framework provides the following guidance in relation to advertisements:

"Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

In terms of amenity, the National Planning Policy Guidance reiterates the NPPF, that amenity is understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement. Therefore, in assessing amenity, a Local Planning Authority should always consider the

local characteristics of the neighbourhood and whether the advertisement is in keeping with that setting. In terms of public safety, the NPPG details that advertisements are less likely to create road safety problems if they are located away from roads, junctions, roundabouts, pedestrian crossings or other places where local conditions represent traffic hazards. The signage that will face Miller Street – which is the only area immediately adjacent to the site open to vehicles – will be simple and unilluminated, comprising concrete letters set on concrete wall, and will not divert the attention of drivers. It is therefore considered that the proposed signage will not impair drivers nor increase risk of associated traffic hazards.

The proposed illuminated signage is set facing into Sadlers Yard and the passageway running between this and Miller Street, both of which are open only to pedestrians. The signage proposed in this application enables easy identification of the building for passers-by, and is of an appropriate appearance and scale for the setting of the site. It will be constructed in high quality materials and will not be an overly dominant feature on the street scene.

The signs are considered to be appropriately sited and mounted so as to not impair visibility. The advertisements will have no negative impact on amenity, nor any risk to public safety. As such, it is considered that the proposals are supported by the NPPF and NPPG.

Local Planning Policy

Manchester Core Strategy

The Core Strategy does not set out specific policies related to advertisements, however, Policy DM1 – Development Management sets out a range of specific issues which all development should have regard to. These include, amongst others:

- Regard to appropriate siting, layout, scale, form, massing, materials and details.
- Development should have regard of the character of the surrounding area and regard should be given to impact on the surrounding areas in terms of the design, scale and appearance of the proposed development.

The Core Strategy also outlines, within Policy EN3, the importance of preserving and enhancing the historic environment. Where possible, developments should enhance the historic environment, character and accessibility of heritage assets. In this regard, the approval of this application is considered central to the transformation of a currently vacant building which will provide mixed uses whilst restoring its original use as a music venue.

Saved Policies of the Unitary Development Plan

The adoption of the Core Strategy in 2012 led to the revocation of the Unitary Development Plan; however, several policies were ‘Saved’. This includes Policy DC15 – Advertisements, Hoardings and Posters, which sets out:

The Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In assessing the interests of amenity and safety the Council will take account of the following criteria:

- a) developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;*
- b) they should be in scale with the locality and relate properly to the site on which they stand;*
- c) they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;*
- d) a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.*

Where, having regard to the preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

It is considered that the proposed signage is in line with the Local Development Plan, as they are appropriately sited on the building and within the street scene. The design is in-keeping with the surrounding area, and represents a cohesive design strategy across the building, and the wider NOMA neighbourhood.

Conclusion

This application for advertisement consent comprises four signs installed on the external façade of the New Century Hall building.

The proposed signs are considered central to the transformation of a currently vacant building which will provide mixed uses whilst restoring its original use as a music venue. In this regard, the proposed signs are necessary to ensure appropriate customer promotion from street level to encourage footfall into the building through attracting passing trade.

The proposal is considered to be of a suitable scale, is unobtrusive on the streetscape and has no adverse effect on heritage, amenity or safety. Therefore, the proposals are considered to be in accordance with national and local planning policy and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and we respectfully request that Manchester City Council approve this Application for consent to display an advertisement.

Application Documentation

This application has been submitted on the Planning Portal and in addition to this covering letter comprises the following information:

- Application Form, Prepared by Deloitte LLP; and
- New Century Hall Signage Strategy

A fee has been paid to Manchester City Council for £120.00, in addition to any administrative fees by the Planning Portal, in respect of the requisite application fee. We trust you will find this application in order and we look forward to receiving written confirmation of its registration. If you require any further details, please do not hesitate to contact my colleague Frances Hampson (fhampson@deloitte.co.uk / 0161 455 6766) or Eithne FitzGerald (+44 161 455 6963 / eithnefitzgerald@deloitte.co.uk).

Yours sincerely

A handwritten signature in blue ink, appearing to read "J Cooper", is shown within a light gray rectangular border.

John Cooper
For Deloitte LLP