

Jennifer Atkinson

Planning
Manchester City Council
Town Hall Extension
Albert Square
Manchester
M60 2LA

Submitted via Planning Portal (ref: PP-14220996)

05 August 2025

Dear Jennifer

Application for Advertisement Consent- Life Sciences Development at Upper Brook Street, Manchester, M13 9TD.

On behalf of our client, Kadans Science Partner 8 UK Ltd ('the Applicant'), please find enclosed an application made under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The application relates to temporary hoardings that will be erected at the land bounded by Upper Brook Street, Cottenham Street & Kincardine Road, for a period of no longer than 3 years (i.e. Until Q1 2028) .

This letter sets out the background to the proposed signage scheme, provides a summary of the proposals and sets out the planning policy context.

Site and Application Context

Advertisement consent is sought to be implemented at the Site on a temporary basis, whilst site works take place in relation to planning approval ref. 137399/FO/2023. Permission was granted on 29th November 2024 for the following description of development:

Erection of a 6 to 9 storey building for Sci-Tech use (Use Class E (g)(ii)) and 265sqm of a cafe/bar (Use Class E (b)), and a 9 to 23 storey building for Purpose Built Student Accommodation (PBSA) (Use Sui Generis), comprising 737 bedrooms and 293sqm of community use (Use Class F2 (b)) and 80sqm of commercial floorspace (Use Class E), alongside new public realm, access, parking, and associated works following demolition of existing buildings.

Material provided as part of this planning application refers only to the land required to construct the approved life science building.

Description of Advertisements

- **Description:** The Applicant seeks consent to display advertisements upon the temporary hoardings that will be erected surrounding the life science building being constructed on the development site. Advertisements displaying CGI's and information relating to the proposed development will be erected on the hoardings bounding Kincardine Road, Cottenham Street and Upper Brook Street. No advertisement branding will be displayed on the hoarding boundary adjacent to the approved Purpose-Built Student Accommodation plot. The graphics will be mounted on to the hoarding system using a baton system.
- **Material:** Advertisement graphics will be produced on a 3mm Di-bond (ACM Composite) with a gloss anti-graffiti laminate applied.
- **Colours:** Please refer to the hoarding information documents prepared by Hoard-It and Brand-It which have been enclosed within this application.
- **Dimensions:** Panels will measure 2440 x 1220 mm.
 - Kincardine Road: hoardings will measure 76m across the boundary and will display 62.2 advertisement panels.
 - Cottenham Street: hoardings will measure 95m across the boundary and will display 77.8 advertisement panels.
 - Upper Brook Street: hoardings will measure 70m across the boundary and will display 57.3 panels.
- **Illumination:** None forming this part of the application.
- **Time Period:** No longer than 3 years for the duration of the site works at the Site.

Planning Policy Considerations and Legislative Requirements

Advertisement Consent Legislative Requirements

Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires all adverts to be installed subject to the following conditions:

- No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
- No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
- Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
- Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
- If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

National Planning Policy Framework (2024)

The National Planning Policy Framework (NPPF) provides the following guidance in relation to outdoor advertisements within Chapter 12. Achieving well-designed places at Paragraph 141:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should

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

Planning Practice Guidance

The Planning Practice Guidance provides further clarification of the matters that can be taken into account when assessing applications for Express Advertisement Consent in relation to public safety and amenity.

Planning Practice Guidance ('PPG') notes at Paragraph 067 7 (Reference ID: 18b-067-20140306; Revision date: 06 03 2014) 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. In addition, there are also less likely to be road safety problems if the advertisement is on a site within a commercial locality.

Signs also need to ensure they do not obstruct or confuse a driver's view and that internally illuminated signs must not be overly bright or be subject to frequent changes of the display (Paragraph: 068; Reference ID: 18b-068-20140306; Revision date: 06 03 2014).

In terms of amenity, the PPG reiterates the wording of the Advertisement Regulations and the NPPF in stating that amenity is understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement (Paragraph: 079; Reference ID: 18b-07920140306; Revision date: 06 03 2014). Therefore, in assessing amenity, a Local Planning Authority should always consider the local characteristics of the neighbourhood and whether the proposed advertisement is in keeping with that setting.

Manchester Core Strategy (2012)

The Core Strategy does not set out specific policies related to advertisements. However, Policy DM1 (Development Management) sets out a range of specific issues to which all development should have regard, including:

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

Saved Unitary Development Plan Policies (2012)

While the Core Strategy supersedes a large number of the policies contained within the Unitary Development Plan (UPD), a number of policies were 'saved' in 2012 and remain in effect today. This includes Policy DC15 (Advertisements, Hoardings and Posters) which sets out that:

The Advertisement Regulations requires that applications for advertisements be considered only in the interest of amenity and public safety. In accessing the interest 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, no 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 proceeding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.'

Policy Assessment

In relation to the policies and guidance outlined above, an assessment of the proposed advertisement signage has been detailed below.

Amenity

The proposed advertisements will be displayed on temporary hoardings enclosing an active construction site. The content of the advertisements comprises high-quality visuals, including CGIs and informative graphics relating to the consented life sciences development. The signage panels have been sensitively designed to avoid any adverse visual impact. The materials are high-quality and appropriate for a professional, clean appearance. The panels will be securely mounted and consistently spaced to ensure an orderly and coherent visual impression along each boundary.

In accordance with Paragraph 141 of the National Planning Policy Framework (2024), the advertisements have been designed to be appropriate to their surroundings and will contribute positively to the appearance of the site during the construction phase.

Safety

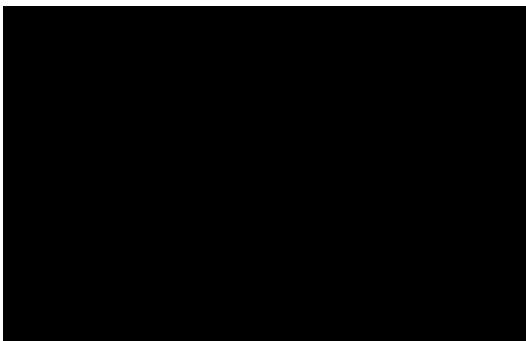
The proposed advertisements are entirely non-illuminated and static, with no moving or reflective parts. They are mounted on solid, purpose-built hoardings that are securely fixed to the site boundary. The proposals comply with the relevant considerations in Saved Policy DC15 of the Manchester Unitary Development Plan, which requires that advertisements should not adversely affect the free and safe flow of traffic or be injurious to public safety due to their position, size, or design.

Summary

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 Advertisements.

I trust the above is in order and I look forward to receiving confirmation that the application has been validated. Should you require any additional information in order to progress the application, please contact me.

Yours sincerely,



AshtonHale Ltd

Enc.
Hoard-It UBS Development Cottenham Street Presenter
Hoard-It UBS Development Kincardine Road Presenter
Hoard-It UBS Development Upper Brook Street Presenter (B)
Hoard-It UBS Development PLAN