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Submitted via the Planning Portal ref: PP-12410888

Dear Sir/Madam,

CATHEDRAL APPROACH – APPLICATION FOR ADVERTISEMENT CONSENT

CBRE Limited are instructed by our client, Cathedral Approach Estate Management Company Limited ('the Applicant'), to submit an application for advertisement consent to Manchester City Council (MCC) in relation to a freestanding totem sign proposed at Cathedral Approach, Manchester.

The description of development is as follows:

Advertisement consent for external signage in the form of externally illuminated freestanding totem sign.

The relevant background is provided below alongside details of the proposed development, application submission and relevant planning policies.

BACKGROUND AND CONTEXT

This application is made for proposed signage on Cathedral Approach, which forms a bridge over the River Irwell connecting Manchester and Salford. The application site is located at the southern end of the bridge within Manchester City Council's authority area, however the proposed signage relates to the existing office buildings at Embankment, located at the northern end of the bridge in Salford.

The Embankment office buildings comprise 101 Embankment approved by Salford City Council (SCC) in November 2011 (ref. 11/60256/HYB), and 100 Embankment approved by SCC in February 2017 (ref. 16/68132/FUL). A landscaping scheme for Cathedral Approach in accordance with the development was additionally approved by MCC (ref. 112007/FO/2016) in September 2016. Since the development has been completed and occupied, the need for additional signage has been recognised in order to assist visitors with wayfinding.

This application seeks advertisement consent for one freestanding totem sign at the southern (Manchester) end of Cathedral Approach. This is intended to direct visitors to 100 Embankment and 101 Embankment approaching from Manchester along Cathedral Approach as the appropriate access route across the River Irwell.

Heritage

The site lies within the Cathedral Conservation Area which extends into both Manchester and Salford and is therefore designated by both MCC and SCC. The Cathedral Approach bridge itself is not listed, however it is connected at the northern end to the Grade II listed railway viaduct and retaining walls. Other relevant heritage assets in the vicinity of the site include the Grade I listed Cathedral Church of St Mary approximately 40m to the east, and the Grade II listed Victoria Bridge approximately 35m to the southwest.

PLANNING HISTORY

The table below details the relevant applications which have been made on the site.

APPLICATION REF. NO.	ADDRESS	DESCRIPTION OF DEVELOPMENT	DECISION
112007/FO/2016 (MCC)	Central Approach Manchester M3 1ST	Conservation works and enhancements to land and structures at Cathedral Approach and creation of temporary car parking spaces.	Approved 15/09/2016

Applications of relevance to the proposal which have been made in the site's immediate vicinity are detailed in the table below. Note that depending on their respective locations these applications have been variously submitted to Manchester City Council (MCC), Salford City Council (SCC), or both.

APPLICATION REF. NO.	ADDRESS	DESCRIPTION OF DEVELOPMENT	DECISION
128045/VO/2020 (MCC)	Manchester Cathedral Victoria Street Manchester M3 1SX	City Council Development - Public realm works to create a new public amenity space (Phases 1A, 1B and 1C) comprising the creation of a memorial feature to the Manchester Arena Attack, new entrance square in front of Manchester Cathedral (with potential use as events space), areas of new paving, amenity planting, raised lawns, tree planting, street furniture and lighting.	Approved 22/01/2021
121341/VO/2018 (MCC); 18/72542/ART16 (SCC)	Land Bounded By Manchester Cathedral, Deansgate, Walkers Croft And The River Irwell Victoria Street Manchester M3 1SX	City Council Development - Public realm works to create a new public amenity space (Phases 1A, 1B and 1C) comprising the creation of a public square in front of Manchester Cathedral, areas of new paving, amenity planting, raised lawns, tree planting, street furniture, lighting and to include opportunities for the integration of future public art.	Approved 25/01/2019
16/68132/FUL (SCC)	Embankment 100 Greengate Salford M3 1RJ	Erection of a 9 storey office building (Use Class B1) and associated works.	Approved 24/02/2017
11/60256/HYB (SCC)	Land Bounded By The River Irwell, Chapel Street, Greengate And The Former Liverpool To Manchester Railway Line	Partial demolition of viaduct structure. Full Planning Permission for a 10-storey class B1 office building (building 101). Outline Planning Permission for a 9-storey class B1 office building (Building 100) - approval sought for access, layout, and scale. Full Planning Permission for a 448 space car park together with class A1,A2,A3,A4 and B1 retail/commercial units	Approved 16/11/2011

PROPOSED DEVELOPMENT

It is proposed to install one freestanding triangular totem sign at the southern end of the bridge on Cathedral Approach. The exact location of the sign is shown on the submitted plans, along with the specification.

The dimensions of the proposed totem are 2.8m (height) (3m inc. plinth) x 0.45m (width). The totem will display the wording 'EMBANKMENT'.

The totem will be externally lit using LEDs and drivers positioned as uplighters to illuminate text on all three sides of the base. The illuminance levels are not to exceed 450cd/m².

The sign will be composed of a solid corten plinth and timber frame with aluminium face panels. The panels will be black with corten steel letters debossed.

PLANNING POLICY CONTEXT

The following section sets out the relevant planning policy.

The statutory development plan for Manchester currently comprises:

- Manchester Adopted Core Strategy (adopted July 2012)
- ‘Saved’ Unitary Development Plan policies (adopted July 1995)
- Greater Manchester Joint Waste Development Plan document (adopted April 2012)
- Greater Manchester Joint Minerals Development Plan document (adopted April 2013)

The following material considerations are also deemed to be of relevance:

- Guide to Development in Manchester SPD (adopted April 2007)
- National Planning Policy Framework (December 2023)

The relevant planning policies and guidance have been considered as detailed below.

Core Strategy (2012)

Policy EN3 Heritage encourages development that complements and takes advantage of distinct historic and heritage features. New development must be designed to support the preservation or where possible enhancement of the historic environment, character, setting and accessibility of listed buildings and conservation areas.

Policy CC9 Design and Heritage states that development in the City Centre should preserve or enhance identified heritage assets, including listed buildings and conservation areas.

Guide to Development in Manchester SPD (2007)

The SPD was adopted in April 2007 to provide further detail on existing UDP policies. Section 2 articulates MCC’s expectations regarding high standards of design and includes the following provision:

Legibility: A place that has a clear image and is easy to understand - 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.

National Planning Policy Framework (2023)

Section 12 of the National Planning Policy Framework (NPPF) relates to the need to achieve well-designed places. This is noted as being fundamental to what the planning process should achieve (para. 131). Planning decisions should ensure that developments are visually attractive and sympathetic to local character, establishing and maintaining a strong sense of place (para. 135).

Paragraph 141 states that 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 ASSESSMENT

The proposed sign, as set out in this letter and the submitted plans, is intended to assist in wayfinding by directing visitors towards the existing office development at 100 and 101 Embankment at the northern end of Cathedral Approach. This supports the guidance set out within the NPPF and Guide to Development in Manchester SPD for appropriately located signage which is effective and enhances legibility.

The design of the totem will complement the surrounding landscaping and heritage context in accordance with local and national design standards. The impact of the proposal on the Cathedral Conservation Area and relevant listed buildings is therefore considered to be limited and acceptable with regard to Core Strategy Policies EN3 and CC9.

Planning permission (ref. 128045/VO/2020) was granted in January 2021 for public realm works along Victoria Street, adjoining the Cathedral Approach bridge to the south and east. The proposed totem will be located close to the site boundary for these works. The first phases of the works have been completed, however Phase C which encompasses the area adjacent to the site has not yet commenced. The proposed totem has been designed in accordance with the signage and wayfinding strategy set out within this permission to avoid potential conflict upon completion of the public realm works.

The illuminance level of the externally lit sign is considered to be appropriate and will not cause disturbance to neighbouring properties. As such, the proposal is appropriate in setting and character and there are no amenity or safety concerns which would preclude the granting of advertisement consent.

Overall, the proposal accords with the policies and objectives set out in the statutory development plan, as well as material considerations including the NPPF. Therefore, the Applicant respectfully requests advertisement consent to be granted by Manchester City Council.

APPLICATION SUBMISSION

Detailed below are the relevant submission documents which fulfil the requirements of this application.

APPLICATION DOCUMENT	REFERENCE
Application Form	PP-12410888
This Covering Letter	-
Location Plan	XJ88089 01
Proposed Site Plan & Elevations	XJ88078 02

The application fee of £165 (plus £64 service charge) have been paid directly to the Planning Portal (ref. PP-12410888).

I trust the enclosed documentation suffices for validation and determination purposes, and I look forward to receiving confirmation that the application has been registered in due course.

Please do not hesitate to contact me directly should you have any queries throughout the course of this application.

Yours sincerely,

Tim Sanders
PLANNER – PLANNING & DEVELOPMENT