

Manchester City Council
Planning
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20th November 2024

Dear Sir/Madam,

Application for Consent to Display Advertisements at Alpha 6, Global Logistics Hub, M90 5AD.

Cushman & Wakefield has been instructed on behalf of our client FedEx ('the applicant') to apply to Manchester City Council for an application seeking consent to display advertisements at Alpha 6, Global Logistics, M90 5AD.

The application has been submitted to the Council via the Planning Portal (ref: PP- 13504907).

Application Content

Together with this detailed covering letter, this application is supported by the following documents:

- Completed application form and certificate;
- Drawings:
 - Site Location Plan
 - Fed Ex – Manchester Airport GBR Brand Book – Eternal Signs 015361-01 R10

The Site

The application site comprises Alpha 6, an industrial warehouse building, located within the Global Logistics Hub, Manchester. The site adjoins existing industrial/ logistics development in all directions, with the M56 only a few minutes' drive from the site. The site is located c.750m south west of Manchester Airport.

Proposed Development

This application seeks consent to display a series of advertisement signs to the site, including:

- Two illuminated fascia signs;
- Two security signs;
- Three delivery bay signs;
- Three directional signs; and
- A series of car parking sign.

The two illuminated fascia advertisements will be site approximately 4.1m high on the north eastern and south western elevations of the building. The advertisements will comprise laser cut letters approximately 0.15m thick and finished in brand colours of white and orange, approximately 1.57m high. The sign will be built up internally illuminated letters, illuminated to a level of 500 cd/m2.

The majority of the works will be located on the north western elevation of the building. This includes the installation of two security signs, three delivery bay and a driver reception sign mounted on the external building facade.

Additionally, one directional sign will be mounted on the existing boundary fence to the northwest of the site. The proposed door vinyl will be externally mounted on the reception door, also located on the northwest side of the site.

The proposed car parking signs will be located within the existing car park, mounted to the existing boundary fence, above four existing parking spaces.

Details of the advertisements are listed in the table below:

Type	Width (m)	Height (m)	Height above ground (m)	Max letter height (cm)	Projection (m)	Materials	Text colour and background	Illuminated?
Illuminated fascia signs (EX01 & EX02)	5.15	1.57	8	157	0.15	Aluminium with acrylic face	White and orange	Yes
Delivery bay signs (EX03)	0.3	0.34	5	12.4	0	Aluminium composite panel	Purple, white and orange	No
Driver reception sign (EX04)	1.52	1.16	1.5	37.8	0	Aluminium composite panel	Purple, white and orange	No
Security signs (EX05)	1.21	0.9	1.7	90	0	Aluminium composite panel	Various	No
Reception sign (EX06)	0.53	0.61	1.2	37.8	0	Aluminium composite panel	Purple, white and orange	No
Parking bay signs (EX07)	0.53	0.61	1.5	19.6	0	Aluminium composite panel	Purple, white and orange	No
Directional sign (EX08)	1.52	1.16	1.2	37.8	0.05	Folded aluminium panel	Purple, white and orange	No
Door Vinyl (EX10)	0.6	0.18	1.5	180	0	Vinyl	White	No

Planning Assessment

The advertisement consent is sought by FedEx in association with their occupation of the building with the advertisements required for both wayfinding and health and safety purposes.

The adverts are not considered excessive with regards to appearance or scale and the proposal will not have a significant visual impact to the street scene or the character and appearance of the building and area.

The proposed adverts reflect similar signage within the Logistics Hub and local area and would not result in any undue impacts to public safety.

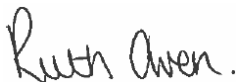
The illuminated fascia signs will be static and internally illuminated, and the illuminance level is not considered to be obtrusive. It is considered necessary for these signs to be illuminated given the 24/7 nature of FedEx's operations and need to assist with wayfinding around the clock.

The proposal is therefore considered to be compliant with Policies DC15.1 and DC15.2 of the Unitary Development Plan.

Conclusion

I trust that you have all the necessary information to validate the application, however if you have any queries, please do not hesitate to contact me.

Yours sincerely,



Ruth Owen MRTPI
Planning Consultant
Cushman & Wakefield - Planning