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Delivered via Planning Portal

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Planning and Building Control
Manchester City Council
Level 6, Town Hall Extension
St Peter's Square
Manchester
M2 5HD

To whom it may concern,

**APPLICATION FOR ADVERTISEMENT CONSENT FOR THE DISPLAY OF CONTRAVISION PANELS TO HEINEKEN UK
BREWERY, DENMARK ROAD, MANCHESTER, M15 6LD**

On behalf of Heineken UK, I am pleased to enclose an application for advertisement consent to enable the display of contravision panels to existing windows at Heineken UK's Manchester brewery, located at Denmark Road, Manchester.

The application has been submitted via the Planning Portal (PP ref. PP-13187186), and comprise electronic copies of the following documents:

- Completed Application Form
- This Covering Letter
- Site Location Plan (10_1)
- Site Plan
- Existing Elevations (1007)
- Elevations for Planning (MSC - XX-DR-A-9510 C01)
- Advertisement Visuals

The requisite application fee of £235.00 (including Planning Portal Service Charge) has been paid online.

PROPOSED ADVERTISEMENT

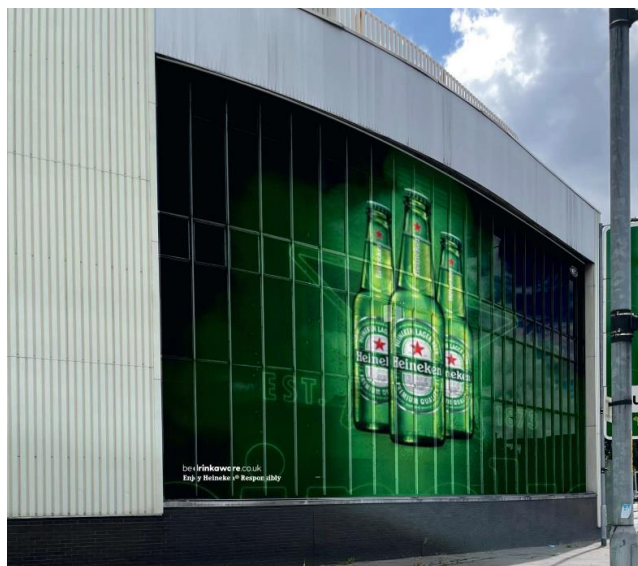
This application for advertisement consent relates to an area of existing glazing fronting the southbound lane of Princess Road (A5103). The window, which covers an area of 224 sqm, is made up of 72 tinted window panes. The proposed advertisement would comprise contravision panels with a dual purpose of promoting the produce of the brewery as well as better controlling the internal heat environment and obscuring views into the brewery.

The advertisement would be backlit from lighting within the brewery, it would not be illuminated by any additional or new source. The computer-generated visual shown overleaf provides an indication as to the likely design of the

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advertisement, showing three bottle of Heineken beer against a backdrop of the brand's iconic star emblem accompanied by the 'Enjoy Responsibly' logo.

Figure 1 – Computer generated image of the proposed advertisement



LEGISLATIVE AND POLICY CONTEXT

The legal framework against which applications for advertisement consent applications need to be assessed include the Town and Country Planning (Control of Advertisements) Regulations 2007 alongside relevant policies within the adopted development plan. In Manchester, Saved Policy DC15 (Advertisements) of the Manchester Unitary Development Plan 1998 (UDP) is of relevance.

The National Planning Policy Framework ("the Framework") (July 2021) and associated Planning Practice Guidance (PPG) are also material planning considerations.

Town and Country Planning (Control of Advertisements) Regulations (2007)

The abovementioned regulations require Local Planning Authorities (LPAs) to assess applications for advertisement consent taking account matters of public safety and amenity.

In terms of public safety, LPAs are expected to have regard to the effect of signage upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians). This will include consideration of issues such as the likely behaviour of drivers of vehicles who see the advertisement and possible confusion with any traffic sign or other signal. LPAs should also bear in mind adverts can positively benefit public safety by directing drivers to their destination. The key consideration in assessing an adverts' impact, is whether the advertisement itself, or the location, is likely to be so distracting or confusing, that it endangers people in the vicinity who are taking reasonable care for their own and others' safety.

In terms of amenity, LPAs should have regard to an adverts' effect on the appearance of the building or on visual amenity in the immediate neighbourhood/ surroundings where it is to be displayed. The relevant considerations for this purpose are the local characteristics of the neighbourhood, including scenic, historic, architectural, or cultural features, which contribute to the distinctive character of the locality.

Saved UDP Policy DC15 (Advertisements, Hoardings and Posters)

Saved Policy DC15 of the Manchester Unitary Development Plan (UDP) relates to advertisements and confirms that, in assessing the interests of amenity and safety, the Council will ensure that adverts do not harm the character of

architectural features of a building, nor interfere with its proper use, they should be in scale with the locality and relate properly to the site on which they stand, they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value. The policy confirms that 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.

National Planning Policy Framework & Planning Practice Guidance

In relation to advertisements, Chapter 12 (Achieving well-designed places) of the Framework confirms that the location of proposed advertisements is to be fully considered to ensure signage does not have a negative impact on the appearance of the built and natural environment. The Framework states that control over outdoor advertisements should be efficient, effective, and simple and reaffirms that advertisements can only be subject to control in the interests of public safety and amenity, taking account of cumulative impact (paragraph 141).

Planning Practice Guidance¹, updated in July 2019, references both the advert regulations and the Framework, whilst reiterating the same advertisement guidance in respect of amenity and public safety.

PLANNING ANALYSIS

Amenity

The Heineken Brewery is a local landmark within the Hulme area of south-central Manchester, it sits within an area of mixed character although predominantly large-scale modern commercial development. It is of low sensitivity with respect to historic townscape, although there are a number of key arterial roads which pass the brewery.

As is detailed, the proposed advertisement is to be displayed within existing windows fronting the southbound lane of Princess Road. The 72 contravision panels will sit flush with the existing window panes and together will form a single image, as per the example above. The advertisement would be wholly proportionate within the context of the much larger Brewery complex which covers an area of almost 7ha and is dominated by large warehouses, tanks and brewery-related infrastructure. Contravision panels are a common method of introducing advertisements on large areas of glazing within commercial buildings – largely due to the added benefit of increasing privacy.

As has been noted the surrounding area is of mixed-use character and has a clear precedent for prominent and large-scale advertisements, including a large advertising sheet on land at the junction of Moss Lane East and various signs associated with Hulme Retail Park. There is also a highly prominent digital advertising billboard located within the grass verge separating the north and southbound lanes of Princes Road north of the retail park. Notwithstanding this, the advertisement is considered to be sufficiently separated from other signs so as to not result in visual clutter.

The advertisement would also be positioned/ angled so as to face the public highway and other commercial uses therefore would not be visible from any residential property within the vicinity.

Overall, the type, size and positioning of the proposed advertisement are considering to be entirely in keeping within the context of the host building, and wider street scene. Given the extensive frontages of the brewery, it is considered that the advertisement would in fact introduce an element of interest to its exterior. To this extent the proposed advertisement would have an acceptable impact on the visual amenity of the application site and wider area and thus accords with the provisions of the advertisement regulations, saved UDP Policy DC15 and the National Planning Policy Framework.

Public Safety

The main safety considerations relate to the siting of the advertisement and the potential for the advertisement to distract drivers. Given the advertisement would be displayed on windows of a brewery which currently provide

¹ <https://www.gov.uk/guidance/advertisements>

views into an extensive range of machinery and brewing paraphernalia it is considered that there would be no greater level of distraction caused. It's positioning and visibility will mean it is only prominent within close proximity of drivers travelling south-bound on Princess Road adjacent to a signalled junction where drivers will be naturally cautious.

Again, the advertisement sits within the context of a number of permitted or deemed advertisement including a sheet advertisement which adjusts content on a regular basis and illuminated signage at various levels within Hulme Retail Park. The proposed advertisement would not be illuminated of itself and would reduce internal glare from within the brewery building compared to the existing baseline. Overall it is not considered that the proposed advertisement could cause an unacceptable risk to public, and in particular highway safety, thus according with the provisions of the advertisement regulations, saved UDP Policy DC15 and the National Planning Policy Framework.

CONCLUSION

In conclusion, it is considered that the proposed contravision panels are in line with the provisions of the advertisement regulations, saved UDP Policy DC15 and the National Planning Policy Framework. The location, positioning and design of the advertisement would not give rise to any unacceptable impact upon public safety or amenity.

I trust that you have everything you require to validate and determine this application, though please do not hesitate to contact me if you have any queries.

Yours sincerely,



Steven Healey
Senior Planner

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