

17 April 2023

FAO Jennifer Atkinson
Planning Department
Manchester City Council
PO Box 532
Town Hall Extension
Albert Square
Manchester
M60 2LA

Dear Jennifer,

North Stand Project, Etihad Stadium – Application for Full Planning Permission and Consent to Display Advertisements

Please find enclosed an application for Full Planning Application and Advertisement Consent submitted to Manchester City Council (MCC) for the expansion of the North Stand at the Etihad Stadium, East Manchester. The Applicant is Manchester City Football Club Limited (the “Applicant”).

The Site is located in the Etihad Campus in East Manchester. It comprises 3.5 ha. and includes the North Stand of the Etihad Stadium and adjoining land.

The Proposed Development

East Manchester has witnessed a remarkable transformation in the 20 years since the Commonwealth Games were held at the City of Manchester Stadium (now the Etihad Stadium) in 2002. The Etihad Stadium now stands proudly as a beacon of community achievement and development and an economic engine for Manchester, for the benefit of the city region and nationally. The Proposed Development would provide a further £300m+ investment in East Manchester over the next 3 years, building upon the remarkable transformational regeneration of the area and acting as an important next step in the delivery of the Etihad Campus vision to be an icon of global excellence in sports and entertainment, where all Manchester residents can share in its success.

It comprises several interrelated elements that are collectively designed to create a best-in-class fan experience and year-round entertainment and leisure destination at the Etihad Stadium (the “Proposed Development”). These include:

- The expansion of the Etihad Stadium North Stand to provide an additional net capacity of 7,910 and an increase in the overall stadium capacity of up to 61,958 (noting that this capacity figure is within the ambit of an extant Planning Permission for expansion of the Stadium, including its north stand, which was granted in 2014).

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- Associated hospitality and concourse facilities and an ancillary TV Studio.
- Creation of a roof walk attraction comprising walkways and platforms on the roof of the Etihad Stadium North Stand.
- A nine-storey, 391-bed hotel, with a restaurant at Level 1 and a further 10 suites within the proposed expanded North Stand which are flexible for use as hotel or hospitality space.
- A further eight storey-building comprising:
 - A new club shop and ticket office at Ground Floor and First Floor;
 - A museum at Level 2 which links directly into the proposed North Stand;
 - An interactive visitor experience venue at Level 3; and,
 - 4,000 sq. m. of workspace at Levels 4, 5, 6 and 7.
- City Square, a significant new covered outdoor fan zone and flexible event space located between the proposed hotel and the further eight-storey building, with year-round food and beverage (F&B) facilities provided at the ground and first floor of the proposed North Stand and interrelated adjoining buildings;
- A new site vehicular access route and drop-off point, which will be provided to service the Proposed Development via an existing junction with Alan Turing Way;
- Creation of new public realm, including the creation of a mix of both hard and soft landscaping, including places to sit and dwell alongside planters and trees; and
- Other associated works, including the creation of a tree lined access road from Alan Turing Way, and a pick-up and drop-off area northeast of the hotel.

The Applicant's overall proposition is set to create an agglomeration of outstanding facilities that are intended to be owned and operated by City Football Group, offering a unique set of experiences that are distinctive to the Etihad Campus, supporting its long-term success as a major destination centre. The Applicant also aims to significantly improve the fan experience and, in creating a destination that appeals to a broad audience on both match and non-match days, it will enliven the Etihad Campus all-year round, offering a unique set of experiences that are distinctive to the Etihad Campus; supporting its long-term success as a major destination centre in line with local Planning Policy and the Eastlands Strategic Regeneration Framework.

Description of Development

The description of the Proposed Development as detailed within the Application Form is as follows:

"Alterations to the Etihad Stadium North Stand and adjoining land to provide an overall increase in Stadium capacity, hospitality, and concourse facilities available for use both during and outside of event days, an ancillary TV Studio (Sui Generis), a Roof-Walk Attraction (Use Class F1(c)) and the following 3 interrelated building components:

1. Construction of a new 9-storey 391 bed hotel (Class C1) with a further 10 suites provided within the North Stand of the Etihad Stadium for hotel or hospitality space (Class C1 / Sui Generis); and a restaurant at Level 1 (Class C1 / Class E).
2. Construction of an 8-storey building comprising: a new Club Shop and Ticket Office (Class E) at Ground and Level 1, City Museum at Level 2, Leisure Attraction at Level 3 (Class F1(c)); and workspace (Class E) at Levels 4, 5, 6 and 7.
3. A new covered City Square fan zone and flexible event space.

Ground Floor commercial, leisure, food and drink use (Class E and/ or drinking establishment (Sui Generis)) will be provided within each of the interrelated buildings adjoining the proposed square. The proposals include landscaping and public realm works, servicing and access arrangements, and other associated works."

Accompanying the application for Planning Permission is an application for Consent to Display Advertisements. This covers proposals for three large LED screens, one on each of the gable ends of the hotel and commercial buildings, and a further screen proposed on the east elevation of the hotel building.

Application Documentation

The Covering Letter should be read in conjunction with the following documents submitted with this application:

Document	Prepared by
Application Forms and Notices	Deloitte
Site Location Plan	Populous
Full suite of existing and proposed plans, sections, and elevations, including landscaping plans and Accommodation Schedule	Populous
Design and Access Statement (Including Signage Strategy and Landscaping and Public Realm Strategy)	Populous
Planning Statement and Executive Summary	Deloitte
Archaeological Desktop Report	Salford Archaeology
Archaeological Watching Brief	Salford Archaeology
Statement of Consultation	Deloitte
Crime Impact Statement	GMP
Crowd Modelling	Movement Strategies
Daylight/Sunlight Assessment	Buro Happold

Document	Prepared by
Ecology including the Preliminary Ecological Assessment	Helen Hamilton Ecology
Heritage Statement	Deloitte
Operating Schedule / Event Management Strategy	Manchester City Football Club
Sustainability Statement including the following technical appendices:	Buro Happold
1. Green and Blue Infrastructure Statement	Deloitte
2. BREEAM Pre-Assessment	ME Engineers
3. Energy Statement	ME Engineers
4. Whole Life Carbon Assessment	ME Engineers
5. Local Labour Agreement	Manchester City Football Club
6. Social Value Toolkit	Deloitte
7. Economic Impact Assessment	Amion
Topographical Survey	Survey Operations
TV Reception Survey	ME Engineers
Ventilation, Extraction and Odour	ME Engineers
Waste Management Strategy	Buro Happold
Environmental Impact Assessment	
Volume 1 – Environmental Statement	
1. Introduction	Deloitte
2. EIA Methodology and Significance Criteria	Deloitte
3. Site, Surroundings and Description of Development	Deloitte
4. Consideration of Alternatives	Deloitte
5. Construction Management and Phasing	Laing O’Rourke and Sisk
6. Air Quality	BuroHappold
7. Climate Change	BuroHappold
8. Water Quality, Drainage and Flood Risk	BuroHappold
9. Ground Conditions	BuroHappold

Document	Prepared by
10. Human Health	Enfusion
11. Townscape and Visual Impact	Planit-ie
12. Traffic and Transport	Arup
13. Wind Microclimate	BuroHappold
14. Lighting	ME Engineers
15. Socio-Economic	Deloitte
16. Summary of Cumulative Effects	Deloitte
17. Type 1 Cumulative Effects	Deloitte
Volume 2: Technical Appendices	Technical Consultants
Volume 3: Non-Technical Summary	Deloitte

A number of these studies have been preceded and informed by a number of Etihad Campus wide strategies and studies (prepared prior to the submission of the application for the Co-op Live arena application) to ensure those proposals were considered in the context of plans for the future comprehensive regeneration of the Etihad Campus as a whole, in line with the established regeneration objectives for the area that are cemented in both planning policy and successive versions of the Eastlands Regeneration Framework.

These have been reviewed and in the case of the Sustainability Framework, a periodic review has been undertaken to establish the progress by all stakeholders against the Etihad Campus Sustainability Framework. These documents are submitted to the Local Planning Authority for reference purposes only and do not form part of the formal submission.

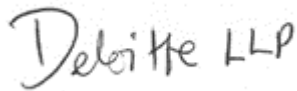
Document	Prepared by
The Etihad Campus Strategic Sustainability Framework (2020)	Hillbreak
The Etihad Campus Strategic Sustainability Framework Periodic Review (2023)	Hillbreak
Etihad Campus Strategic Vision: Transport and Movement (2020)	Arup
Etihad Campus Movement and Transport Strategy: Transport Assessment (28 February 2020)	Arup

Application Fee

Payment of the planning application fee in the sum of £122,819 has been made directly to MCC by the Applicant (ref: PP-12033186). I would be grateful if you could please confirm receipt of this fee.

I would be grateful for written confirmation of receipt and registration of this application. If there are any points of clarification required, please do not hesitate to contact me or my colleagues Jennifer Chatfield (+44 161 455 8084 / jchatfield@deloitte.co.uk), Rachel Brown (+44 161 455 6306 / rachebrown@deloitte.co.uk) or Eve Grant (+44 161 455 6483 / evgrant@deloitte.co.uk).

Yours sincerely

A handwritten signature in dark ink that reads "Deloitte LLP". The signature is written in a cursive, slightly stylized font.

For Deloitte LLP