

Planning

Growth & Development

Delegated officer report for planning application

Application no. 136434/AO/2023

Date registered valid: 14 April 2023

Proposal: Installation of 6no. LED lightboxes, 3no. LED letter lightbox signs and external vinyl signs

Address: City Store, Etihad Stadium, Ashton New Road, Manchester, M11 3FF

Ward(s): Ancoats & Beswick Ward

Applicant: Carmen Pulido Benito Manchester City Football Club

Agent (if any): Planning Team SpaceInvader Design

Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 14/08/2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 22 May 2023

Standard consultations:

Printed: 5 May 2023 Expired: 26 May 2023

Neighbour notifications

Printed: 5 May 2023 Expired: 26 May 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

The application relates to the two-storey detached former visitor centre, now office block present at the Etihad Stadium located adjacent to the junction where Rowsley Street meets Ashton New Road. The property is flat roofed and is finished in grey and sky blue cladding, with obscured glazing. Neighbouring advertisements are generally affiliated with the Etihad Stadium and wider Etihad Campus, with both illuminated and non-illuminated advertisements being present in the local area.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The neighbouring area is characterised largely by the Etihad Campus, which the application site forms part of. The campus is dominated by the Etihad Stadium through its sheer sense of scale and architectural points of interest, this being its continuous wave roof structure and spiral entrances. Smaller ancillary buildings, including the Manchester City Shop, Manchester Regional Arena and National Squash Centre are present to the north of the site. The wider Etihad Campus is largely comprised of hardstanding in order to provide on-site parking. Residential development is present to the south of the application site off of Darley Street.

Description of development

The application seeks advertisement consent for the installation of 6no LED box signs, 3no LED letter signs and external vinyl advertisements.

The proposed LED box signs would feature on the property's front elevation, south-eastern facing side elevation and rear elevation. 2no of the proposed signs would be in the shape of the Puma logo, having a height of 2.2m and a width of 2m, being displayed on the property's front and south-eastern facing side elevation. The other 4no LED box signs would depict Manchester City's club badge, 2no of said signs would have a height and width of 2m and be displayed on the front and south-eastern facing side elevation. The third and fourth proposed box signs advertisement would be smaller in size, having heights and widths of 1.4 and 1.5m respectively.

The proposed LED letter signs would display the words "CITY STORE" and be located at first floor. The letter signs would be displayed on the property's front, rear and south-eastern facing side elevation. Each letter sign would have different dimensions, with the sign to be located on the front elevation having a height of 1.2m and a width of 7.05m. Said sign would be finished in white and blue acrylic. The letter sign located on the property's side elevation would then have a height of 1m and a width of 5.53m. The letter sign located on the rear elevation would be the largest with a height of 1.5m and a width of 8.52m.

All illuminated signage would have luminance levels of 300cd/m².

Vinyl signs would then be located on the property's side elevations and rear elevation. Two storey high vinyl advertisements would be located on the property's rear elevation and smaller single storey vinyl would then be located on the property's side elevations.

The submitted supporting information makes clear that the proposed advertisements are intended to support the application site's use as Manchester City's temporary club shop whilst ongoing works to the Etihad Stadium are undertaken.

Planning History

136433/FO/2023 - External alterations including 2no. new entrances, access ramp, metal railings and roller shutters in association with use of the City@Home building as a club shop – Approved June 2023.

6434/AO/2023 - Installation of 3no. LED lightboxes, 1no. digital clock screen, 1no. non-illuminated acrylic roof top sign and installation of vinyl to glazing – Approved April 2023.

099588/FO/2012/N2 - Permanent retention of 2-storey office building previously granted temporary consent under planning permission 089150/FO/2009/N2 – Approved September 2012.

089150/FO/2009/N2 - Erection of two storey office building for a period of 5 years – Approved March 2009.

069146/FO/2003/N2 – Erection of a single storey building to form a visitor information centre – Approved September 2003.

Consultations & Notification Responses

Environmental Health – No objection subject to a condition relating to external lighting.

Greater Manchester Police – No objection.

Highways – No objection subject to conditions relating to the operation of the proposed advertisements and luminance levels of the proposed advertisements.

Transport for Greater Manchester – No objection.

Publicity – None received.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

- (a) the provisions of the development plan, so far as they are material; and
- (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The Manchester Core Strategy – Development Plan Document 2012-2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester - For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC14 – Shop Fronts and Related Signs
- Policy DC15 – Advertisements, Hoardings and Posters

National Planning Policy Framework (NPPF)

- Chapter 12 – Achieving Well-Designed Places

National Planning Practice Guidance (NPPG)

- Advertisements

Issues

Design & Visual Amenity

The proposed LED box and letter signs whilst considered to be extensive would have an acceptable impact on visual amenity, with the larger proposed signs confined to secondary elevations. The signage proposed on the front elevation would be situated on said elevation's western side, thus confining the proposed signage to a limited section of said elevation and thereby avoiding an overly busy and cluttered appearance.

The proposed vinyl signs are considered to be extensive and would be determined to be unacceptable in most locations. However due to how the majority of vinyl would not front out onto the public highway and how the proposal is only intended to be temporary, it is considered the proposal is acceptable in regard to its impact on visual amenity. Taking into account how the use of application site as the premises for the Manchester City Club Shop is only for a temporary period, it is considered necessary that the proposed advertisements be removed after a period of three years, once the temporary use of the site as a club shop has ceased. Subject to such a condition the proposal is considered to be in accordance with Core Strategy Policies SP1, EN1 and DM1, Saved Unitary Development Plan Policies DC14 and DC15, the NPPF and NPPG.

Highways Safety

The proposed advertisements would be set back from the public highway within the confines of the application site. Amended plans have been received which lowered the proposed luminance levels of all proposed advertisements to 300cd/m². Environmental Health do not object to the proposal upon the revision of the proposed luminance levels. Highways within their consultation response did not object to the proposal subject to conditions that would require that no advertisement contain moving images; that no such advertisement be displayed for a duration of less than ten seconds; that controls be put in place to ensure smooth transitions between advertisements; that the advertisement be installed with a light sensor that would lower the brightness of said advert to reflect changes in ambient light levels; that a mechanism be in place in which if the advertisement fails or becomes distorted that it be shut off; and that the maximum luminance levels of the advertisement not exceed 300 cd/m². Due to the nature of the advertisements permission is sought for, i.e. static LED box signs and vinyl signs, it is considered that the above conditions, with the exception of a luminance level condition, are unreasonable and unnecessary. As such, subject to a condition that would limit the proposed luminance level to 300 cd/m², it is considered the proposal would have an acceptable impact on highway safety in accordance with Core Strategy Policies SP1 and DM1, Saved Unitary development Plan Policies DC14 and DC15 and NPPG.

Conclusion

In light of the above, the proposal is considered to be acceptable in respect of both design and highway safety and is thus in accordance with Manchester Core Strategy Policies SP1, EN1 and DM1, Saved Unitary Development Plan Policies DC14 and DC15, the National Planning Policy Framework and National Planning Practice Guidance. The application is therefore recommended for approval.

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

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 drawings and documents:

- o 23006 (20)-000-4-07: Proposed External Elevation (Received 10/08/2023)

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.

3) The maximum luminance of signage shall not exceed 300 cd/m² in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC14.1, and E3.3 of the Unitary Development Plan for the City of Manchester

4) Three years from the date of this decision notice, the advertisements hereby approved shall be removed from the premises and the application site be restored to its original appearance.

Reason: In the interest of safeguarding the visual amenity of the neighbouring area in accordance with policies SP1 and DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Greater Manchester Police
Transport For Greater Manchester

Excel House, City Of Manchester Stadium, Ashton New Road, Manchester, M11 3FF
8 Biscay Close, Manchester, M11 3JB
Flat 2, 284A Ashton New Road, Manchester, M11 3HY
Flat 1, 284A Ashton New Road, Manchester, M11 3HY
Mercedes Benz, Rowsley Street, Manchester, M11 3RR
Ground Floor, 286 Ashton New Road, Manchester, M11 3HY
DANNYS HAIR DESIGN, First Floor And Second Floor, 286 Ashton New Road, Manchester, M11 3HY
10 Fairisle Close, Manchester, M11 3JJ
6 Fairisle Close, Manchester, M11 3JJ
14 Biscay Close, Manchester, M11 3JB
12 Biscay Close, Manchester, M11 3JB
64 Orme Close, Manchester, M11 3JY
8 Cromarty Walk, Manchester, M11 3JA
2 Cromarty Walk, Manchester, M11 3JA
284 Ashton New Road, Manchester, M11 3HY
15 Fairisle Close, Manchester, M11 3JJ
13 Fairisle Close, Manchester, M11 3JJ
11 Fairisle Close, Manchester, M11 3JJ
9 Fairisle Close, Manchester, M11 3JJ
8 Fairisle Close, Manchester, M11 3JJ
16 Biscay Close, Manchester, M11 3JB
13 Biscay Close, Manchester, M11 3JB
11 Biscay Close, Manchester, M11 3JB
10 Biscay Close, Manchester, M11 3JB
10 Cromarty Walk, Manchester, M11 3JA
6 Cromarty Walk, Manchester, M11 3JA
4 Cromarty Walk, Manchester, M11 3JA
17 Viking Close, Manchester, M11 3JF
16 Viking Close, Manchester, M11 3JF
15 Viking Close, Manchester, M11 3JF
14 Viking Close, Manchester, M11 3JF
13 Viking Close, Manchester, M11 3JF
12 Viking Close, Manchester, M11 3JF
68 Orme Close, Manchester, M11 3JY
66 Orme Close, Manchester, M11 3JY
62 Orme Close, Manchester, M11 3JY
60 Orme Close, Manchester, M11 3JY
58 Orme Close, Manchester, M11 3JY
Regional Athletics Arena, Rowsley Street, Manchester, M11 3FF

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 Zone - All Exceeding 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
Area Team Boundary - Name: CENTRAL