

Our Ref: 04C201431/RM/LS/KW

Your Ref: 139860/JO/2024

17 February 2025

Robert Griffin
Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

Dear Rob,

APPLICATION FOR ADVERTISEMENT CONSENT IN ASSOCIATION WITH APPROVED DEVELOPMENT 139860/JO/2024, AT THE CORNER OF RELIANCE STREET AND OLDHAM ROAD, MANCHESTER M40 1EZ ('THE SITE')

Introduction

Avison Young are writing to you on behalf of our client, Iduna Evci Co 1 Limited ('the Applicant'), who are seeking advertisement consent for the erection of 5 no. of signs (1 illuminated totem with digital screen, 1 illuminated freestanding back to back tray sign, and 3 oak timber posts) in association with the approved EVCP use, and retail unit at the application site.

In accordance with the National Validation Requirements, the following documents have been submitted in support of the advertisement consent:

- This covering letter;
- Application form, duly signed and completed;
- Application Fee;
- Site Location Plan (Ref: 658-AT-ZZ-GR-DR-A-3.0001, Rev P2);
- External Lighting Plan (Ref: 612-AT-XX-XX-DR-A-5.1007, Rev P2); and
- Signage Application Plans (prepared by Benson Signs), including;
 - Item A - Be.EV totem sign with digital screens, DWG No. 29069, Rev 01;
 - Item B - Be.EV freestanding back to back tray sign, DWG No. 29069, Rev 01; and,
 - Item C - Oak timber posts with lettering, DWG No. 29069, Rev 01.

The planning application fee of £235, including the service charge of £70 has been paid via BACS to the Planning Portal (Ref: PP-13230487).

Application Site and Surroundings

Prior to the ongoing construction of the electric charging facility for 16 vehicles together with the associated single storey retail / commercial unit (175qm), the application site was a cleared area of land comprising hardstanding and scrub with boundary railing fence surrounding the site. A vehicular access point is present on Reliance Street and onto Oldham Road serving the new proposals. The site lies within the defined Newton Heath District Centre boundary.

To the immediate west of the site is a four-storey residential apartment block. To the north is a two-storey retail unit (Class E) and associated car parking area whilst on the opposite side of Reliance Street to the east is a car wash facility and MOT testing premises. To the south on the opposite side of Oldham Road is a construction site associated with the development of a previously cleared land for the provision of 100 no. apartment block (4/5 storeys) with ground floor commercial uses and 39 no. two and three storey dwellinghouses.

Planning Policy Context

The proposed signage has been reviewed in against the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The proposed signage falls within Class 4: *'Illuminated advertisements on business premises'*, Class 5: *'Other advertisements on business premises'* and Class 6: *'advertisements on forecourts of business premises'*, of this legislation. According to Class 4A/B, no part of the illuminated advertisement may exceed 4.6 metres above ground level. According to Class 5 and Class 6, no character or symbol on the advertisement may be more than 0.75 metres in height. Therefore, this application seeks advertisement consent for all illuminated and non-illuminated signage proposed on the forecourt of the business premises at the site.

The National Planning Policy Framework also recognises at paragraph 141 that *"the quality and character of a place can suffer when advertisement is poorly site and designed"*.

With regards to relevant local planning policies, Policy EN1 *'Design Principles and Strategic Character Areas'* of MCC's Core Strategy (adopted July 2012), states that new development should provide opportunities for good design to enhance the overall image on the city.

Signage Proposals

This application is seeking advertisement consent for the following proposed signage located within the electric forecourt (Sui Generis Use), at the Site:

"Advertisement consent to display 1 illuminated totem with digital screen, 1 illuminated freestanding back to back tray sign, and 3 oak timber posts."

The application proposes the erection of 5 no. of signs in association with the approved EVCP use, and retail unit at the application site. Full details including measurements, and the location of the proposed signage can be found on the drawings prepared by Architect That which has been submitted as part of this application and summarised as follows:

- 1 x Illuminated Digital Totem with LED screen;
- 1 x Illuminated Digital Back to Back Tray Sign; and,
- 3 x Oak Timber Posts.

Digital Totem with LED Screen (Be.EV, Digital Screen, Occupier Sign)

One illuminated digital totem is proposed to be appropriately located towards the south eastern corner of the site which would signpost motor vehicles along Oldham Road. The proposed positioning of the totem makes the location of the EVCP clearly visible within the vicinity of the site and assists wayfinding for passing drivers.

The totem is 5 metres in height, 1.21 metres in width and 0.15 metres in depth. The height of the signage from the ground to the base of the totem is 2 metres. The maximum height of any individual letter is 74.9 centimetres.

The totem will be made from aluminium trays, finished with RAL 150 60 60 ('Energy Green') and positioned on a metal post. These materials have been chosen to match those that will be used in the consented EVCP to ensure continuity in design and branding. It will be internally illuminated, 600 cd/m² and be intermittent illuminated.

Digital Back to Back Tray Sign (Be.EV)

One small, illuminated back to back tray sign is proposed along the frontage of the site between the EVCP parking spaces and Oldham Road. The measurements of the proposed signage will be 1.5 metres in height, 1.5 metres in width and 0.15 metres in depth. The maximum height from the ground to the base of the advertisement is 0.25 metres. The maximum height of any individual letter will be circa. 150 centimetres. Be.EV branding is proposed to be displayed on the signage.

The sign will be a freestanding back to back tray, with fret cut lettering backed up in opal internal LED illumination, fixed to a steel structure finished in RAL 150 60 60 ('Energy Green'). The sign will be illuminated internally, be of static illumination and will be 600 cd/m².

The branded signage will be visible for passing pedestrians and drivers; therefore, can be used as a clear way finder that identifies the EVCP use on site. The illuminated signage will be located within the proposed soft planting which provides a pleasant streetscape for those walking along Oldham Road.

Oak Timber Post

A total of 3 oak timber posts are proposed to be positioned within the site along Oldham Road. 2 of the 3 posts will contain black 3mm acrylic characters in a horizontal formation which will read as 'WELCOME' and 'THANK YOU', upon entrance and exit to the site. The base of the posts will be made of metal holding sleeves. The measurements of the posts will be 1.5 metres tall, 0.2 metres in width and 0.2 metres in depth. The maximum height of the lettering is 80 centimetres.

All proposed signage falls within the curtilage of the site boundary, as shown on the submitted External Lighting Plan (Ref: 612-AT-XX-XX-DR-A-5.1007, Rev P2).

Planning Assessment

The proposed signage is essential for wayfinding and navigation, and directly relates to the approved EVCP forecourt and associated retail use on site. The designs of the signage are in keeping with the operator's brand identity and will complement the approved materials that are to be used on site. The signage has been designed to follow the design aspirations as set out in the full planning permission.

As set out above, Policy EN1 outlines that good design is important on major orbital and radial routes in the city. The proposed signage will be located on Oldham Road, and therefore provides compliance with this policy's objectives through visually enhancing the appearance along one of the main radial routes into the city.

Regarding other material considerations, 'Guide to Development in Manchester Supplementary Planning Document ('SPD') and Planning Guidance' was adopted in April 2007 and provides guidance for developers covering design, accessibility, environmental standards and how to successfully create a sense of place for new developments in Manchester. The SPD states that signage in new developments can be used positively to enhance legibility and if appropriately located and designed, it can assist visitors to the development. The locations of the proposed signage have been chosen based upon the general principle of wayfinding and the importance of ensuring that the EVCP is clearly visible to the public.

In addition, this SPD states that corners on major routes should be utilised to accommodate active uses, entrances, art or signage to reinforce the streetscape and create a sense of place. The proposed signage is located along a major route into the City Centre (Oldham Road). Therefore, provides an opportunity to positively transform the streetscape.

The proposed signage has been kept to a minimal design and is in keeping with the design rationale of the EVCP and other signage in close proximity to the site. The designs of the sign will complement the approved materials that are to be used on site and are appropriate in terms of size and scale, when considering the development as a whole. The proposals will complement the aesthetic within the local vicinity and will not obstruct users of the highway network or public footpath in any way.

Based on the above, it is therefore considered that the proposals are wholly appropriate and the requirements of Policy EN1 of Manchester's Core Strategy are complied with in terms of visual amenity, wayfinding and place making.

Conclusion

Advertisement Control Policy allows the Local Planning Authority to exercise control over advertisement in the interest of visual amenity and highway safety. The advertisements in question are not considered to be visually obtrusive or prejudice highway safety, and as such is in line with the adopted Development Plan.

I trust the information provided within this submission is sufficient to validate and determine the application. If you have any queries, please do not hesitate to contact me on the details provided below.

Yours Sincerely,



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For and on behalf of Avison Young (UK) Limited