

Planning

Growth & Development

Delegated officer report for planning application

Application no. 138029/AO/2023

Date registered valid: 8 September 2023

Proposal: Retention of internally illuminated built up aluminium signs with opal acrylic faces secured with rim and return letters on Media Centre and West Stand, 8 powder coated aluminium pan signs with vinyl detail to face above turnstiles and self-adhesive vinyl print applied to face of existing window on West Stand.

Address: Joie Stadium, 400 Ashton New Road, Manchester, M11 4TQ

Ward(s): Clayton & Openshaw Ward

Applicant: Mr Ed Dalton Manchester City Football Club

Agent (if any): Mr Neil Cousins The Brand Group

Case officer: Gerry Reilly
Tel: 0161 234 4163
Email: gerry.reilly@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 10 October 2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 19 September 2023

Standard consultations:

Printed: 12 September 2023 Expired: 3 October 2023

Neighbour notifications

Printed: 12 September 2023 Expired: 3 October 2023

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

The building is the Joie Stadium, formerly known as the Manchester City Football Academy.

The site is located in the Openshaw West area of East Manchester and is bounded to the north by Ashton New Road (A662), to the east by Etihad Avenue, to the south by Allison Way and to the west by Alan Turing Way (A6010).

Planning permission for the structure was granted under application in 2011 under an application for the comprehensive redevelopment of an approximately 32 hectare site which included the area under consideration in this proposal.

097342/00/2011/N2 Outline application for development comprising football training facilities, a 7,000-capacity Arena and ancillary Offices and Media Centre, 12 full-size and 2 half-size football training pitches, detached building forming accommodation for Youth Development and First Teams and incorporating two full size football pitches, a grounds maintenance building, Energy centre, pedestrian bridge across Ashton New Road linking to the Etihad Stadium, associated parking, landscaping, boundary treatments and other infrastructure works with all matters to be considered: and, Outline application for an Institute for Sports Medicine (a medical assessment, diagnosis and treatment centre, and research and product development facility in the fields of physiotherapy and sports science) and new Sixth Form College in the South West corner of the site with all matters reserved; following the demolition of all existing on site structures.

A further application on the site was approved in 2013 100388/JO/2012/N2 Application for variation of condition 7 of planning approval reference 097342/OO/2011/N2 to allow for various external elevational alterations to the Arena, Central Training Facility and Facilities Management Building; the increasing of height of the energy centre chimney in association with the re-positioning of the pitches within the Central Training Facility; profile and positioning change to the Arena roof; the positioning of a permanent gas meter room/outside broadcaster generator structure; and amendments to the outdoor training facilities, landscaping, grounds maintenance yard, vehicular site entrances and car parking layout.

This application seeks advertisement consent for "Retention of internally illuminated built up aluminium signs with opal acrylic faces secured with rim and return letters on Media Center and West Stand, 8 powder coated aluminium pan signs with vinyl detail to face above turnstiles and self adhesive vinyl print applied to face of existing window on West Stand." The name of a new sponsor along with other lettering will be placed on 2 locations on the stadium:

SIGN A: Will be placed on the north-east facade of the Media Centre which is located on the North East corner of the Academy Stadium. It will have dimensions: of 2500mm (w) 1708mm (h) and 120mm (d). It will be made from 2mm white - Aluminium built up rim and return letters mounted on 19mm solid foam PVC back trays. Sloan VL Plus HB LED chainlight providing face illumination through opal acrylic face.

The Illuminance levels will not exceed 250 candelas sq.m. The overall building height is 14.7m. and the distance to the underside of sign will be approximately 9.5m.

SIGN B: Will be placed on the South facing pelmet of the West Stand. It will have dimensions of 8775mm (w), 1323mm (h) and 120mm (d). It will be made from 2mm white - Aluminium built up rim and return letters mounted on 19mm solid foam PVC back trays. Sloan VL Plus HB LED chainlight providing face illumination through opal acrylic face.

In addition, Manchester City are looking for advertisement consent to retain 8 powder coated aluminium pan signs with vinyl detail to face to be located at the turnstiles at the north-east, north-west, south-east and south-west corners of the building.

Finally, consent is sought to keep a 2060mm x 1440mm Self adhesive vinyl print applied to face of existing window on the north-eastern elevation of the Joie Stadium. Although such signs are not normally acceptable, there is the only one window with a sign of this type on the part of building which is viewable to the general public.

The illumination levels will not exceed 250 candelas per sq.m. The overall building height is 14.7m. and the distance to the underside of sign will be approximately 13m.

Description of area

Description of development

Consultations & Notification Responses

Local Residents - No responses received

Highway Services - have reviewed the above application in relation to highways and their comments are as follows:

The proposed development extends only within the red-line boundary of the site and as such, does not impinge upon the adopted highway.

SIGNAGE

Fascia Sign(s) 1 and 2

The proposed fascia signs are not located on the adopted highway network.

The proposed fascia signs will not extend over the adopted highway and therefore will not require a projection over license.

The proposed luminance of the static signs is noted as 250cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.

The fascia signs comply with headroom and carriageway clearance requirements.

Environmental Health - No adverse comment or objection to this application.

The illuminated sign should be installed in accordance with the illuminance level stated in the application form.

Issues

Issues

POLICY

1. Town and Country Planning (Control of Advertisements) (England) Regulations 2007 - The Advertisement regulations require that applications for advertisements be considered only in the interests of amenity and public safety.

2. The National Planning Policy Framework (NPPF), (July 2021) - This Framework came into effect on 27th March 2012 and was amended and updated in February 2019. It sets out the Government's planning policies for England and how these are expected to be applied. It defines the Government's requirements for the planning system 'only to the extent that it is relevant, proportionate and necessary to do so'. It provides a mechanism through 'which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities'.

The Framework has been related to the proposed development, with particular emphasis given to the following:

- o Chapter 8: Promoting healthy and safe communities.
- o Chapter 12: Achieving well-designed places.

3. The Manchester Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012. Of relevance are the following policies:

- o Policy DM 1 (Development Management)
- o Policy SP1 (Spatial Principles)
- o Policy EN1 (Design Principles and Strategic Character Areas)
- o Policy EC1 (Employment and Economic Growth in Manchester)

4. Saved Unitary Development Plan Policies - The UDP has been superseded by the Core Strategy Development Plan, of relevance are the following saved policies:

Policy DC14.1 sets out the considerations that the City Council will take into account in determining applications relating to shop fronts, security grilles, advertisement signs, canopies and awnings. It states that in determining applications for advertisement signs, the Council will seek to ensure that proposals are in keeping with the character of the building, adjoining buildings and the area. In the interests of amenity, signs should not normally be positioned other than at fascia level and should respect the architectural form of the building. In the interests of public safety, any sign that is detrimental to the safety of pedestrians or motorists will be refused.

Policy DC15.1 states that the Advertisement Regulations require that, amenity and public safety are the only considerations in determining an application for advertisement consent. Material planning considerations include the cumulative impact on visual amenity, the scale and relation to existing buildings and impact on public safety.

DC15.2 states that in assessing the interests of amenity and safety the council will take account of the following criteria:

- a) developments of this kind should not harm the character of architectural features of a building, nor 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 effect the flow of traffic, by reason of its position, size or design will not be permitted

DC15.3 states that where having regard to the preceding policies, the council considers the proposed development to be acceptable in principle; conditions may be imposed in order to protect safety and amenity.

Principle

The principle of signage is considered to be acceptable in this location, within the context of a sporting campus. Notwithstanding this factor, applications for advertisements must be considered in the interests of amenity and public safety,

Public Safety

Highways have been consulted on this issue and their comments and have said the following:

have reviewed the above application in relation to highways and our comments are as follows:

HIGHWAYS COMMENTS

The proposed development extends only within the red-line boundary of the site and as such, does not impinge upon the adopted highway.

SIGNAGE

Fascia Sign(s) 1 and 2

The proposed fascia signs are not located on the adopted highway network.

The proposed fascia signs will not extend over the adopted highway and therefore will not require a projection over license.

The proposed luminance of the static signs is noted as 250cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.

The fascia signs comply with headroom and carriageway clearance requirements.

Environmental Heath have been consulted on the proposals and they have said they have no adverse comment or objection to this application.

The illuminated sign should be installed in accordance with the illuminance level stated in the application form.

The applicant will be informed of the comments of the Environmental Protection Officer's comment about illuminance through an informative.

The proposals are considered to be acceptable in terms of their impact on public safety.

Visual Amenity

There are a number of residential properties located to the east of the site on the other side of the four lane Alan Turing Way. To the north-east is the new Co-op live Arena and beyond that is the Etihad Stadium, home of Manchester City FC. To the north is the Asda Eastlands Supercentre, a large retail premises offering food, clothes, homewares etc. To the south-east is the Manchester City First team academy and training grounds associated with Manchester City.

The advertisement consent application consists of the existing elements described below.

A 2500mm wide, 1708mm high and 120mm deep Joie Stadium logo has been attached to the north eastern fascia of the media centre overlooking Ashton New Road and another 8775mm, 1323mm high and 120mm deep logo to the West Stand South Facing Pelmet of the roof above the east stand.

In addition, Manchester City are looking for advertisement consent to retain 8 powder coated aluminium pan signs with vinyl detail to face to be located at the turnstiles at the north-east, north-west, south-east and south-west corners of the building.

Finally, consent is sought to keep a 2060mm x 1440mm Self adhesive vinyl print applied to face of existing window on the north-eastern elevation of the Joie Stadium. Although such signs are not normally acceptable, there is the only one window with a sign of this type on the part of building which is viewable to the general public.

The proposal has been assessed as not overly obtrusive on the former academy building it is deemed that this type of signage is appropriate within the context of the sports campus.

Other Legislative Requirements Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development

Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Article 35 Declaration

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The development hereby approved shall be carried out in accordance with the following documents:

The document entitled City Football Academy High and Low Level Signs Revision 3 received by the Planning Service as Local Planning Authority on 26th September 2023.

City Football Academy, 400 Ashton New Road, Manchester, M11 4TQ received by the Planning Service as Local Planning Authority on 8th September 2023.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy.

Informatives

0) The illuminated sign should be installed in accordance with the illuminance level stated in the application form.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Timpons, Asda Eastlands Sportscity, Ashton New Road, Manchester, M11 4BD
Next, Unit B Sportscity, Ashton New Road, Manchester, M11 4BD
Asda Eastlands Sportscity, Ashton New Road, Manchester, M11 4BD
15 Claybrook Walk, Manchester, M11 3BL
9 Claybrook Walk, Manchester, M11 3BL
3 Claybrook Walk, Manchester, M11 3BL
Decathlon, Asda Eastlands Sportscity, Ashton New Road, Manchester, M11 4BD
Supercuts, Asda Eastlands Sportscity, Ashton New Road, Manchester, M11 4BD
The Learning Factor, Asda Eastlands Sportscity, Ashton New Road, Manchester, M11 4BD
11 Claybrook Walk, Manchester, M11 3BL
7 Claybrook Walk, Manchester, M11 3BL
5 Claybrook Walk, Manchester, M11 3BL
1 Claybrook Walk, Manchester, M11 3BL
13 Claybrook Walk, Manchester, M11 3BL

Appendix 2 – Planning constraints

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