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14 November 2023

Planning Department
Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

FAO Anthony Mitchell

Dear Anthony,

Application for Advertisement Consent for Three Totems and One Fingerpost Sign
All Saints Park, Manchester Metropolitan University, Manchester

Please find enclosed an application (the 'Application') submitted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (hereafter referred to as the 'Advertising Regulations'). The Applicant is Manchester Metropolitan University (the 'Applicant').

The Application is for Advertisement Consent to erect 3no. Totem Signs and 1no. Fingerpost Sign at the public realm surrounding All Saints Park ("the Park") within the Manchester Metropolitan University (the 'University') Campus (the 'Proposed Advertisements').

The Site

The Site comprises three areas of public realm surrounding All Saints Park, includes pavement outside the northern and south-eastern corners of the Park (Please refer to Site Location Plan Ref: 1958-PLA-01A-XX-DR-L-0016-P02 submitted as part of this Application for detailed illustration). It also includes an area to the south western corner of the Park at the junction between Lower Ormond Street and Cavendish Street.

The Site is located within Manchester City Centre, as defined by Manchester City Council Core Strategy (2012) and forms part of the Hulme Ward in Manchester. The Site is also located close to the two City Centre Wards, Piccadilly and Deansgate, and the Ardwick Ward.

Background

Full Planning Permission was granted on 2nd June 2021 for the refurbishment and expansion of All Saints Park Public Realm and surrounding streets at the University campus in Manchester, under Planning Permission Ref: 128485/FO/2020.

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Construction has now commenced on the All Saints Park Public Realm scheme. The Applicant is proposing to provide signage at All Saints Park Public Realm as part of the University's wider strategy to improve wayfinding and placemaking across the Campus.

The Proposed Development

The Proposed Advertisements comprise the erection of 3no. Totem Signs and 1no. Fingerpost Sign. Further details of the Proposed Advertisements are provided below.

Totem Signs

Three Totem Signs are proposed at All Saints Public Realm as follows:

- SL1 - located on Oxford Road to the northern extent of the Park;
- SL3 – located on Oxford Road to the south eastern extent of the Park; and
- SL4 – located at the junction between Lower Ormond Street and Cavendish Street towards the south western corner of the Park.

Totem Signs SL1 and SL3 are proposed to rise to 3m in height and include a 43'' digital screen, with an illuminated map on the reverse side. The signs will be internally illuminated and will require power and data feeds, which will be supplemented by a solar panel incorporated into the top of the Totem Sign. Totem Sign SL4 is of a smaller scale, rising to 1.9m and incorporating two 43'' digital screens on each key elevation. The sign will therefore also require power and data feeds.

All totems will comprise an internal steel frame clad in aluminium and powder coated RAL 5012 with letters in white opal acrylic. They will include directional information for the University Campus, whilst the LED screens will serve the following purposes:

- Wayfinding – Map of the University campus to provide directions around the University;
- Promotion – Events promotion and community engagement; and,
- Events – Crowd control and temporary wayfinding functions.

Further information and sign dimensions are provided in Table 1 below.

Table 1: Dimensions and Metrics of the Proposed Totem Signs

Criteria	Gateway – Single Digital Screen (SL1 and SL3)	Digital Monolith – Double Digital Screen (SL4)
Height x Width x Depth of the proposed totem signs (m)	3 x 0.7 x 0.3	1.9 x 0.7 x 0.4
Height from the ground to the base of the proposed totem signs (m)	0	0
The maximum height of any individual symbols and letters (cm)	0.52	0.095

Criteria	Gateway – Single Digital Screen (SL1 and SL3)	Digital Monolith – Double Digital Screen (SL4)
Proposed material	Internal steel frame support, clad in 3mm aluminium with glass panel with vinyl printed graphics. One 43" IP65 weatherproof digital display. At the base, 316 grade shot peened stainless steel panel with matching ground cover plate. Ground plates flush with finished floor level.	Internal steel frame support clad in 3mm aluminium. Two 43" IP65 weatherproof digital displays. At the base, 316 grade shot peened stainless steel panel with matching ground cover plate. Ground plates flush with finished floor level.
The colour of the text and background of signs	Text: white opal acrylic Background: RAL 5012	Text: white opal acrylic Background: RAL 5012
Internal / External Illumination	Internally illuminated and including a digital display.	Digital display.
Illumination levels (cd/m)	Beacon and graphics panel: 150 cd/sqm Screen: 2500 cd/sqm	Screen: 2500 cd/sqm
Static or intermittent	Beacon and graphics panel: Static. Digital screen: Intermittent - Frequency of intermittent illumination/change of content minimum of every 10 seconds.	Digital screen: Intermittent – Frequency of intermittent illumination/change of content minimum of every 10 seconds.
Hours of use	24 hours a day, 7 days a week.	24 hours a day, 7 days a week.

Fingerpost

The proposed Fingerpost Sign (Sign SL2) is located at the junction between Lower Ormond Street and Cavendish Street towards the south western corner of All Saints Park.

The proposed Fingerpost Sign aims to improve wayfinding at the University campus through providing directional information on Campus buildings and locations. It is not proposed to be illuminated.

Further information and dimensions are provided in Table 2 below.

Table 2: Dimensions and Metrics of the Proposed Fingerpost Signs

Criteria	Finger Post (SL2)
Height x Width x Depth of proposed advertisement (m)	3 x 1.8 x 0.09
Height from the ground to the base of the advertisement(s) (m)	2.5
The maximum height of any individual symbols and letters (cm)	3

Criteria	Finger Post (SL2)
Proposed material	Post: stainless steel 90 diameter circular post Finger slats: aluminium with vinyl text Base: 250mm shot peened stainless circular disc with engraved campus area location detail.
The colour of the text and background of signs	Text: white opal acrylic Background: RAL 5012

Further details on the specification, design and location of the Totem Signs and the Fingerpost Signs proposed can also be found on the enclosed Application Supporting Report (Dated: December 2023) and the Application Form submitted in support of the Application via the Planning Portal.

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 136:

"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: 6th March 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: 6th March 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: 6th March 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 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 (UDP), a number of policies were 'saved' in 2012 and remain in effect. 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."

Compliance with Planning Policy and Guidance

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

Appropriateness of Setting / Design

All Saints Park Public Realm is located at the heart of the University campus. The surrounding area is therefore principally characterised by public realm and educational uses associated with the University, including the All Saints Library to the north, the Ormond Building to the west, and the Grosvenor East Building to the south.

The Proposed Advertisements are located on the periphery of the Park and serve an important function to improve the overall wayfinding infrastructure within the University's campus. They are therefore intentionally designed to align to the University's branding and in visible locations for pedestrians, to provide an identity to the University campus. Being mindful of the Site's context, the scale and design of the Proposed Advertisements has been carefully considered to not be obtrusive, whilst providing sleek and high-quality designs.

The Proposed Advertisement are therefore considered to be of an appropriate scale, design and location to serve their functional wayfinding purposes within the environs of the University campus.

Amenity and Safety

The Proposed Advertisements (SL1 and SL3) are proposed to be internally illuminated to ensure that directional information is visible to pedestrians during hours of darkness. The illumination is proposed to be static and will be limited to 2500 cd/sqm, suitable for the functional requirements of the displaying directional information on the sign and mindful of the Site's context next to the highways.

Totem Signs SL1, SL3 and SL4 also include proposed digital displays to provide useful wayfinding, promotional and events information for pedestrians. In acknowledgement of the location of the Proposed Advertisements adjacent to the road network, the illumination levels of the digital displays will be restricted to 2500 cd/sqm, whilst the frequency of the change in display will be restricted to every 10 seconds.

The Proposed Advertisements have been intentionally located to the side of the footpath so as to ensure that they do not distract road users and to ensure sufficient pedestrian access around them.

In light of the above, it is considered that the Proposed Advertisements would not have an adverse impact on amenity or safety.

Summary

The Proposed Advertisements comprise 3no. Totem Signs and 1no. Fingerpost Sign at the public realm surrounding All Saints Park and will form part of the wayfinding infrastructure within the University campus, servicing functional requirements to provide information and directions for passing pedestrians.

The Proposed Advertisements are of a suitable design and location that would not adversely impact on the local character or amenity.

Therefore, the Proposed Advertisements 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.

This Application was subject to pre-application discussion with Manchester City Council and Manchester City Council Highways Department, where the Proposed Advertisements were agreed in principle.

Application Submission

The Application comprises this Covering Letter and the following supporting documents:

- Application Form, prepared by Deloitte;
- Application Supporting Report (dated December 2023), prepared by PlaceMarque+;
- Site Location Plan (Ref: 1958-PLA-01A-XX-DR-L-0016-P02) prepared by Planit-ie; and,
- Proposed Site Plan (Ref: 1958-PLA-01A-XX-DR-L-0017-P03) prepared by Planit-ie.

The Application has been submitted via the Planning Portal (Ref. PP-12570983) alongside the requisite Application Fee of £165.00 and associated administrative fee from the Planning Portal.

We trust that you have all the information you need to validate the Application, and we look forward to receiving written confirmation of their registration. Please do not hesitate to contact my colleagues Jennifer Chatfield (jchatfield@deloitte.co.uk / +44 161 455 8084) or Matthew Lam (mlam@deloitte.co.uk / +44 161 455 8448) if you have any questions or require any further information.

Yours sincerely

Deloitte LLP

For Deloitte LLP
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