

Date: 20 December
Your Ref: PP-12687603
Our Ref: 17153

DWD

69 Carter Lane
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Manchester City Council
Planning
P O Box 532
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M60 2LA

FAO Mr. David Lawless

Dear David

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007

**APPLICATION FOR ADVERTISEMENT CONSENT AT PLOT 318 WORLD LOGISTICS HUB SUNBANK LANE
MANCHESTER AIRPORT MANCHESTER WA15 8XL**

DWD is instructed by Amazon UK Services Ltd to submit an application for advertisement consent at the above site for the following signage:

"Installation of 4 x non-illuminated wordmark signs on the elevation of the decked parking facility and 1 x pole mounted non-illuminated wordmark sign"

The application has been submitted via the Planning Portal and comprises this cover letter and the following documents:

- Application Form;
- Location Plan (2001-S3 Rev P05);
- Proposed Site Signage Plan (2010-S3 Rev P03);
- Signage Visuals (2011-S3 Rev P03);
- Existing and Proposed Elevation (2012-S3 P03);
- Existing and Proposed Elevations 2 (2013-S3 Rev P01); and
- Signage Pro Forma (December 2023).

Payment for this application to cover the requisite planning fee of £165.00 (inclusive of the Planning Portal administrative fee of £64.00) has been made online on the date of this letter.

The site forms part of a warehouse unit which is currently occupied by Amazon. Outline planning permission the site was approved in December 2012 under reference 100263/00/2012/S2 for outline planning application for a World Logistic Hub comprising B8 logistic space with ancillary B1 office (131,000 m²) with ancillary amenity/retail space and landscaping and ecology mitigation area. The

permission was then amended in April 2014 under reference 104469/JO/2013/S2 to allow changes to the height of the logistics buildings.

A Reserved Matters planning application was then approved in February 2015 for the storage and distribution warehouse via planning ref 107568/MO/2014/S for a Class B8 warehouse and distribution unit (25,803m² gross internal area) with ancillary Class B1 offices (1,440m² gross internal area), with associated car parking, servicing and landscaping.

Following which have been a number of non-material amendments applications and full drop in planning applications subsequently approved at the site for external alterations to meet the operational requirements of the occupier.

Proposed Development

The application seeks advertisement consent for a series of directional signs comprising signage for:

- 1 x Yard Rules (building mounted);
- 1 x Amazon Flex (building mounted);
- 1 x Amazon Flex Arrow (building mounted);
- 1 x Que Ahead (building mounted); and
- 1 x Give Way Sign (pole mounted).

Please refer to the Signage Proforma for the specification of each signage and please see drawing reference 2010-S3 Rev P03 for the locations of each proposed signage on site. For the avoidance of doubt, please note that none of the signs are proposed to be illuminated.

Planning Assessment

Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 requires local planning authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material and any other relevant factors. Part 2(a)(b) of Regulation 3 sets out these factors which include the characteristics of the locality, such as historic interest, and impact on public safety comprising the safety of persons using any highway and whether the display of the advertisement is likely to obscure the interpretation of a sign or hinder any device used for security and surveillance purposes.

The purpose of the proposed signage on the property is to improve navigability within the application site and to make clear that there are specific accesses for different types of vehicles. As set out within the application paperwork, none of the signs are proposed to be illuminated. The signage is considered to be suitable given the site's context in an industrial area and the size of the signage is in scale with the massing of the building and similar signage in the local area.

In relation to paragraph 136 of the NPFF (September 2023) the proposed advertisements will not be detrimental to amenity of public safety, taking account of cumulative impacts, and should therefore not be subject to control.

In addition, it is considered that the signage complies with the Local Planning Authority's design criteria set out within Policy DC15 of the Unitary Development Plan for the City of Manchester, 1995 (Saved Policies). The signage has been sympathetically designed to respect the site's context and its

relationship to adjoining buildings and the surrounding area. There are various existing employment uses within the immediate surroundings and each property has its own signage. The proposed signs are considered to have a negligible impact on the character of the local area.

We trust that the application includes sufficient information to enable it to be validated and should you require further information or clarification on any matter then please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in blue ink that reads "Charlie Merry". The signature is fluid and cursive, with the first name "Charlie" and the last name "Merry" clearly distinguishable.

Charlie Merry MPlan MRTPI

Associate

DWD

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