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

Dear Jack,

Application for Advertisement Consent - 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 window vinyls that will be installed at the Powerhall extension and a scaffolding wrap and construction hoarding to be erected for the duration of the construction works for the New Warehouse refurbishment project.

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.

Application Context

In December 2020, £4.3 million of funding from the Government's Public Sector Decarbonisation Scheme was awarded to the Power Hall, New Warehouse and the wider Science and Industry Museum (SIM) site to substantially improve energy efficiency and lower carbon emissions across this globally significant site. This grant will support the museum's environmental sustainability and Greater Manchester's goal to become carbon neutral by 2038 – 12 years ahead of the national target.

The SIM estate is of high historic value due to its role as the first passenger station in the world, when first erected in the 1830s. As such, the Museum buildings represent Manchester's past as the global centre of the textile industry and the historic transport routes between Liverpool and Manchester to facilitate the industry. Liverpool Road Goods Station became one of the busiest centres of goods distribution throughout the north west, with its peak activity taking place between 1890 and 1940.

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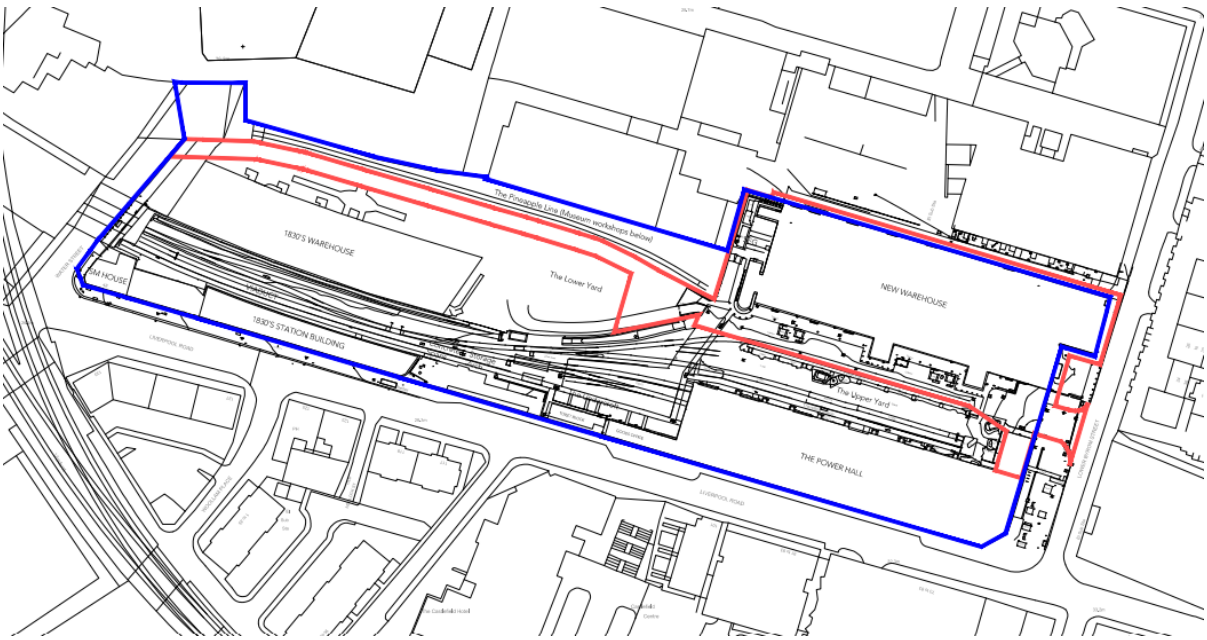
Following a shift towards road freight post-World War Two, the estate was disbanded and fell into gradual decline. Following the use of the Site by British Rail, the Site was sold to Manchester Council and plans emerged for the Site to be used as the North Western Museum of Science and Industry. Phased restoration of the buildings at the Museum estate took place throughout the late-20th Century, with the Power Hall and New Warehouse buildings being restored to house exhibitions in the 1980s. Following this, the Museum has undergone a number of refurbishment and extension works to improve and modernise the Site.

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 and Power Hall buildings are both Grade II Listed and are both located within the eastern portion of the Science and Industry Museum estate complex.

The advertisement proposals that form this application do not interact with any historic fabric, as the location of the proposals are on non-designated and unlisted structures at the Museum site, including consented scaffolding, entrance hoardings and the windows of an unlisted modern extension building.

Please see the below Location Plan of the wider Museum estate, including the New Warehouse and Power Hall buildings.

Figure 1.1 Site Location Plan, prepared by Buttress Architects



The window vinyls, construction hoarding and scaffolding wrap will be in place for the duration of the New Warehouse restoration and repair works that were recently approved in February

2024 under the Planning Permission and Listed Building Consent (138261/LO/2023 and 138260/FO/2023). The description of development for these works is:

"Phased refurbishment works, with Phase 1 including full replacement of the roof with new insulation, downpipes and gutters, access gantries and ladders and revised rooflight arrangement, fabric repairs and decoration works to the facades, waterproofing works to the Special Exhibitions Gallery at basement level including some excavation of the Upper Yard to allow for access, the installation of a new entrance porch on the west elevation, installation of scaffolding and hoarding during construction works, other associated works, and Phase 2 comprising the reinstatement of the Upper Yard hard landscaping following completion of the waterproofing works to the Special Exhibitions Gallery."

The works will support the management of the estate during the construction period of the New Warehouse restoration and repair project. In this regard, the proposed advertisements are intended as a means of wayfinding and will signpost the building whilst scaffolding is erected.

The advertisements are to be implemented on a temporary basis at the Site, to improve legibility and maintain aesthetic standards at the entrance to the Museum, whilst the consented refurbishment works take place at the Museum estate. The advertisements are expected to be in place at the Site from May 2024 to December 2025.

Details of the advertisement are provided in the following section and within the submitted documentation.

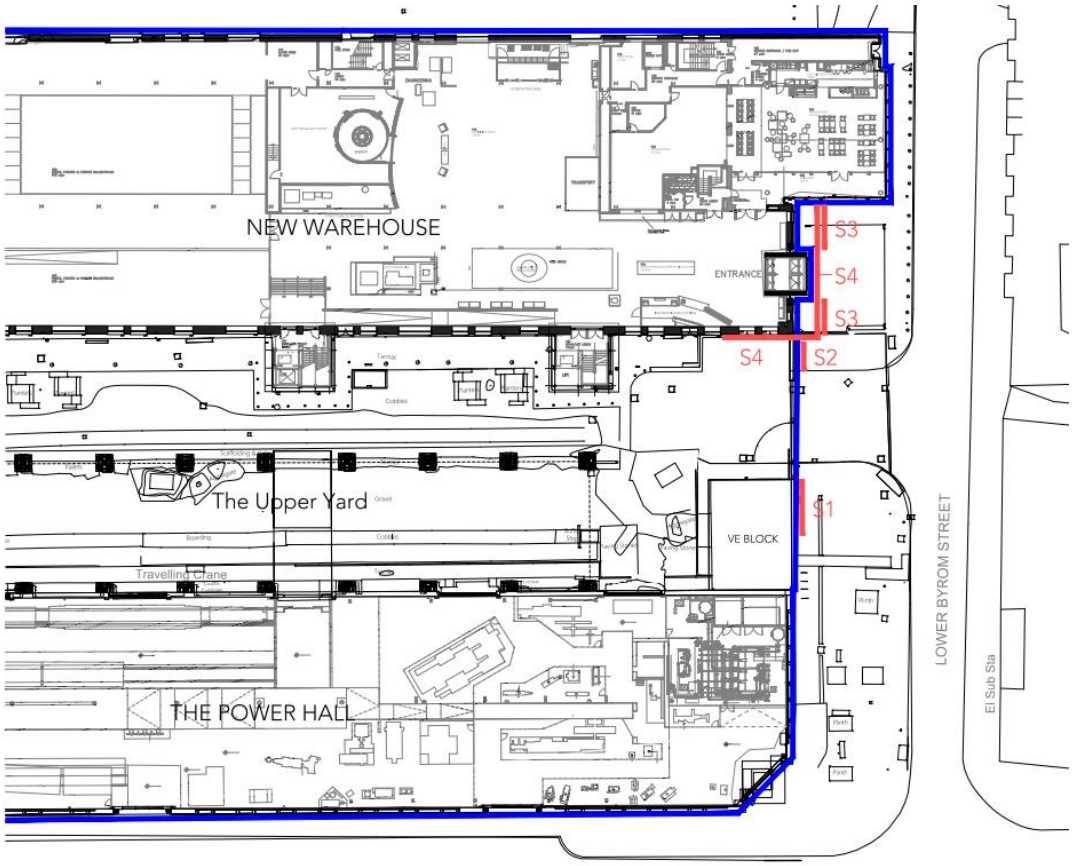
Description of advertisements

Seven no. advertisements are proposed as a part of this application. These are referred to as S1, S2, S3 and S4 in the accompanying documents submitted alongside this application. The advertisements comprise of the following:

- 3 no. perforated vinyl window stickers at the eastern elevation of the Power Hall extension (referred to as S1);
- 1 no. applied vinyl or diabond panels on wooden hoarding on Museum entrance gate (referred to as S2);
- 2 no. applied vinyl or diabond panels on entrance hoarding attached to the base of the scaffolding on either side of the main entrance to the New Warehouse (referred to as S3); and
- 1 no. mesh scaffold banner on scaffolding at the eastern elevation of the New Warehouse (referred to as S4).

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

Figure 1.2 Site Plan, prepared by Buttress Architects



The proposed signage details have been further summarised in the table below.

Table 1: Dimensions and Metrics of the Proposed Advertisement

Sign	Details
S1	**Description:** 3 x window vinyls at Powerhall extension **Material:** perforated vinyl **Colours:** see the External Signage document prepared by instruct and submitted in support of this application for full details of the proposed designs. **Dimensions (m):** Vinyl 1: 3.2 (h) x 1.9 (w) x 0.01 (d)

	Vinyl 2: 3.5 (h) x 1.9 (w) x 0.01 (d) Vinyl 3: 4.8 (h) x 1.9 (w) x 0.01 (d) **Illumination:** none
S2	**Description:** 1 x wooden hoarding at entrance gate to Museum **Material:** vinyl applied or diabond panels **Colours:** see the External Signage document prepared by instruct and submitted in support of this application for full details of the proposed designs. **Dimensions (m):** 2.4 (h) x 3 (w) x 0.09 (d) **Illumination:** none
S3	**Description:** 2 x wooden hoarding at New Warehouse entrance **Material:** vinyl applied or diabond panels **Colours:** see the External Signage document prepared by instruct and submitted in support of this application for full details of the proposed designs. **Dimensions (m):** Hoarding 1: 2.4 (h) x 5.54 (w) x 0.09 (d) Hoarding 2: 2.4 (h) x 5.28 (w) x 0.09 (d) **Illumination:** none
S4	**Description:** 1 x mesh scaffold banner at New Warehouse scaffolding **Material:** Scaffold MESH banner 310gsm B1 Fire rated with reinforced welded hems and eyelets fixed to a projected interclamp frame **Colours:** see the External Signage document prepared by instruct and submitted in support of this application for full details of the proposed design. **Dimensions (m):** 10 (h) x 15 (w) x 0.01 (d) **Illumination:** none

National Planning Policy and 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.

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 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 three key considerations for an advertisement application: amenity; design and heritage; and safety. An assessment of the proposed advertisements against these key considerations is set out below.

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 will not be illuminated, eliminating the impact of lighting to residential amenity in the nearby area as a result. Furthermore, the proposed advertisements will not include any audible elements.

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.

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.

Safety
The proposed advertisements will provide clear wayfinding information and shall be fixed securely whilst consented refurbishment and construction works take place at the Museum estate.

The proposed advertisements will not be illuminated, eliminating the impact of lighting or glare on the surrounding highways. 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.

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 are illuminated, they shall not 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 – A (01) 001), prepared by Buttress Architects;
- Location Plan (Ref. 9488 – SW (01) 000, prepared by Buttress Architects; and
- External Signage document (Ref. V11), prepared by instruct.

The application has been submitted via the Planning Portal (Ref: PP-12965280). I would be grateful if you could confirm when this application has been registered.

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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