

Planning

Growth & Development

Delegated officer report for planning application

Application no. 137815/AO/2023
Date registered valid: 9 August 2023
Proposal: Installation of non illuminated flush roof sign to roof of the arena.
Address: Co-Op Live Arena, Manchester
Ward(s): Ancoats & Beswick Ward

Applicant: Eastlands Arena Ltd
Agent (if any): Ms Jennifer Chatfield Deloitte LLP
Case officer: Gerry Reilly
Tel: 0161 234 4163
Email: gerry.reilly@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 31st August 2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 9 August 2023 Expired: 30 August 2023

Neighbour notifications

Printed: 9 August 2023 Expired: 30 August 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:

Description of area

The site is bounded by Joe Mercer Way (an elevated pedestrian walkway connecting to the Etihad Stadium) which separates the site from the Manchester Tennis and Football Centre located further west, Alan Turing Way, a four lane road with segregated cycle lanes is to the east with the Ashton Canal and the Etihad Metrolink stop to the south. The site is currently under construction for a multi-use arena (Use Class D2) with a partially illuminated external facade together with ancillary retail/commercial (Classes A1, A3 and A4), with highways access, servicing, landscaping, public realm and other associated works under planning permission 126431/FO/2020.

Accompanying the application for Planning Permission above, was an application for Consent to Display Advertisements (Ref. 126432/AO/2020). This covered signage proposals for three LED screens, including one screen to the corner of the south and west elevations and one further screen on the south elevation. These approved screens are to be fully integrated into the architectural design of the building and designed to sit flush into the venue façade. The advertisement consent also included for the provision of six internally and externally illuminated Totem Signs to provide wayfinding.

A further application for advertisement consent was subsequently approved in September 2022 (Ref. 134440/AO/2022) for the installation of two internally illuminated signs to the North and

East elevations of the arena together with the installation of an externally illuminated podium sign to the public realm area adjacent to the Ashton Canal.

Description of development

Proposed Rooftop Advertisement

The Applicant is now proposing to activate the roof of Co-op Live with a large naming rights partner branding sign to depict the 'COOP LIVE' logo. The letters of the signage will be individually fixed to the rooftop by perforated aluminium panels fixed with clamps to the standing seam roof.

The signage is proposed to be painted matt black (RAL 9005) and Blue (PANTONE 306C).

The proposed signage is not currently covered by the existing Consent to Display Advertisements (Ref. 126432/AO/2020 and 134440/AO/2022). However, the intention for feature fixed activation naming rights partner branding at the largest scale available, maximising both broadcast and landmark exposure, was outlined as part of the original planning application.

The naming rights partner brand mark will align flush on the pitched roof and will not alter the architectural aesthetic or be visible from ground level.

Further information and sign dimensions are provided in the table below.

Criteria	Proposed Signage
Height from the ground to the base of the advertisement(s) (m)	N/A as the signage will sit flush with the roof surface.
The dimensions of the proposed advertisements (h x w x d)	39.6m x 40m x 10mm
The maximum height of any individual symbols and letters (m)	16.2m
The colour of the text and background of signs	Text: RAL 9005 and PANTONE 306C
Proposed material	0mm
Internal / External Illumination	No illumination

Consultations & Notification Responses

Local Residents - No responses received

The Safeguarding Authority for Manchester Airport has assessed this application and its potential to conflict aerodrome Safeguarding criteria and have no objections subject to a crane informative.

Highways -

The proposed sign is not located on the adopted highway network.

The proposed sign does not project over the adopted highway and as such, a Projection over License will not be required.

The proposed sign will not be illuminated.

The proposed signage complies with headroom and carriageway clearance requirements.

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 the proposal is considered to be acceptable in this location, as the advert will be located on the roof of the arena and will not be visible to members of the public passing by the premises. 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 have said the following:

The proposed sign is not located on the adopted highway network.

The proposed sign does not project over the adopted highway and as such, a Projection over License will not be required.

The proposed sign will not be illuminated.

The proposed signage complies with headroom and carriageway clearance requirements

The Safeguarding Authority for Manchester Airport has assessed this application and its potential to conflict aerodrome Safeguarding Criteria and they have no objections.

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

Visual Amenity

The uses immediately surrounding the area comprise mostly largescale buildings associated with the Etihad Campus, including the Etihad Stadium to the south, Manchester's Tennis and Football Centre to the west, and the National Squash Centre and Manchester Regional Area to the south-west. There is a large amount of surface level car parking to the north and to the south adjacent to the Etihad Stadium. There are also a number of residential properties located to the east of the four lane Alan Turing Way, however, the area surrounding the Site is mostly characterised by large-scale sports and leisure buildings.

It should be noted that the Proposed Advertisement will sit flush with the roof of Coop Live Arena and therefore, will not be visible from the ground level. The intention of the proposed signage is for broadcasting purposes with the use of aerial photography and thus has been designed to be viewed from above only.

The Proposed Advertisement is therefore considered to be consistent with, and will not have any negative visual impact on, the wider uses within the Etihad Campus and surrounding area

Amenity

The Proposed Advertisement is not visible from ground level and will not be illuminated, eliminating the impact of lighting to residential amenity in the nearby area as a result. Given its location on the roof of Coop Live, the Proposed Advertiser will only be visible from areas of high altitude, for instance, from a plane, helicopter, or by a drone. Furthermore, the Proposed Advertisements will not have any audible elements.

It is therefore considered that the Proposed Advertisements is unobtrusive and will be in keeping with the scale and form of the development and will not have an adverse impact on amenity.

Summary

The Proposed Advertisement will provide a landmark sign for broadcasting purposes, supporting the Etihad Campus as a key entertainment and sports destination. It will sit flush with

the roof surface and is will not be visible from ground level. It is of suitable scale and form for its position and function within the Etihad Campus and will not have an adverse impact on local character or amenity.

Therefore, the proposals are considered to be in accordance with national and local planning policy and Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

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:

Co-op live Rooftop Activation Sign Planning Application Date 17/03/2023 received by the Planning Service as Local Planning Authority on 9th August 2023.

Site - Proposed Site Plan BRA-POP_XX-XX-DR-A-6505 Rev 00 received by the Planning Service as Local Planning Authority on 9th August 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

The applicant's attention is drawn to the procedures for crane and tall equipment notifications, please see:

<https://www.caa.co.uk/Commercial-industry/Airspace/Event-and-obstacle-notification/Crane-notification/>

Appendix 1 – List of consultees & neighbours notified

Highway Services

Manchester Airport Safeguarding Officer

Flat 32, 2 Stuart Street, Manchester, M11 4DG
Flat 15, 2B The Waterfront, Manchester, M11 4DB
Apartment 35, 2B The Waterfront, Manchester, M11 4DB
Flat 10, 2 Stuart Street, Manchester, M11 4DG
Flat 9, 2 Stuart Street, Manchester, M11 4DG
Flat 64, 2 Stuart Street, Manchester, M11 4DG
Flat 29, 2 Stuart Street, Manchester, M11 4DG
Flat 60, 2 Stuart Street, Manchester, M11 4DG
Flat 35, 2 Stuart Street, Manchester, M11 4DG
Flat 65, 2 Stuart Street, Manchester, M11 4DG
Flat 2, 2 Stuart Street, Manchester, M11 4DG
Flat 9, 2B The Waterfront, Manchester, M11 4DB
Apartment 30, 2B The Waterfront, Manchester, M11 4DB
Apartment 16, 2B The Waterfront, Manchester, M11 4DB
Flat 7, 2B The Waterfront, Manchester, M11 4DB
Flat 3, 2B The Waterfront, Manchester, M11 4DB
Apartment 21, 2B The Waterfront, Manchester, M11 4DB
Flat 49, 2 Stuart Street, Manchester, M11 4DG
Flat 3, 2 Stuart Street, Manchester, M11 4DG
Flat 41, 2 Stuart Street, Manchester, M11 4DG
1 Stuart Street, Manchester, M11 4DQ
Apartment 39, 2B The Waterfront, Manchester, M11 4DB
Apartment 47, 2B The Waterfront, Manchester, M11 4DB
Apartment 37, 2B The Waterfront, Manchester, M11 4DB
Flat 46, 2 Stuart Street, Manchester, M11 4DG
Flat 45, 2 Stuart Street, Manchester, M11 4DG
Flat 19, 2 Stuart Street, Manchester, M11 4DG
Apartment 19, 2B The Waterfront, Manchester, M11 4DB
Apartment 44, 2B The Waterfront, Manchester, M11 4DB
Sport City Visitor And Information Centre, Rowsley Street, Manchester, M11 3FF
Flat 43, 2 Stuart Street, Manchester, M11 4DG
Flat 61, 2 Stuart Street, Manchester, M11 4DG
Flat 44, 2 Stuart Street, Manchester, M11 4DG
Flat 23, 2 Stuart Street, Manchester, M11 4DG
Flat 36, 2 Stuart Street, Manchester, M11 4DG
5 Stuart Street, Manchester, M11 4DQ
Flat 16, 2 Stuart Street, Manchester, M11 4DG
Flat 18, 2 Stuart Street, Manchester, M11 4DG
Flat 27, 2 Stuart Street, Manchester, M11 4DG
Flat 38, 2 Stuart Street, Manchester, M11 4DG
Flat 66, 2 Stuart Street, Manchester, M11 4DG
Apartment 23, 2B The Waterfront, Manchester, M11 4DB
Apartment 32, 2B The Waterfront, Manchester, M11 4DB
Apartment 36, 2B The Waterfront, Manchester, M11 4DB
Apartment 31, 2B The Waterfront, Manchester, M11 4DB
Sport City Visitors Centre, Ashton New Road, Manchester, M11 4ZZ
EASTLANDS TRUST LIMITED, Institute Of Sport, Rowsley Street, Manchester, M11 3FF
The Corner House, 273 Briscoe Lane, Manchester, M40 2XG
Flat 14, 2 Stuart Street, Manchester, M11 4DG

Flat 17, 2 Stuart Street, Manchester, M11 4DG
Flat 24, 2 Stuart Street, Manchester, M11 4DG
Flat 50, 2 Stuart Street, Manchester, M11 4DG
Philips Park Entrance Lodge, Philips Park, Stuart Street, Manchester, M11 4DQ
Apartment 25, 2B The Waterfront, Manchester, M11 4DB
Flat 10, 2B The Waterfront, Manchester, M11 4DB
Flat 25, 2 Stuart Street, Manchester, M11 4DG
Flat 57, 2 Stuart Street, Manchester, M11 4DG
Flat 7, 2 Stuart Street, Manchester, M11 4DG
Flat 12, 2 Stuart Street, Manchester, M11 4DG
Flat 4, 2B The Waterfront, Manchester, M11 4DB
Flat 1, 2B The Waterfront, Manchester, M11 4DB
Manchester Tennis And Football Centre, 9 Sportcity Way, Manchester, M11 3DU
Flat 31, 2 Stuart Street, Manchester, M11 4DG
Flat 62, 2 Stuart Street, Manchester, M11 4DG
Flat 47, 2 Stuart Street, Manchester, M11 4DG
Flat 34, 2 Stuart Street, Manchester, M11 4DG
Flat 33, 2 Stuart Street, Manchester, M11 4DG
Flat 20, 2 Stuart Street, Manchester, M11 4DG
9 Stuart Street, Manchester, M11 4DQ
7 Stuart Street, Manchester, M11 4DQ
Apartment 41, 2B The Waterfront, Manchester, M11 4DB
Flat 6, 2B The Waterfront, Manchester, M11 4DB
Flat 8, 2B The Waterfront, Manchester, M11 4DB
Flat 13, 2B The Waterfront, Manchester, M11 4DB
Apartment 22, 2B The Waterfront, Manchester, M11 4DB
Flat 30, 2 Stuart Street, Manchester, M11 4DG
Flat 26, 2 Stuart Street, Manchester, M11 4DG
Flat 15, 2 Stuart Street, Manchester, M11 4DG
Flat 14, 2B The Waterfront, Manchester, M11 4DB
Apartment 27, 2B The Waterfront, Manchester, M11 4DB
Manchester City Football Club Ltd, Etihad Stadium, Ashton New Road, Manchester, M11 3FF
Flat 53, 2 Stuart Street, Manchester, M11 4DG
Flat 22, 2 Stuart Street, Manchester, M11 4DG
Flat 55, 2 Stuart Street, Manchester, M11 4DG
Apartment 24, 2B The Waterfront, Manchester, M11 4DB
Flat 2, 2B The Waterfront, Manchester, M11 4DB
Apartment 20, 2B The Waterfront, Manchester, M11 4DB
Apartment 17, 2B The Waterfront, Manchester, M11 4DB
Flat 52, 2 Stuart Street, Manchester, M11 4DG
Flat 40, 2 Stuart Street, Manchester, M11 4DG
Flat 51, 2 Stuart Street, Manchester, M11 4DG
Flat 58, 2 Stuart Street, Manchester, M11 4DG
Flat 63, 2 Stuart Street, Manchester, M11 4DG
Flat 59, 2 Stuart Street, Manchester, M11 4DG
Flat 4, 2 Stuart Street, Manchester, M11 4DG
Flat 11, 2B The Waterfront, Manchester, M11 4DB
Apartment 43, 2B The Waterfront, Manchester, M11 4DB
Apartment 26, 2B The Waterfront, Manchester, M11 4DB
Philips Park Fire Station, Briscoe Lane, Manchester, M40 2XG
Flat 6, 2 Stuart Street, Manchester, M11 4DG
Flat 1, 2 Stuart Street, Manchester, M11 4DG
3 Stuart Street, Manchester, M11 4DQ
Apartment 18, 2B The Waterfront, Manchester, M11 4DB

Apartment 38, 2B The Waterfront, Manchester, M11 4DB
Flat 5, 2 Stuart Street, Manchester, M11 4DG
Flat 48, 2 Stuart Street, Manchester, M11 4DG
Apartment 42, 2B The Waterfront, Manchester, M11 4DB
Apartment 46, 2B The Waterfront, Manchester, M11 4DB
Flat 12, 2B The Waterfront, Manchester, M11 4DB
Apartment 45, 2B The Waterfront, Manchester, M11 4DB
National Squash Centre, Rowsley Street, Manchester, M11 3FF
The Clock House, 271 Briscoe Lane, Manchester, M40 2XG
Flat 68, 2 Stuart Street, Manchester, M11 4DG
Flat 11, 2 Stuart Street, Manchester, M11 4DG
Flat 37, 2 Stuart Street, Manchester, M11 4DG
2 Stuart Street, Manchester, M11 4DG
Lock House, 7 Alan Turing Way, Manchester, M11 4DW
Apartment 40, 2B The Waterfront, Manchester, M11 4DB
Apartment 28, 2B The Waterfront, Manchester, M11 4DB
Flat 67, 2 Stuart Street, Manchester, M11 4DG
Flat 56, 2 Stuart Street, Manchester, M11 4DG
Flat 54, 2 Stuart Street, Manchester, M11 4DG
Flat 21, 2 Stuart Street, Manchester, M11 4DG
Flat 13, 2 Stuart Street, Manchester, M11 4DG
Flat 42, 2 Stuart Street, Manchester, M11 4DG
Flat 28, 2 Stuart Street, Manchester, M11 4DG
Flat 8, 2 Stuart Street, Manchester, M11 4DG
Flat 39, 2 Stuart Street, Manchester, M11 4DG
Apartment 34, 2B The Waterfront, Manchester, M11 4DB
Flat 5, 2B The Waterfront, Manchester, M11 4DB
Apartment 29, 2B The Waterfront, Manchester, M11 4DB
Apartment 33, 2B The Waterfront, Manchester, M11 4DB

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding - Not Affected
Site of Biological Interest - Name: Ashton Canal (West)
Coal Authority - Development High Risk - Name: DEVELOPMENT_HIGH_RISK_AREA
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
HSE COMAH Zone - H1485 IZ - Bradford Road Holder Station (East) Inner Zone
HSE COMAH Zone - H1485 MZ - Bradford Road Holder Station (East) Middle Zone
HSE COMAH Zone - H1485 OZ - Bradford Road Holder Station (East) Outer Zone
Hazard - Major Accident Hazard Pipeline - East Manchester
Hazard - Bradford Road Gas Works
Historic Landfill Site 250m Buffer -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL

