

9th February 2024

Planning Department
Manchester City Council
PO Box 532
Town Hall
Manchester M60 2LA
F.A.O. Jennifer Atkinson

Dear Jennifer,

Application for Full Planning Permission and Advertisement Consent along the Citylink Route to the Etihad Campus, Manchester.

Please find enclosed an application submitted under the Town and Country Planning Act 1990 (as amended) and Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (hereafter referred to as the 'Advertising Regulations') for artwork and lighting proposals along the Citylink route between Holt Town Metrolink stop and the Etihad Campus. The Applicant is Eastlands Arena Limited.

The application is for the introduction of a mixture of key artwork and design interventions to enhance the Citylink route between Holt Town and the Etihad Stadium, some of which include advertisements. As such this application seeks Full Planning Permission and Advertisement Consent to formalise the proposals.

Background

Full Planning Permission was granted on 6 October 2020 for the development of the Co-op Live Arena at the Etihad Campus, in East Manchester, under Planning Permission Ref: 126431/FO/2020 (as amended under 129267/NMC/2021 and 133321/NMC/2022). The description of development is as follows:

"Development of a multi-use arena (Class D2) with a partially illuminated external facade together with supporting retail uses (Classes A1, A3 and A4), associated highways, access, servicing, landscaping, public realm and other associated works."

As stated within Section 7 of the approved Planning Statement, the development proposals are to include a wider package of transport mitigation measures to support the development of the arena, including improvements to the Citylink walking route located between the Etihad Campus and Holt Town. As stated within Section 7 of the approved Planning Statement, the development proposals are to include a wider package of public transport mitigation measures to support the development of the

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arena, including improvements to the Citylink walking route located between the Etihad Campus and Holt Town. These measures are aimed at promoting sustainable travel and improving the attractiveness of active modes of transport to access the Etihad Campus. This application seeks to formalise proposals for artwork, lighting and signage which form part of the wider scheme of improvements to the Citylink route.

The Co-op Live Arena commenced construction in 2021 and is now scheduled for completion in April 2024. As such, the Applicant and the design team have developed detailed designs for the Citylink route, with a view to secure approval in sufficient time for the interventions to be implemented in line with its proposed opening.

Vision and Objectives

The proposed development's focus on improving the walking route year-round is of paramount importance, as it will provide a better experience for both the local community and visitors to the Etihad Campus. By enhancing this walking route, the project aims to make East Manchester more easily accessible, enjoyable, and safer for all to explore. The proposed improvements to the route will help to create a stronger sense of community identity and pride in East Manchester, benefiting both residents and visitors. Additionally, this project presents a unique opportunity to showcase local talent and the rich culture of Manchester, specifically in the areas of music and sports. The enhancements will not only appeal to those who appreciate these cultural offerings, but also help to draw even more attention to the compelling and vibrant character of the East Manchester area. Overall, this proposal aligns with the goal of generating community-focused positive change and will contribute towards the longer-term growth and success of East Manchester.

The design principle carried throughout the Manchester Way sculptural elements is based around strong geometric shapes defined by clean lines and coloured edge details achieved via lighting and bold colour flashes. The aesthetic references structures and stylised forms found in nature blended with the architecture of a city steeped in industrial heritage.

This methodology provides a bold yet light-hearted contrast against the surrounding architecture along the trail be that concrete, Victorian brick or softer natural features of grass verges and tree lines.

Utilising this overarching principle allows the freedom to create thematic moments and convey narrative whilst linking one section to the next through a connected consistent visual language.

Wherever possible the intention is to draw on the creative minds of the region through the creation of typographic murals, audio installations and media.

The proposed development focuses not only on improving the overall aesthetics and community appeal of the walking route, but also on enhancing the safety of the area. One of the main ways in which this

will be achieved is through a number of carefully planned design interventions, such as improved lighting. These interventions will help to create a more visible and secure environment for those walking along the route, making it feel less isolated and more open to the community. This increase in visibility, also known as natural surveillance, is an effective way to help deter criminal activity in the area and to provide greater peace of mind for those utilizing the route. Moreover, such improvements would also encourage greater activity on the walking route by individuals who may previously have felt uneasy or avoided it altogether. By creating a sense of vibrancy and liveliness through a more attractive design, people will feel more comfortable walking along the route during both day and night, ultimately contributing towards a greater perceived sense of safety.

The Site

The Site comprises of an existing urban pathway which provides connections between Holt Town Metrolink Stop with the Etihad Campus / Etihad Stadium, referred to as the 'City Link'. The route spans approximately 1.1km and runs alongside the Metrolink track, with the River Medlock running underneath part of the route halfway through. Pedestrians pass through two underpasses along the route (New Viaduct St Viaduct and Cambrian St Viaduct). The path is concrete paved and level with lampposts included throughout the route. Despite this, the areas adjoining the route comprise of either vacant land, tree clusters and low-rise industrial uses creating what can be considered as currently an uninviting and unsafe environment, particular in the evenings and darker periods pushing people away from fully utilising the route.

The uses immediately surrounding the arena comprise mostly large-scale buildings associated with the Etihad Campus, including the Etihad Stadium, Manchester Regional Arena and National Squash Centre to the south and Manchester's Tennis and Football Centre and Co-Op Live Arena to the north. There is a large amount of surface level car parking to the north and to the south adjacent to the Etihad Stadium. To the south east there are parcels of vacant land, situated adjacent to low rise commercial units wedged between the River Medlock (which runs alongside the route) and Ashton New Road. To the west of the route, there are other low rise commercial units and parcels of vacant land wedged between the route and the Ashton Canal further west. There is some low rise family housing located to the south of where the route starts along Ashton New Road however the relationship between this residential area and the route is limited by the dense vegetation and A662 Ashton New Road providing a physical, visual barrier between them.

Figure 1 – City Link Route looking east towards the Etihad Campus, with Cambrian St Viaduct in the background (Google Street View, 2022)



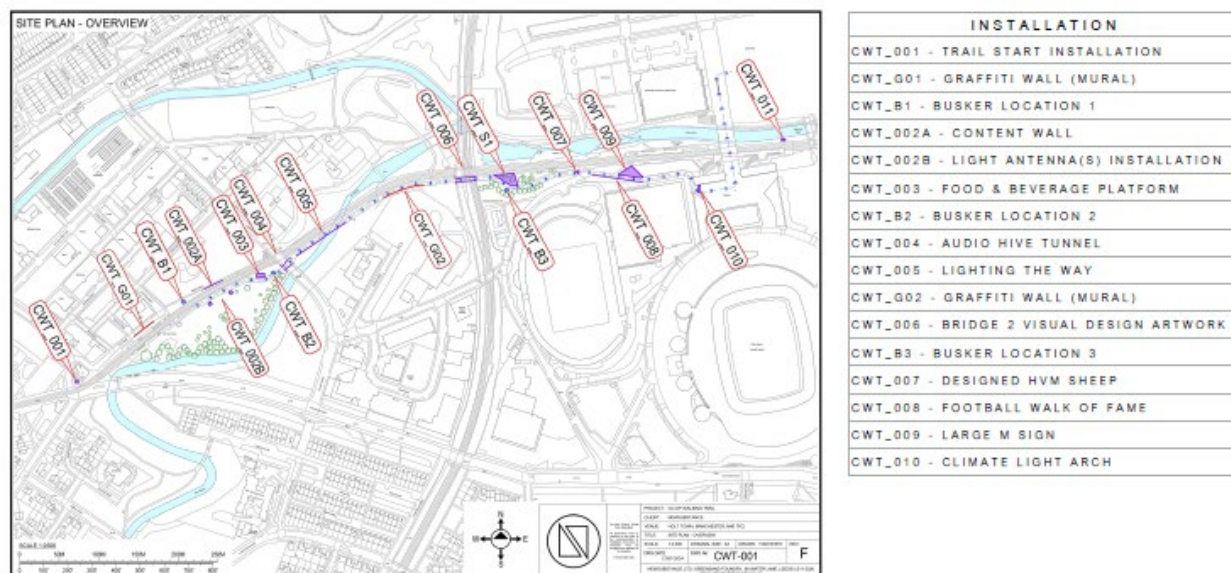
Figure 2 – City Link Route looking east towards the Etihad Stadium, with National Squash Centre in the background (Google Street View, 2022)



Proposed Development and Advertisements

The proposed interventions summarised on the plan below will create a safer, more attractive route and a unique destination in East Manchester. The proposals are summarised in this section below and further detail can be found within the Design Pack Document and Design and Access Statement, prepared by New Substance.

Figure 3: Location of proposed installations



For ease, the design interventions have been set out in a table format by each physical intervention. The table below identifies the nature of permissions required for each intervention.

CWT_001 - TRAIL START INSTALLATION

Criteria	Detail
Nature of Requested Permission	Full Planning Permission and Advertisement Consent
Plan Reference	CWT_001 - TRAIL START INSTALLATION
Height from the ground to the base of the advertisement(s)	4.0m
The dimensions of the proposed advertisements (h x w x d)	Height: 5.3m Width: 6.2m Depth: 0.65m

Criteria	Detail
Maximum projection from building / structure	n/a
The maximum height of any individual symbols and letters	0.3m
The colour of the text and background	White painted text. Front lit
Material of the proposed sign	Fabricated steel construction of RHS tubing , sheet steel and Perspex covers
Internal / External Illumination	External
Illumination levels (cd/m)	2500cd/m adjustable
Static or intermittent illumination?	Intermittent (although additional lighting on the column activates at night to create a 'glow' effect) - Pharos LPC architectural lighting control will be used to provide adjustability allowing, - Multiple play back states / programs - Light sensor for switching / auto lighting level, and overall brightness adjustment. - Remote cloud-based user interface to enable program / lighting control changes (e.g. match day etc) 4G sim router or similar for remote connection
Times of Use	24/7
Any other Additional Info	The start icon acts as a beacon, way finder and introduction of the design language featured in the route. The edge lit geometric style references the colour and materiality of the design language for the trail whilst the structural form subtly directs visitors down the route. The design features geometry found in nature using bold lines to create a curve suggestive of a leaf edge. During the day the coloured acrylic on the face provides a colourful gradient through the palette, whilst at dusk and into the night the whole frame glows to provide a photo moment for social media.

CWT_G01 – GRAFFITI WALL (MURAL)

Criteria	Detail
Nature of Requested Permission	Advertisement Consent
Plan Reference	CWT_G01 – GRAFFITI WALL (MURAL)
Height from the ground to the base of the advertisement(s)	0m
The dimensions of the proposed advertisements (h x w x d)	Height: 2.2m Width: 34.4m Depth: 0m
Maximum projection from building / structure	0m
The maximum height of any individual symbols and letters	2.2m
The colour of the text and background	A mixture of blue, white grey and black.
Material of the proposed sign	Painted
Times of Use	24/7
Any other Additional Info	See Design and Access Statement for full details.

CWT_B1, B2 AND B3 – BUSKER LOCATIONS (X3)

Criteria	Detail
Nature of Requested Permission	Temporary Advertisement Consent
Plan Reference	CWT_B1, B2 AND B3 – BUSKER LOCATIONS (X3)
Height from the ground to the base of the advertisement(s)	0m
The dimensions of the proposed advertisements (h x w x d)	Height: 0m Width: 1m Depth: 1m
Maximum projection from building / structure	0m

Criteria	Detail
The maximum height of any individual symbols and letters	0m
The colour of the text and background	To be defined.
Material of the proposed sign	Removable mat, to be used temporarily on match days and removed at the end of each use.
Times of Use	24/7
Any other Additional Info	See Design and Access Statement for full details.

CWT_002A - CONTENT WALL

Criteria	Detail
Nature of Requested Permission	Full Planning Permission and Advertisement Consent
Plan Reference	CWT_002A - CONTENT WALL
Height from the ground to the base of the advertisement(s)	2.9m
The dimensions of the proposed advertisements (h x w x d)	Height: 2.4m Width: 25.1m Depth: 0.14m
Maximum projection from building / structure	0.25m
The maximum height of any individual symbols and letters	2.4m
The colour of the text and background	LED product colour interchangeable, black background
Material of the proposed sign	Blasted / galvanised and wet painted steel vertical panels with steel black perforated mesh. Painted / Powder coated aluminium horizontal rails
The maximum projection of the advertisement from the face of the wall	0.43m
Internal / External Illumination	Internal

Criteria	Detail
Illumination levels (cd/m)	8400 cd/m Brightness can be adjusted / remotely controlled
Static or intermittent illumination?	Intermittent (LED panels are set to change across the day, however these can be controlled prior to trams passing by to reduce any potential impacts) Pharos VPL architectural lighting control will be used to provide adjustability allowing, • Multiple play back states / programs • Light sensor for switching / auto lighting level, and overall brightness adjustment. • Remote cloud-based user interface to enable program / lighting control changes (e.g. match day etc) • 4G sim router or similar for remote connection
Times of Use	24/7
Any other Additional Info	This de-constructed screen uses LED strip lighting fixtures to maximise the content across the width of the wall. This is a flexible solution to enable seamless moving image and will allow us to convey through light and sound the stories and sounds of Manchester, as well as creating custom content for specific major events on the Etihad Campus. 440 linear meters of LED fixtures this effectively produces dynamic surface for graphics and video content.

CWT_002B - LIGHT ANTENNA(S) INSTALLATION (x2)

Criteria	Detail
Nature of Requested Permission	Full Planning Permission and Advertisement Consent
Plan Reference	CWT_002B - LIGHT ANTENNA(S) INSTALLATION
Height from the ground to the base of the advertisement(s)	2.4m
The dimensions of the proposed advertisements (h x w x d)	Screen Height: 1.1m Width: 0.63m Depth: N/A Structure Height 9.8m Width 1.8m Depth 1.8m
Maximum projection from building / structure	n/a

Criteria	Detail
The maximum height of any individual symbols and letters	1.1m
The colour of the text and background	LED product colour interchangeable,
Material of the proposed sign	Lattice steel mast construction. Glazed with through cast coloured acrylic. Glazing rebates to provide flush exterior finish. 2 x digital display screens built with the structure
Internal / External Illumination	Internal and external
Illumination levels (cd/m)	2500 cd/m
Static or intermittent illumination?	Intermittent 16x1m dimmable LED battens to provide internal illumination. - Pharos LPC lighting control to allow. - Multiple play back states / programs - Light sensor for switching / auto lighting level adjustment. - Remote cloud for program / content control changes (e.g. match day etc) 4G sim router or similar for remote connection
Times of Use	24/7
Any other Additional Info	The twin antenna structures are a reference to the Manchester skyline and its industrial origins with a re-imagined nature inspired crystalline surface aesthetic that ties in with the glowing colour palette of the trail. During the day the crystalline acrylic will cast shifting colour patterns on the walkway whilst during the hours of darkness they become a beacon of coloured light with a striking beam of light projecting into the sky to elevate the apex of each tower. Their scale and striking visual statement create a landmark to guide visitors along the route from the tram stop and link to the Hive Bridge beyond. There are also practical elements to the structures as they carry digital displays to convey the climate pledge messaging and branding, as well as speakers allowing for an audio

Criteria	Detail
	overlay to be synchronised with the adjacent LED content wall (CWT_002A)

CWT_004 - AUDIO HIVE TUNNEL

Criteria	Detail
Nature of Requested Permission	Full Planning Permission
Plan Reference	CWT_004
Description of the Proposed Development	Lighting Installations to the underside and outer faces of the existing Cambrian Way bridge structure
Proposed materiality and fixing details	A series of hexagonal lighting pods arranged in a lattice formation. Pods are manufactured from Aluminium sheet metal / Perspex acrylic. Within each pod is a sealed IP67 Lighting module (aluminium) Lids to the pods are safety boded and secured with 6 tamper proof screws. Pods are bolted to a series of discrete supporting frames manufactured in powder coated aluminium or galvanised steel. These frames are fixed to the brick work of the bridge using resin anchor bolts through the existing masonry.
Internal / External Illumination	External
Illumination levels (cd/m)	24cd/m per unit (200 units)
Static or intermittent illumination?	Intermittent
Times / hours of operation	24/7 - light sensing Pharos LPC architectural lighting control will be used to provide adjustability allowing, - Multiple play back states / programs - Light sensor for switching / auto lighting level, and overall brightness adjustment. - Remote cloud-based user interface to enable program / lighting control changes.

Criteria	Detail
	(e.g. match day etc) 4G sim router or similar for remote connection
Any other Additional Info	Intermittent - LED Modules are set to change across the day / evening and react to people passing through , however these can be controlled independently to program different lighting states and brightness levels. As a tribute to nature's hardest working collective, the Hive installation speaks to a community coming together for collective good. Ultimately relevant when describing the followers of a football team or musical artists, a community of like-minded individuals coming together and creating an experience larger than the sum of its parts. Adopting the hexagonal structure of nature's greatest architects, the installation covers the ceiling and facade of the viaduct as a habitat for digital art. The embedded lighting pulses and shimmers as if self-aware whilst a discreet audio installation completes a feeling of immersion giving cause to pause and take in a moment of calm and wonder. The lighting will incorporate both the artistic effect and practical lighting of the path using low energy LED lighting. The size and scale of the hexagons is suitable to house artistic lighting, public lighting and speakers for the audio playback. The subtle hues in the lighting shift gently across a gradient of warm white to lavender and pastel shades, in alignment with the colour palette

CWT_005 - LIGHTING THE WAY

Criteria	Detail
Nature of Requested Permission	Full Planning Permission
Plan Reference	CWT_005- LIGHTING THE WAY
Description of the Proposed Development	Lightweight decorative mesh waves layers attached to the existing pedestrian barrier between Cambrian street bridge and rail / road bridges at New street Viaduct. Resurfacing of the asphalt to include glow in the dark surface chips, additional architectural lighting in the trees

Criteria	Detail
Proposed materiality and fixing details	Electro plated mild steel mesh, finished in outdoor powder coat finish. Mesh to be connected via clamp fixing to existing steel work to allow removal for maintenance if required. Tarmac Ulti-glow material for resurfacing Ground Anchors / vandal proof lighting housings any embedded lighting in treeline
Internal / External Illumination	External
Illumination levels (cd/m)	Under Review
Static or intermittent illumination?	Intermittent Pharos LPC architectural lighting control will be used to provide adjustability allowing, - Multiple play back states / programs - Light sensor for switching / auto lighting level, and overall brightness adjustment. - Remote cloud-based user interface to enable program / lighting control changes. (e.g. match day etc) 4G sim router or similar for remote connection
Times / hours of operation	24/7 - light sensing

CWT_G02 -GRAFFITI WALL (MURAL)

Criteria	Detail
Nature of Requested Permission	Advertisement Consent
Plan Reference	CWT_G02 – GRAFFITI WALL (MURAL)
Height from the ground to the base of the advertisement(s)	0m

Criteria	Detail
The dimensions of the proposed advertisements (h x w x d)	Height: 2.2m Width: 34.4m Depth: 0m
Maximum projection from building / structure	0m
The maximum height of any individual symbols and letters	2.2m
The colour of the text and background	A mixture of blue, white grey and black.
Material of the proposed sign	Painted
Times of Use	24/7
Any other Additional Info	See Design and Access Statement for full details.

CWT_006 - BRIDGE 2 VISUAL DESIGN ARTWORK

Criteria	Detail
Nature of Requested Permission	Full Planning Permission and Advertisement Consent
Plan Reference	CWT_006 - VISUAL ART WORKS
Height from the ground to the base of the advertisement(s)	0m
The dimensions of the proposed advertisements (h x w x d)	3m x 20m x 0m (Paint finish)
The maximum height of any individual symbols and letters	3m
Maximum projection from building / structure	0m
The colour of the text and background	Black background, coloured text
Material of the proposed sign	Paint treatment to existing structure
The maximum projection of the advertisement from the face of the building	0m
Internal / External Illumination	External

Criteria	Detail
Illumination levels (cd/m)	5000 cd/m adjustable
Static or intermittent illumination?	Intermittent Pharos LPC architectural lighting control will be used to provide adjustability allowing, • Multiple play back states / programs • Light sensor for switching / auto lighting level, and overall brightness adjustment. • Remote cloud-based user interface to enable program / lighting control changes. (e.g. match day etc) • 4G sim router or similar for remote connection
Times of Use	24/7 - light sensing
Any other Additional Info	Lighting provided from the opposite side of the pathway. Static lighting installation built around LED PAR fixtures arranged in 4 floor-mounted banks of 3 fixtures (Red Green Blue) combined these mix to generate a white spot on the painted wall. As path users break the beams their shadow is projected in colour on the painted wall

CWT_007 - DESIGNED HVM SHEEP / BEE

Criteria	Detail
Nature of Requested Permission	Full Planning Permission
Plan Reference	CWT_007- HVM BEE

Description of the Proposed Development	Discreet fabricated structure to over clad existing concrete HVM block Fabricated in steel. Finished with a durable wet paint finish. Can be lifted and removed via hidden lifting eye fixings. Position/orientation and arrangement in consultation with GMP / CFG with reference to required protections and public capacity along the route.
Proposed materiality	Steel , painted in C3 corrosion resistant finish
Impact resistance	N/A - decorative only and does not replace existing barrier
Any other Additional Info	As a playful character-led hook, we would look to re-imagine one of the Hostile Vehicle Mitigation (HVM) block into a stylised creature. We have seen across the world, how the creation of a character, carefully curated and animated across social media can become synonymous with a location, venue or festival. This playful creature will appeal to audiences walking to and from the venue and present a fun photo opportunity moment.

CWT_008 - WALK OF FAME

Criteria	Detail
Nature of Requested Permission	Full Planning Permission and Advertisement Consent
Plan Reference	CWT_008 - WALK OF FAME
Description of the Proposed Development	Installation of steel grid of tessellated hexagons in existing asphalt pathway to be infilled with concrete hexagonal pavers. Pavers will be replaced with custom cast units containing the hand / foot print / signatures / lettering of chosen persons
Height from the ground to the base of the advertisement(s)	0m

Criteria	Detail
The dimensions of the proposed advertisements (h x w x d)	Height: 0.65m Width: 2m Length: 10m
Maximum projection from building / structure	N/A
The maximum height of any individual symbols and letters	0.65m
Proposed materiality	Galvanised mild steel , concrete , asphalt / tarmac
Any other Additional Info	The walk of fame is a section of the path dedicated to celebrating the achievements and contributions of Manchester's alumni. From legendary football players to widely appreciated artists, this installation recognises greatness through permanent markers cast in concrete panels embedded into the surface. In a playful way famous footballers may leave a boot print, artists may imprint their hands, an Olympic cyclist may leave a tyre print as a fun take on the famous Hollywood Walk of Fame. As each imprint is added, featuring names years and signatures, the slabs are replaced with the concrete tributes allowing for the installation to evolve over time.

CWT_009 - LARGE M SIGN

Criteria	Detail
Nature of Requested Permission	Full Planning Permission and Advertisement Consent
Plan Reference	CWT_009_LARGE M SIGN

Criteria	Detail
Height from the ground to the base of the advertisement(s)	1.2m
The dimensions of the proposed advertisements (h x w x d)	5.74m x 5.75m x 1.05 (structure) 1.07m x 0.603m (Screen x 2)
The maximum height of any individual symbols and letters	1.07m
Maximum projection from building / structure	0m
The colour of the text and background	LED product colour interchangeable,
Material of the proposed sign	Steel construction with decorative cladding finishing in brushed / polished stainless steel + decorative panels of steel finished in powder coat satin black finish
The maximum projection of the advertisement from the face of the building	0.1m
Internal / External Illumination	External
Illumination levels (cd/m)	4500 cd/m adjustable
Static or intermittent illumination?	Intermittent Pharos LPC architectural lighting control will be used to provide adjustability allowing, Multiple playback states / programs Light sensor for switching / auto lighting level, and overall brightness adjustment. Remote cloud-based user interface to enable program / lighting control changes. (e.g. match day etc) o 4G sim router or similar for remote connection
Times of Use	24/7 - light sensing

Criteria	Detail
Any other Additional Info	The sculptural M installation provides a moment towards the end of the walking route where visitors can create social content. Becoming a landmark icon of the trail the positioning offers an opportunity to capture a personal moment with the installation whilst capturing views of the venue in the background. Sharing the materiality of the venue the sculpture features clean lines, a dark satin material finish and a neon edge light to reflect the signature blue halo of the building. Ground to underside of structure to be made accessible for wheelchair users

CWT_010 - CLIMATE LIGHT ARCH

Criteria	Detail
Nature of Requested Permission	Full Planning Permission and Advertisement Consent
Plan Reference	CWT_010_CLIMATE LIGHT ARCH
Height from the ground to the base of the advertisement(s)	5.5m
The dimensions of the proposed advertisements (h x w x d)	8.3m x 11.8m x 2.5m
The maximum height of any individual symbols and letters	0.6m
Maximum projection from building / structure	0m
The colour of the text and background	LED product colour interchangeable, black background Green illuminated text lettering
Material of the proposed sign	Steel structure with coloured Perspex infills. Brushed stainless steel housing in centre
The maximum projection of the advertisement from the face of the building	0m

Criteria	Detail
Internal / External Illumination	External
Illumination levels (cd/m)	4500 cd/m adjustable
Static or intermittent illumination?	Intermittent Pharos LPC architectural lighting control will be used to provide adjustability allowing, Multiple playback states / programs Light sensor for switching / auto lighting level, and overall brightness adjustment. Remote cloud-based user interface to enable program / lighting control changes. (e.g. match day etc) o 4G sim router or similar for remote connection
Times of Use	24/7 - light sensing
Any other Additional Info	Marking the end of The Manchester Way (or the start for those travelling home) we have imagined the final arch taking inspiration from the earlier light antenna installations and to draw together the visual language of the elements of the walking route. This crystalline form allows light to pass through the coloured panels during the day bathing the surrounding area in dappled coloured light. After dark, a series of discreet lighting fixtures give a dramatic burst of colour, encouraging visitors to engage. This culminating moment recognises the collective effort that visitors have taken to reduce the carbon impact of event attendance. An LED display beneath the arch shows a total for the number of people passing through to both increased awareness and celebrate those choosing to make a contribution to climate change. Touch tap (NFT) technology built into the base releases reward incentives to visitors via the co-op live app for walking sustainable route supported by the climate pledge in the form of vouchers and offers.

Operational Management and Security

The Application is supported by an Operational Management Strategy which sets out the management and maintenance procedures and responsibilities associated with the walking route, including in relation to managing litter and any required repairs to the installations.

Utilising a controller that can be remotely managed, the proposed lighting, video, and audio content system offers several features to help mitigate potential noise and light impacts. The system includes ambient light sensors which allow adjustments to be made in real-time based on local conditions, resulting in a more natural and measured approach to lighting. Furthermore, the pre-programmed content can be scheduled regularly or tailored to specific events, with the ability to display different content depending on crowd movements. This flexibility enables event-specific customization and allows for more targeted, necessary lighting and noise levels, mitigating overstimulation in the area.

In addition to its responsive and customizable features, the installation includes remote access and control, which allows stakeholders to quickly respond to issues or concerns raised. For example, the system can be utilised to display key operational messaging to support event management plans during evacuation events in the stadium complex. This feature ensures that any message or instruction can be conveyed effectively, without overreliance on loudspeakers, reducing the potential impact of excessive noise on nearby residents. By providing a nimble and adaptable system that can be tailored to specific demands and controlled remotely, this proposed lighting, video, and audio content system offers a solution with the potential to mitigate noise and light impacts.

The proposed system aims to require minimal maintenance, with remote monitoring and control capabilities for all features equipped with controllers. Reactive maintenance with on-site support will follow the risk assessment procedures outlined in the health and safety file, while preventive maintenance and inspections will also be documented. The system design also aims to minimize residual risk by incorporating strategies, such as favouring cleaning systems that do not require work at height and considering nearby Metrolink line and associated overhead line equipment. Periodic inspections by a competent person will be required for all installations, with the design factoring in any potential access requirements for bridge inspection. Finally, regular preventative maintenance of vegetation and greenery around select installations will be incorporated into the wider estates management regime.

All of the features have been designed in collaboration with all key stakeholders, including the Greater Manchester Police Force (GMP). Greater Manchester Police have confirmed that a Crime Impact Statement is not required as part of this application, subject to the following recommendations being addressed within the proposals:

- All installations are robust structures, engineered with consideration of the potential need to withstand attempted vandalism.

- Using purpose built, vandal proof, electrical pillar boxes, to secure the electrical connections to each feature.
- The elimination of unsecure voids and hatches, so as to reduce the risk of the feature being used to conceal.
- Ensuring all installations are not easily climbable.
- Using IK10 rated (vandal impact resistance) video screens and other components where available.

Pre-Application Engagement

The early-stage proposals for the Citylink walking route were initially presented in a meeting with the Local Planning authority on 30 November 2023. The feedback received from this meeting was considered with the design team and revised proposals presented to the Local Planning Authority on 16 January 2024.

The proposals were accepted in principle by the Local Planning Authority with the suggestion for the installations to form a single application for Full Planning Permission and Advertisement Consent so that these could be considered holistically.

The following comments were also made by the Local Planning Authority this meeting:

- The proposals should speak for the Etihad Campus occupiers as a whole and not just Co-op Live or Manchester City Football Club. The functionality of installations, for example that provide LED screens, should therefore be flexible to enable promotion of all types of events at the Etihad Campus.
- Installations should be of the highest quality in terms of design and materiality to ensure they are attractive and robust. The installations must be designed for longevity, safety and anti-vandal where possible. An Operational Management Strategy should be submitted as part of the application and should detail responsibilities for management and maintenance across the route.
- Where light and noise are proposed, limits on these should be appropriately set through early discussions with key stakeholders including Transport for Greater Manchester (TfGM).

A site visit also took place on 16 January 2024 with attendance from Manchester City Council and TfGM to gather valuable feedback in relation to the proposals. The principle of the proposals were agreed and a recommendation made by TfGM that a Condition should be applied to the subsequent consent to enable testing of the lighting levels post-installation to identify suitable illumination levels for tram drivers.

The feedback received from the various pre-application meeting has been considered as part of the proposals.

Further pre-application engagement took place with the Local Planning Authority on 7 February 2024 to agree the content of required supporting information.

Policy and Planning Guidance

National Planning Policy Framework (2023)

The revised National Planning Policy Framework (NPPF) was published in July 2018 and most recently updated in December 2023. The NPPF sets out the government's planning policies for England and how these are expected to be applied and is a material consideration in the determination of all planning applications.

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.

Manchester Core Strategy (2012)

Manchester's Core Strategy (2012) sets out the long term strategic policies for Manchester's future development and forms the framework that planning applications will be assessed against. With regards to the regeneration of Eastlands, the Core Strategy builds upon the Saved UDP policies.

Policy EC7 designates Eastlands as a strategic employment location in East Manchester. The area comprises over 80 hectares of land, including the City of Manchester Stadium, the Eastlands District Centre, the Velodrome, the Openshaw West site, and surrounding areas. Of the total land, 40-45 hectares will be developed for commercial, retail, and hotel properties. The policy also recognises the potential for Eastlands to function as an attractive sports and leisure destination to complement its other offerings.

Policy SP1 (Spatial Principles) outlines that economic and commercial development, leisure and cultural activity, and high-quality city living should centre around the Regional Centre, with development in all areas of the city focusing on positively contributing to neighbourhoods, improving health and safety, considering community needs, and protecting the environment. The policy encourages minimisation of emissions and the efficient use of resources, reuse of previously developed land, and improved access to jobs, services, education, and open space through sustainable transport. Essentially, the policy aims to foster the creation of well-designed spaces that enhance or create character, while promoting community inclusiveness, environmental responsibility, and accessible urban planning.

Policy EC5 (East Manchester) states that East Manchester will offer approximately 80-85 hectares of employment land, located primarily in Eastlands as a leisure visitor destination with associated retail and offices. The district centres of Newton Heath, Eastlands, Gorton, and Openshaw offer small-scale mixed-use local employment opportunities, while larger proposals will be considered if good transport links to the Regional Centre exist. Policy EC5 outlines the criteria that the Council will uphold in promoting development in this area, which prioritises non-car links to residential areas, accesses key transport

infrastructure, and leverages the open space network such as the Rochdale and Ashton Canals. Conservation areas, such as Ancoats, and the area's industrial heritage will also be considered.

Policy T1 (Sustainable Transport) aims to deliver a sustainable, well-integrated transport system that promotes a shift away from car travel to public transport, cycling, and walking. This approach supports the needs of both residents and businesses while reducing carbon emissions to prepare for environmentally friendly modes of transport.

Policy T2 (Accessible Areas of Opportunity and Need) highlights the Council's commitment to actively managing the development pattern in order to ensure convenient access to the city's key economic drivers, such as the Regional Centre, the Oxford Road Universities and Hospitals, and the Airport. The policy emphasises the importance of locating new developments in areas that are easily reachable by walking, cycling, and public transport, thereby connecting residents to job opportunities, centres, healthcare facilities, leisure spaces, open areas, and educational institutions. It further recommends the inclusion of Proportionate Traffic Impact Assessments and Travel Plans for major applications and proposals where access or transport issues may arise.

Policy EN9 (Green Infrastructure) states that new development should maintain the existing green infrastructure in terms of quantity, quality, and multiple functions. Furthermore, the Council will encourage developers to enhance the quality and quantity of green infrastructure, improve its functions, and establish better connections between different green areas in accordance with Green Infrastructure Strategies. However, if the benefits of a proposed development outweigh the loss of existing green infrastructure, developers must demonstrate how this loss will be mitigated in terms of quantity, quality, function, and future management.

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 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.’

Guide to Development Manchester (2007)

The Guide to Development in Manchester is a supplementary planning document and planning guidance adopted by Manchester City Council which aims to support and enhance the ongoing shaping of the City by providing a set of reasoned principles which will guide developers, designers and residents to the sort of development we all want to see in Manchester.

Within the SPD and guidance document it states that the ‘needs of pedestrians, cyclists and disabled people will be pursued, to improve the quality of links to and through the Centre, to enhance the experience of users, and to increase connectivity between different areas in the Centre. Strategic through-routes will be protected to ensure that pedestrian movement is properly accommodated within development schemes, and opportunities will be taken to improve the quality of surfaces, lighting, signage, street furniture and public art.’

It also goes on to state that ‘signage can be used positively to enhance legibility in new developments and if appropriately located and designed can be particularly helpful for visitors and users of large complex schemes’ and on ‘major routes they should accommodate active ground floor uses, entrances, art or signage, to reinforce the character of the street and the sense of place.’

Eastlands Regeneration Framework (2017)

The Eastlands Regeneration Framework (ERF) was originally endorsed in 2011 which shaped and guided investment and development in East Manchester. It was subsequently updated and approved in 2017.

For clarification, the ERF sets out environmental, social, design and economic objectives which are relevant to the attainment of the regeneration of the East Manchester area which is supported by existing planning policy. It is not a planning policy document and it is not a site allocations document. As such this document has the status of a “Local Development Document” but not a “Development Plan Document” and should not be considered or viewed as formal planning policy, and does not set out a series of tests to be passed.

The role of the ERF has been to seek to guide the content of planning applications so that they have in mind the objectives for East Manchester. Throughout the various iterations of the ERF, and through the thirty-year journey of transformation of East Manchester, the Etihad Campus has consistently been a major economic driver in its own right within a city region and national context. Successive Regeneration Frameworks have identified the Etihad Campus as a place to drive forward the development of a globally competitive sport, leisure and recreation offer. Over the last ten years’ significant new investment has been made to deliver new facilities that benefit the community with new local leisure and educational developments being part of an integrated approach to the transformation of the area.

The ERF has been prepared principally to encourage the next phases of identified projects and development activity in and around the Etihad Campus as well as the westward expansion of activity along the Ashton Canal Corridor, joining up with the eastward expansion of the City Centre taking place in Ancoats and New Islington.

The ERF outlines a well-developed vision for East Manchester, reflecting adopted development plan policy to continue to accelerate and deepen the East Manchester regeneration journey and support inclusive growth through a number of strategic ambitions for East Manchester, including to:

- Bring sport, education and commerce together;
- Expand a world-class sports destination;
- Become a destination for leisure and recreation facilities;
- Capitalise on the regeneration investment made;
- Support Manchester’s Green City initiatives;
- Create a distinctive sense of place; and,
- Deliver improved social and economic outcomes.

The ERF aims to achieve several key ambitions, the first of which is focused on enhancing pedestrian and cycling links in an east-west direction to both the city centre and the Etihad Campus. This would be achieved by investing in infrastructure that prioritizes walking and cycling options, including purpose-built lanes and footpaths, as well as through improved access to public transport. By creating these transportation connections, the framework seeks to make it easier for people to access the area, promoting sustainable travel options and reducing traffic congestion. Additionally, the proposed framework aims to develop north-south routes to improve connectivity between neighbouring communities.

The second ambition outlined in the ERF is to create a vibrant cultural, sporting, and leisure scene that promotes the Etihad Campus as an exciting and distinctive area of Manchester. By investing in cultural and sporting activities, such as concerts, festivals, and sporting events at the campus, the ERF seeks to increase community engagement, promote the area's unique identity, and attract more visitors. This focus on enhancing the cultural, sporting, and leisure opportunities available at the Etihad Campus in order to set it apart from other areas of Manchester aligns with a long-term vision for the area. By providing world-class events and experiences, the framework encourages people to engage with the area and encourages ongoing investment in its development, ultimately leading to continued economic and social growth.

Compliance with Planning policy and Guidance

Principle of the Proposed Development

The Proposed Development aligns with several relevant policies and guidance for East Manchester. Policy EC7 recognises the potential for Eastlands to function as an attractive sports and leisure destination, which the proposed development reinforces by creating a more enjoyable and safer walking route. Policy SP1 promotes the creation of well-designed spaces, which the proposed development also achieves by enhancing the walking route, promoting inclusiveness and accessible urban planning, benefitting both residents and visitors alike.

Policy EC5 prioritises non-car links, accessing key transport infrastructure and leveraging the open space network, such as the Rochdale and Ashton Canals, which the proposed development aligns with by improving the walking route and emphasising pedestrian and cycling links. Policy T1 highlights the need for sustainable transport, promoting a shift away from car travel, and towards public transport, cycling, and walking. The proposed development aims to create a safer and more enjoyable walking route, indirectly promoting sustainable transport options by encouraging people to walk or cycle.

Policy T2 highlights the Council's commitment to managing development to ensure convenient access to economic drivers. The proposed development aligns with this by enhancing the walking route and creating a stronger sense of community identity, therefore attracting more visitors to East Manchester. Policy EN9 seeks better connections between green areas, which the proposed development also achieves by enhancing the walking route and leveraging the open space network of the area.

The ERF outlines several strategic ambitions for East Manchester, including enhancing pedestrian and cycling links, promoting sustainable transport options, reducing traffic congestion, building cultural and sporting opportunities to promote engagement, and developing a distinctive sense of place. Overall, the proposed development meets the criteria set in several relevant policies and guidance and aligns with strategic ambitions focussed on creating community-focused positive change in East Manchester, promoting inclusiveness and sustainability, and contributing to the longer-term growth and success of the area.

A review of the relevant policies and guidance has identified several key considerations for the proposals, as covered in the headings below.

Appropriateness for Setting / Design

The area surrounding the arena includes various large buildings such as the Etihad Stadium, Manchester Regional Arena, National Squash Centre, Manchester's Tennis and Football Centre, and the Co-op Live Arena. There are surface-level parking lots to the north and south of the stadium with some vacant land parcels nearby. The western area has low-rise commercial units and empty lots near the Ashton Canal. Residential housing is located south of the starting point along Ashton New Road but is separated by dense vegetation and a physical barrier.

The proposed development offers much more than just safety and utility enhancements. It is an exciting and revolutionary way to showcase the rich culture and talent of Manchester. The high-quality design solutions and premium materiality used in the installations will add a vibrant and interactive dimension to the walking route, making it a new destination in East Manchester. The proposed vibrant artworks will provide a year-round visual treat, transforming the area into an inviting space that is both pleasing to the eye and inviting to the visitors and locals alike.

The project is about generating community-focused positive change, as it will contribute towards the longer-term growth and success of East Manchester. The proposed enhancements will not just improve the walking route; they will also help to create a stronger sense of community identity, pride, and culture in East Manchester. With a unique opportunity to showcase the local talent and the rich cultural offerings of Manchester in music and sports, the project is set to be an amazing attraction for all.

Though situated close to the boundary of the route, the design interventions and illuminations will blend seamlessly into the existing surroundings and will not be visible to neighbouring properties. The proposed advertisements are expertly designed, and their presence will align with the wider Etihad campus area and contribute to the overall vibrancy of the region.

Overall, the proposed development is an excellent solution to improve the walking route, make East Manchester more accessible, enjoyable, and safer, and showcase the area's rich culture and talent. It's an opportunity to create an exciting and interactive destination that draws more attention to the compelling and vibrant character of the East Manchester area.

Amenity

In order to effectively mitigate potential impacts on amenity, it is important to note the general characteristics of the locality. The proposed development is focused on improving the walking route for the benefit of both the local community and visitors to the Etihad Campus. The enhancements are designed to create a sense of community pride and identity, showcasing local talent and culture in music and sports. Additionally, the project aligns with the goal of generating positive change and long-term growth for East Manchester.

Despite the proposed installation being internally illuminated, it is designed to be unobtrusive and controlled intermittently at a low level, in line with Manchester City Council's recommendations to avoid light spillage to neighbouring properties. The audio content system is also designed to be inaudible and the installation includes features such as ambient light sensors and remote control access, which allows for quick responses to any concerns raised.

Furthermore, the proposed development is surrounded by largely commercial or sports facilities, and any potential impact on nearby residential areas will be mitigated by distance, physical barriers including the main road and dense vegetation or built form.

Surveyors from Manchester City Council and TfGM visited the site on January 16, 2024, to provide feedback on lighting proposals. The proposals were accepted, and TfGM recommended a condition be applied to consent to allow post-installation testing of lighting levels for tram drivers. Overall, it is considered that the proposed interventions will not adversely affect amenity and will be in keeping with the scale and form of the development.

Public Safety

The construction and installation of the design interventions will take place with reference to the latest best practices.

Some of the proposed interventions will be located alongside vehicular transport routes (Metrolink, A662 Ashton New Road) and as such due consideration is required to ensure that the any moving traffic is not impacted from a safety perspective. As such, the Applicant has undertaken discussions with key stakeholders including TfGM and MCC Highways Department who have provided useful input into creating solutions which are safe yet maintain safety and security. For instance, some of the interventions will comprise advertisements which are to be illuminated. In order to avoid light spill onto oncoming traffic, these interventions will be provided with motion sensors that will respond to incoming traffic (i.e. approaching tram) by dimming the lighting to an acceptable level and ensuring that the lighting is static until the vehicle safely passes.

For pedestrians, the proposed interventions will enhance the overall physical attractiveness of the route for walking and cycling. Alongside the direct benefits of introducing increased coverage from lighting and creating a more attractive route, it will invite more users to the route and in all create a better level of

perceived safety. Pedestrians and cyclists will be provided with clearly demarked paths to segregate cyclists from pedestrians, helping to achieve a safer and more effective flow of movement.

It is therefore considered that the Elevational Signs will not adversely impact public safety within the area but instead help to improve the overall level of safety for pedestrians.

Ecology

An ecological report entitled 'Habitat Survey and Bridge Inspection for Bats' was prepared by Penny Anderson Associates Ltd in 2021 covering this walking route (together with some other options). That report included an ecological desk study, a habitat survey and protected species scoping (mainly for bats), plus made some management recommendations for areas of habitat adjacent to the route. An updated report, prepared by Helen Hamilton Ecology is submitted with this application which utilises the 2021 report, an updated desk study for bats and the findings of a site walkover focussing upon the locations of the proposed installations to provide ecological context for the scheme and to recommend further action, as necessary.

This report concludes that for these proposals there will be no anticipated impacts upon the canal SBI from the Proposed Development. When proposals are being developed, designers will consult with ecologist and GMEU regarding bats and the SBI.

The walking route has low habitat quality for bats due to urbanisation and man-made habitats. However, the route is vital to local pipistrelle bats because it connects the Ashton Canal and the River Medlock. Desk study and bat records show several roosts along the canal and river. There is a common pipistrelle swarming roost at the railway bridge that could be affected by proposed lighting, and thus, a plan is in place to locate and minimise impacts on the roost.

Other potential roost features for bats were identified at CWT_002A where a 'content wall' installation is proposed, and a MEWP inspection is necessary. To maintain existing or lower light levels, dark areas should be maintained around the River Medlock, especially where it adjoins Ashton Canal and between CWT_004 and CWT_006. Bat boxes should be installed in dark locations to compensate for increased light levels elsewhere and enhance the site for urban bats. Six to eight long-lasting woodcrete or woodstone boxes are suitable if suitable sites are found. Discussions are ongoing to confirm the final locations.

The River Medlock and the Ashton Canal SBI's banks on site have lower quality habitats due to urban modifications. But they still support bats and breeding birds as evidenced by desk study and on-site observations. Therefore, disturbed habitats caused by work must be reinstated using appropriate species. This applies mainly to grasslands, where an ecologist should recommend a wildflower seed mixture to enhance the site.

Birds breed in various habitats on site, and any vegetation removal prior to works must occur outside of March to August, the bird breeding season. If works must be done during this time, an Ecological Clerk of

Works (ECOW) should conduct observations and search for evidence of breeding activity beforehand. If confirmed, works will be postponed until nesting concludes.

Heritage

The Site is not located within a conservation area and does not contain nor is immediately adjacent to any designated heritage assets. The closest designated assets are located approx 200-250m west of the Site and include Brunswick Mill (Grade II); Spectator Mill (Grade II); Hope Mill (Grade II*) and Bridge No.5 over Ashton Canal (Grade II). These heritage assets are primarily clustered together along the Ashton Canal and form part of a small collection of mills associated with Manchester's industrial past, as shown in Figure 4.

Figure 4 shows us the historic character of the area in 1946 and the predominantly residential typology of the area, along with the supporting industrial uses along the canal. The extant Cambrian Street arches helped to provide an east to west connection for residents and businesses in Ancoats and Beswick neighbourhoods. Later in 1965 (as depicted by Figure 5) it can be observed that the arches remain and the route underneath and through the arches remains as a highway providing north to south connections. It can however be understood that this area has drastically changed given parts of the surrounding buildings are now demolished with dense vegetation taking its place (see Figure 6).

Whilst the Cambrian Arches are not a designated heritage asset, they could be considered a key contributor to the local character of the area and potentially a non-designated heritage asset. The proposals seek to introduce a bridge lighting system consisting of hexagonal pods made of aluminium and acrylic, each containing a sealed lighting module. The pods are secured with tamper-proof screws and mounted on discrete frames made of powder-coated aluminium or galvanized steel, which are fixed to the bridge using resin anchor bolts. The proposed intervention will be carefully installed onto the underside of the arches and will help to animate the structure and enhance its significance. As such, it is considered this intervention pays respect to the historic character of the archway and the surrounding area as a whole.

Figure 4 – Aerial View of the surrounding area with City Link Route in red (Historic England, 1946)

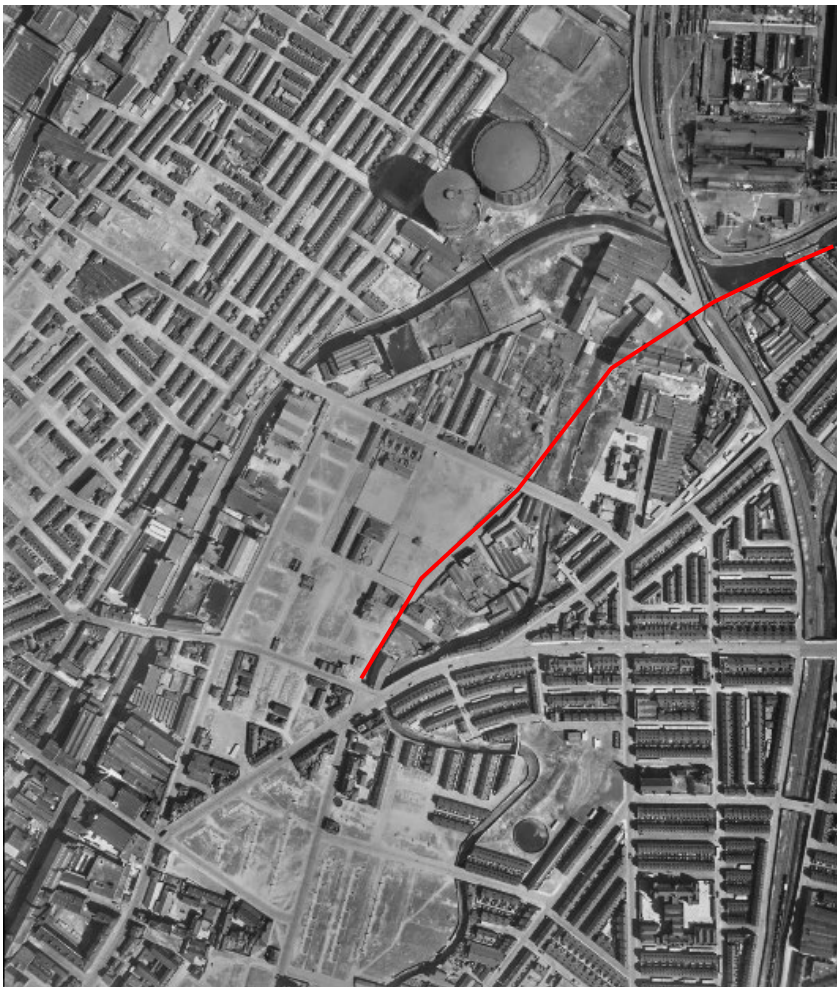


Figure 5 - Ancoats, Holt Town looking to Cambrian Street Arches (centre right of image) from Beswick Street (GM Lives, 1965)



Figure 6 – City Link Route looking east towards the Etihad Campus, with Cambrian St Viaduct in the background (Google Street View, 2022)



Summary

The proposed interventions are of a suitable scale and form, and have no adverse effect on local character, amenity, or safety. The proposed interventions will act to improve wayfinding across the Etihad Campus and surrounding area, contributing to placemaking and supporting the Etihad Campus as a key destination.

Therefore, the proposals are considered to be in accordance with national and local planning policy and the Town and Country Planning Act 1990 (as amended) and Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and we respectfully request that Manchester City Council approve this Application.

Yours faithfully,

A handwritten signature in black ink that reads "Deloitte LLP". The signature is written in a cursive, slightly stylized font.

Deloitte LLP