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01 July 2024

Planning Department
Manchester City Council
PO Box 532
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FAO: Jack Naven

Dear Jack

Union T2, St John's Manchester – Application for Advertisement Consent

Please find enclosed an application submitted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (hereafter referred to as the 'Advertising Regulations') by the Applicant, Vita Living T2 Limited ('the Applicant').

The Application is for Advertisement Consent to erect the "U+NION" fascia signs on the North and South facades of the T2 building.

Background

On 16 November 2021, Planning Permission was granted for Union T2 at St John's in Manchester city centre (ref: 126648/FO/2020). The description of development approved under application ref: 126648/FO/2020 is as follows:

"Full Planning Permission for the erection of 32 storey plus two basement level mixed use building (sui generis), comprising co-living units, amenity space, gym and flexible commercial space, landscaping, access and other associated works."

In 2023, a Section 73 application (ref: 132952/JO/2022) was approved to facilitate the creation of an extended ground floor commercial unit ('the Green Room'). Construction commenced in April 2022, with an estimated completion target in 2025.

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Proposed Development

The Proposed Development comprises the erection of two "U+NION" illuminated signs on the top parapet of the North and South elevations, which is not covered by the extant consent. The signage strategy broadly follows the same principles as the approved Union T1 advertisements (which was approved in 2023 under ref: 136509/AO/2023). However, due to the different louvre layout compared to Union T1, the separation of the letters differs to that approved under ref: 136509/AO/2023.

Elevational Signs

Elevational signs depicting the name "U+NION" are proposed to be erected on the North and South elevation of the building. The proposed elevation signs will be made from bespoke fabricated illuminated lettering, and will reflect the "U+NION" branding already established across Union T1.

The location of the proposed elevational signs is outlined in the "Vita Union St John's Building T2 Signage" document submitted alongside this cover letter.

The letters are to be constructed out of aluminium, with the rim and returns coated in high grade automotive grade Paint RAL Black with a semi-gloss finish. The letter faces will have opal Lucite lenses installed to allow for uniform light distribution. The illumination will be created with inlaid ultraefficient "cool white" 94.LED modules, which will allow illumination and visibility at night.

The sign has been specifically designed and located on the top parapet to ensure it is visible when viewed from the pedestrian level on Water Street, and will act as a means of wayfinding to direct people to the building. Further information and sign dimensions are provided in Table 1 below.

Table 1: Dimensions and Metrics of Proposed Advertisement

Sign	Dimensions (mm)	Height from Ground to base of advertisements (mm / AOD)	Illumination	Cd/m2	Materials
Elevational Sign (North Elevation)	Length: 14,614 Height: 1,892 Maximum protrusion: 244	107,475mm 134,375 AOD	Static internal illumination	Maximum 600 cd/m2	Aluminium Rim & Returns Coated In High Grade Automotive grade Paint RAL Black to a Semi-Gloss Finish.
Elevational Sign	Length: 14,623	107,475mm	Static internal illumination	Maximum 600 cd/m2	

(South Elevation)	Height: 1,892 Maximum protrusion: 244	134,375 AOD			Letter Faces To Have Opal Lucite Lenses Installed For uniform Light Distribution. All Fixing To Rim Is Hidden. Letters To Have Supporting Structures With Inlaid Ultraefficient Cold White LED Modules

Further details on this specification, design and location of the signage proposed can be found in the enclosed plans and in the Application Form submitted to support this application.

National Planning Policy & Guidance

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.

National Design Guide (2019)

The National Design Guide was published by the Ministry of Communities and Local Government in October 2019 and is a material consideration in the determination of a planning application. It sets out the characteristics of well-designed places and demonstrates what good design means in practice. It notes at Paragraph 99 that signage plays a part in achieving well-designed places.

Local Planning Policy

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 the 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 the majority of 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 assessing 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.'

Assessment

A review of the relevant policies and guidance has identified three key considerations for an advertisement application, as covered in the headings below.

Public Safety

The design of the proposals will not raise public safety issues. The lighting of the proposals is static and all under 600 candela per sq m which will not adversely affect local amenity. The advertisements are appropriately located both in terms of public safety and the amenity of the surrounding area.

Please see the accompanying information pack submitted alongside this covering letter for further details.

Appropriateness for Setting / Design

The construction and installation of these displays will take place with reference to the latest best practices. It is considered that the nature of illumination is not excessive and is proportionate for the location near to the highway and would not be distracting or cause safety issue to road users.

Although the signs are proposed to be internally illuminated, the nature and extent of illumination is not excessive and is proportionate to the Site and its surroundings, with regard to the nature of other buildings and development on Water Street, including Vita's Union T1 building.

The design, content and scale of advertisement proposed is akin to signage at any other comparable major development sites and is appropriate for the rapidly developing mixed-use area. The advertisements are in placed in unobtrusive locations that will not compromise local amenity or public safety and are appropriately designed.

Amenity

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Regarding any impact on amenity, and in considering the local characteristics of the surrounding area to the Site, it is considered that the proposed signage will be in keeping with the scale and form of the existing features of the Site's immediate context.

Although the signs will be internally illuminated, the illumination is proposed to low level to avoid light spillage to neighbouring properties. Furthermore, none of the proposed signs will have an audible element.

On this basis, it is considered that amenity will not be adversely affected by the proposed signage and that the Application therefore satisfies the requirements of planning policy with regard to due consideration of these matters.

Summary

For the reasons set out above, the signs proposed through this Application for Advertisement Consent are considered to comply with the relevant National and Local policies and guidance. There are no other relevant policy considerations, and as such it is considered that the proposal is in accordance with the Development Plan and relevant material considerations.

Application Submission

This application comprises this Covering Letter and the following documentation:

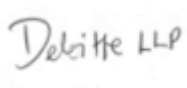
- Application Form and Notice Certificates – prepared by Deloitte;
- Site Location Plan – prepared by Denton Corker Marshall; and
- Vita Union St Johns Building T2 Signage Pack – prepared by X Sign.

Summary and Conclusion

The Planning Application is submitted through Planning Portal (ref: PP-13197635). Payment has been sent via Planning Portal for the sum of £235.00 (incl. fees) in respect of the application fee.

We would be grateful if you could notify us of validation of the Application, and please do not hesitate to contact my colleague Ollie Eyre (odeyre@deloitte.co.uk / 020 7303 4102).

Yours sincerely,



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Encs: