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13 August 2024

Planning Department
Manchester City Council
PO Box 532
Town Hall
Manchester, M60 2LA
FAO: Jack Naven

Your ref: PP-13295273

Dear Jack,

Application for Advertisement Consent – Loverose Way, Science and Industry Museum, Liverpool Road, Manchester, M3 4FP

On behalf of our client, the Science and Industry Museum (the 'Applicant'), we hereby submit an application for advertisement consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The application relates to 3 no. hoardings, that will be installed at Loverose Way, attached to the scaffolding currently in place at the north elevation of the New Warehouse, for a temporary period no longer than 12 months.

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

Site and Application Context

The Science and Industry Museum is located to the north-west of central Manchester, to the east of the River Irwell and within the Castlefield Conservation Area. The New Warehouse building is Grade II Listed and is located within the north-eastern portion of the Science and Industry Museum estate complex. Loverose Way bounds the northern elevation of the New Warehouse.

The advertisement proposals that form this application do not interact with any historic fabric, as the proposals are proposed to be located on the consented scaffolding on the north elevation of the New Warehouse along Loverose Way.

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Please see the below Location Plan of the wider Museum estate, including the New Warehouse building and the site plan showing the location of the proposed advertisements.

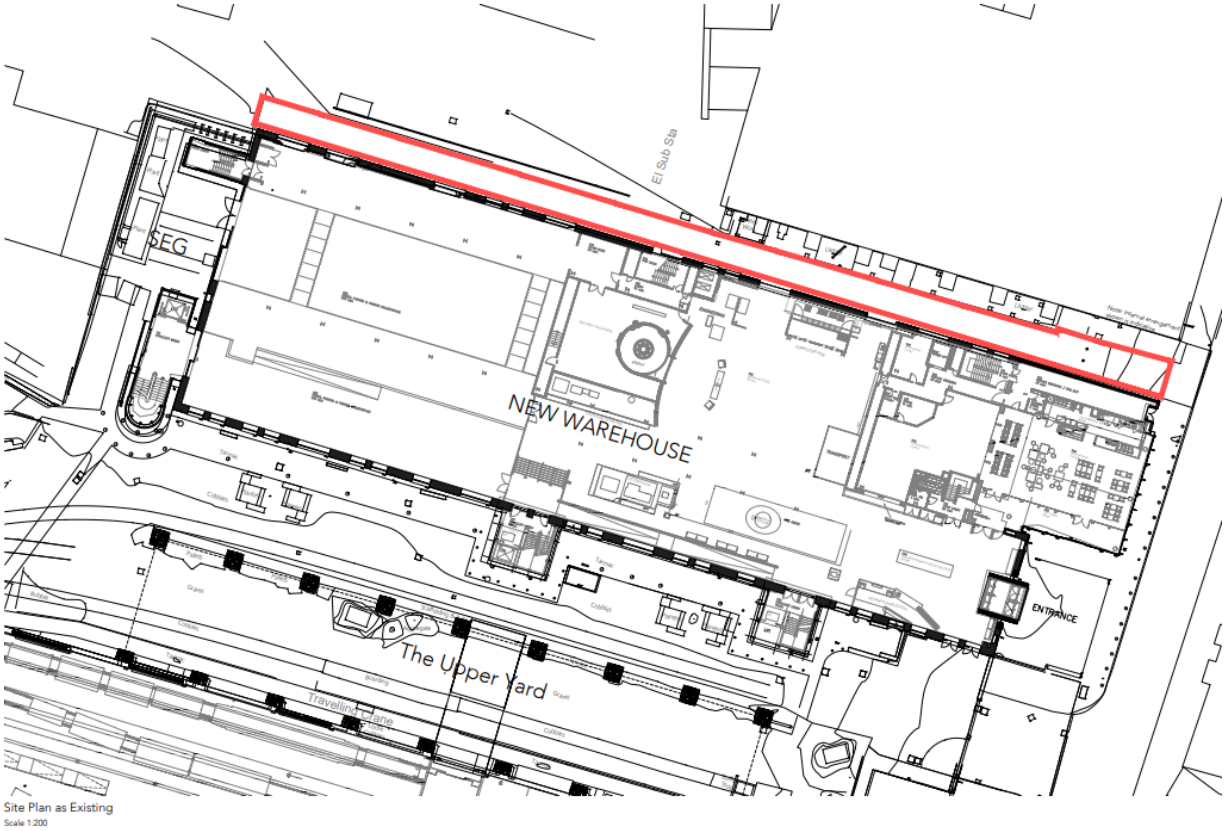

Figure 1: Site Plan, prepared by Buttress Architects

The advertisements are to be implemented on a temporary basis at the Site, whilst scaffolding is erected at the New Warehouse to facilitate the consented restoration and repair works to the building (planning and listed building consent ref. 138261/LO/2023 and 138260/FO/2023). The proposals will improve wayfinding, legibility and maintain aesthetic standards at the Museum, whilst the consented refurbishment works take place at the Museum estate. The advertisements will be in place for no longer than 12 months, for the duration of the refurbishment works.

Details of the advertisements are provided in the following section and within the submitted documentation (referred to as Element 1, 2 and 3).

Description of advertisements

- **Description:** 3 x wooden hoardings at Loverose Way
- **Material:** vinyl or diabond panels applied to wooden hoardings.

- **Colours:** see submitted SIM Hoarding Design document prepared by Allied London and Form Property for full details of the proposed advertisements.
- **Dimensions (m):**
    - Hoarding 1 (Element 1): 2.4 (h) x 8.84 (w) x 0.09 (d)
    - Hoarding 2 (Element 2): 2.4 (h) x 48.52 (w) x 0.09 (d)
    - Hoarding 3 (Element 3): 2.4 (h) x 27.2 (w) x 0.09 (d)
- **Illumination:** none forming part of this application.
- **Time period:** No longer than 12 months from September 2024 and for the duration of the refurbishment works at the New Warehouse.

The below plan outlines the precise location of the proposals at the Site.

Planning Policy Considerations and Legislative Requirements

National Planning Policy Framework (2023)

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 ('live' document)

The Planning Practice Guidance (PPG) 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.

In terms of public safety, the PPG details at Paragraph: 067 (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-079-20140306; 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 Policies of the Unitary Development Plan (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.'

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.*

Compliance with planning policy and legislative requirements

A review of the relevant policies and guidance has identified the following key considerations for an advertisement application: amenity and safety; design and heritage. An assessment of the proposed advertisements against these key considerations is set out below.

Safety and Amenity

The proposed advertisements will be visible from ground-floor level and have been sensitively designed to provide clear wayfinding information at the Site, whilst consented refurbishment and construction works take place. The proposed advertisements are temporary for a period of no longer than 12 months.

It is therefore considered that the proposed development is unobtrusive and will be in-keeping with the aesthetic of the surrounding area, as well as the scale and form of the development, and will not have an adverse impact on amenity.

The proposed advertisements shall be fixed securely whilst consented refurbishment and construction works take place at the Museum estate. Furthermore, the proposed

advertisements will not include any audible elements or any elements that could cause disruption or distraction to users of the nearby highways.

Design and heritage

The signage proposals have been sensitively designed to maintain aesthetic standards at the Museum estate whilst the consented refurbishment works to the wider estate are underway.

The proposed advertisements are temporary in nature and will not be directly fixed to any of the heritage assets at the Museum estate. It has been agreed with the Council that listed building consent is not required.

As such, none of the proposed advertisements will directly impact the special interest of the surrounding listed assets.

Summary

The proposed signage has been designed to minimise the impact on the setting of the Museum and the wider conservation area. None of the proposed signs shall be fixed to historic fabric, and they shall be installed for a temporary period only. The proposed signage shall accord with legislative requirements for safety and impact on amenity.

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 Advertisements.

Application Submission

The application comprises this covering letter and the following supporting plans and documents:

- Application form prepared by Deloitte;
- Site Plan (Ref. 9488 – BUTNWA XX – DR - A - (01) 001), prepared by Buttress Architects, dated 20.03.2024;
- Location Plan (Ref. 9488 – BUT – A – XX – DR – A - (01) 000), prepared by Buttress Architects, dated 30.07.2024; and
- SIM Hoarding Design document, prepared by Allied London and Form Property, undated.

The application has been submitted via the Planning Portal (Ref: PP-13295273). I would be grateful if you could confirm when this application has been registered and validated.

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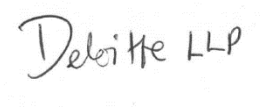
We trust that you have all the information you need to validate the application, and we look forward to receiving written confirmation of registration. Please do not hesitate to contact Eleanor Scrafton (0161 455 8598/ escrafton@deloitte.co.uk), if you have any questions or require further information.

Yours sincerely



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