Deloitte.

Deloitte LLP
The Hanover Building
Corporation Street
Manchester
M4 4AH

Phone: +44 (0)161 832 3555
Fax: +44 (0)161 829 3800
www.deloitte.co.uk

Direct phone: +44 161 455 6512
johcooper@deloitte.co.uk

13 August 2021

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

Dear Angela,

Hanover Building 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 to install external blade signs, which are to be located on the Hanover building. The Applicant is NOMA (GP) Ltd.

Background

Planning Permission was granted in February 2021 for the change of use of the ground floor of the Hanover building to allow retail and commercial uses; and creation of new external doors to support the operation of these. The refurbishment is now underway and tenants have agreed to lease spaces. The proposed signs will ensure the new tenants will be able to begin operating commercially immediately upon completion of the fit out works.

The Application Proposals

This application seeks permission for eight dual sided lit signs, located along all elevations of the building. The proposed signage is intended to introduce a consistent signage strategy for the building, identifying the tenants in each unit and to encourage passing trade to these retail units.

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.

This application should be considered as an initial application for the projecting signs and a further application for window signage is intended to be submitted in due course.

Criteria	Sign
Height from the ground to the base of the advertisement(s)	2880 mm
The dimensions of the proposed advertisements (h x w x d)	550 mm x 550mm x 41 mm
Material of the proposed sign	Aluminium with a bronze metallic finish

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The maximum projection of the advertisement from the face of the building	610 mm
Illumination levels	300 cd/sqm

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 proposed in this application, which provides direction and identifies the individual units within the building, 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.

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, a number of 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, as indicatively shown under the recent approvals in February 2021 for the retail units. 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 8 signs protruding from the building.

The proposed signs bring a cohesive signage strategy to the building and are necessary to ensure appropriate customer promotion from street level to encourage pedestrians to interact with the tenants.

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

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- NOMA – Hanover Retail Signage Framework.

A fee has been paid to Manchester City Council for £132, 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



John Cooper
For Deloitte LLP