Deloitte.

Deloitte LLP
The Hanover Building
Corporation Street
Manchester
M4 4AH

Phone: +44 (0)161 832 3555
Fax: +44 (0)161 829 3800
www.deloitte.co.uk

Direct phone: +44 161 455 6512
johcooper@deloitte.co.uk

22 March 2024

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

FAO Jennifer Atkinson

Dear Jennifer,

Application for Advertisement Consent for x10 Lamppost Banners along the Pedestrian Routes Linking the Etihad Campus with Manchester City Centre

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 Eastlands Arena Limited (the 'Applicant').

The Application is for advertisement consent to install a total of ten lamppost banners (the 'Proposed Advertisements') distributed along the key pedestrian routes linking the Etihad Campus with Manchester City Centre, including Citylink Walking Route, the Ashton Canal towpath, Ashton New Road, Pollard Street and Great Ancoats Street (the 'Site'). The Site is wholly located within the Ancoats and Beswick Ward.

Background

Full Planning Permission was granted on 6th October 2020 for the development of the new Co-op Live arena at the Etihad Campus, Manchester, under Planning Permission Ref: 126431/FO/2020 (as amended under 129267/NMC/2021 and 133321/NMC/2022). The approved 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."

Construction of the arena commenced in November 2020, with an estimated target completion in April 2024. The S106 Agreement tied to the consent requires a number of improvements to the walking routes towards the Etihad Campus, including improved signage. In addition, Condition 42 of the above consent requires that prior to the first use of the development a scheme of improvements to the Ashton Canal is agreed with the Local Planning Authority. The proposal includes improved signage.

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 1 New Street Square, London, EC4A 3HQ, United Kingdom.

Deloitte LLP is the United Kingdom affiliate of Deloitte NSE LLP, a member firm of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("DTTL"). DTTL and each of its member firms are legally separate and independent entities. DTTL and Deloitte NSE LLP do not provide services to clients. Please see www.deloitte.com/about to learn more about our global network of member firms.

© 2024 Deloitte LLP. All rights reserved.

Deloitte.

Proposed Advertisements

The Proposed Advertisements comprise ten lamppost banners along the key pedestrian routes linking the Etihad Campus with Manchester City Centre, including Citylink Walking Route, the Ashton Canal towpath, Ashton New Road, Pollard Street and Great Ancoats Street. Further information is detailed in Table 1 underneath.

The location of the Proposed Advertisements is illustrated in the Advertisement Consent Location Plan, provided by the Applicant and submitted in support of this application.

The Proposed Advertisements are as follows:

- PVC material with a black background (RAL 9005) and white (RAL 9010) and blue (Pantone 915C) text / graphics.
- The maximum height of any of the letters would be 250mm.
- The height from the ground to the base of the Proposed Advertisements will be between 2.4m and 2.8m as the column height allows.
- The following Proposed Advertisements will comprise 2,200mm x 785 mm x 10mm (height x width x depth): Pollard Street 16; Aston New Road 07; Aston New Road 44; and Great Ancoats Street 51.
- The following Proposed Advertisements will comprise 1,400mm x 400mm x 10mm (height x width x depth): Aston Canal Corridor 09; Aston Canal Corridor 14; Aston Canal Corridor 17; Aston Canal Corridor 39; Great Ancoats Street 47; and Holt Town 07.
- The Proposed Advertisements will be erected on lampposts and do not include any further illumination.

Further information can be found in the plans and specification sheets submitted in support of the application.

Pre-Application Consultation

This application for advertisement consent is submitted following engagement with the Local Planning Authority on 19 January 2024 via email communication, where it was agreed that all the proposed signage could be brought forward in a single application. Further communication on 19 March 2024 agreed the scope of the supporting documentation.

The Proposed Advertisements have been discussed and agreed with Neil Fairlamb at Manchester City Council (MCC) via email dated 22 February 2024. The Applicant has consulted with both MCC Highways and Transport for Greater Manchester (TfGM) as landowners.

National Planning Policy and Guidance

National Planning Policy Framework (2023)

The National Planning Policy Framework (NPPF) provides the following guidance in relation to outdoor advertisements within Chapter 12. Achieving well-designed places at Paragraph 141:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Planning Practice Guidance ('live' document)

The Planning Practice Guidance (PPG) provides further clarification of the matters that can be taken into account when assessing applications for Express Advertisement Consent in relation to public safety and amenity.

In terms of public safety, the PPG details at Paragraph: 067 (Reference ID: 18b-067-20140306; Revision date: 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 (as amended in 2021) 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 (UPD), 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."

Places for Everyone (2024)

The Places for Everyone (PfE) joint development plan was adopted by Manchester City Council in March 2024 for long-term sustainable growth, new homes and jobs. The PfE covers Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan. Whilst the PfE does not set out specific policies related to advertisement, Policy JP-C6 (Walking and Cycling) sets out routes should be direct and easy to navigate:

"Ensuring routes are direct, easily navigable and integrated with the street and public transport network".

Compliance with Planning Policy and Guidance

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

Appropriateness of Setting / Design

The proposals form an important function in improving wayfinding for pedestrians travelling to and from the Etihad Campus.

The proposed lamppost banners are to be erected on key pedestrian routes linking Manchester City Centre with the Etihad Campus, including Citylink Walking Route, the Ashton Canal towpath, Ashton New

Road, Pollard Street and Great Ancoats Street. They serve the purpose of highlighting the route to the Etihad Campus and providing motivational information including distances and estimated travel times to encourage active travel. The nature of the design is reflective of the Etihad Campus as a major entertainment and leisure destination and highlights the numerous key attractions available, whilst having a refined colour palette.

The Proposed Advertisements are therefore considered to be appropriately designed and will not have any negative visual impact on the surrounding area.

Public Safety

The Proposed Advertisements will be erected on lampposts and will be visible to pedestrians as a means of wayfinding. The signs have been designed with due consideration for drivers and cyclists in terms of content and colouration to ensure these are not confused with highways signs. The banners themselves do not include any additional internal or external illumination but will be erected underneath existing lampposts to ensure visibility at night for pedestrians. They will also be erected at between 2.4m and 2.8m above the ground and out of reach.

It is considered the proposed signage will not adversely impact public safety and the construction and installation of the proposed advertisements will take place with reference to the latest best practices.

Amenity

Regarding any impact on amenity, the Proposed Advertisements will not have any illuminated or audible elements. On this basis, it is considered that amenity will not be adversely affected by the Proposed Advertisements and that the application therefore satisfies the requirements of planning policy with regard to due consideration of these matters.

Summary

The Proposed Advertisements are considered to be of a suitable scale and form and are part of the improvement measures to existing pedestrian routes between the Etihad Campus and Manchester City Centre, will improve wayfinding and support the use of active modes of transport. The Proposed Advertisements will not have an adverse impact on local character, public safety or amenity.

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

Application Submission

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

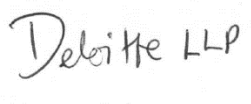
- Application Form, prepared by Deloitte;
- Location Plan;
- Bay Media SPECSHEET 1400x400;
- Bay Media SPECSHEET 2200x785;
- ASHTON CANAL CORRIDOR_09_1400x400;

- ASHTON CANAL CORRIDOR_14_1400x400;
- ASHTON CANAL CORRIDOR_17_1400x400;
- ASHTON CANAL CORRIDOR_39_1400x400;
- ASHTON NEW ROAD_07_2200x785;
- ASHTON NEW ROAD_44_2200x785;
- GREAT ANCOATS STREET_47_1400x400;
- GREAT ANCOATS STREET_51_2200x785;
- HOLT TOWN STATION_07_1400x400; and
- POLLARD STREET_16_2200x785.

The Application has been submitted via the Planning Portal (Ref PP-12745252) 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 colleague Jennifer Chatfield (jchatfield@deloitte.co.uk / +44 161 455 8084) if you have any questions or require any further information.

Yours sincerely



For Deloitte LLP