

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134440/AO/2022

Date registered valid: 21 July 2022

Proposal: Installation of two internally illuminated signs to North and East elevations of the arena together with installation of an externally illuminated podium sign to the public realm area adjacent to the Ashton canal,

Address: Site South Of Sportcity Way, East Of Joe Mercer Way, West Of Alan Turing Way And North Of The Ashton Canal At The Etihad Campus, Manchester

Ward(s): Ancoats & Beswick Ward

Applicant: Eastlands Arena Limited C/o Agent

Agent (if any): Mr Ollie Eyre Deloitte Hanover Building, Corporation Street, Manchester, M4 4AH

Case officer: Jennifer Atkinson
Tel: 0161 234 4517
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Recommendation: Approve

Date of recommendation: 7 September 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 26 July 2022 Expired: 16 August 2022

Neighbour notifications

Printed: 26 July 2022 Expired: 16 August 2022

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 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 constructed for a multi-use arena (Use Class D2) with a partially illuminated external facade together with ancillary retail/commercial uses (Classes A1, A3 and A4), with highways, access, servicing, landscaping, public realm and other associated works approved under planning permission 126431/FO/2020.

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of area

The site forms part of the Etihad Campus which includes the Etihad Stadium, Manchester Regional Arena, City Football Academy and the National Squash Centre. The Etihad Campus has been a focus for regeneration since it was first used to host the Manchester Commonwealth Games in 2002.

To the east of Alan Turing Way are Philips Park and Philips Park Cemetery which are Grade II listed. The area beyond the Park and Cemetery contains light industrial uses and Philips Park Fire Station. The raised railway line is a buffer between the industrial area and residential communities in Miles Platting and Newton Heath.

The area to the east of Alan Turing Way, alongside the National Cycling Centre and the Eastlands District Centre, is more residential in character. There are three apartment buildings up to 10 storeys in height amongst two storey terraced housing.

The towpath and cycle path along the Ashton Canal to the south link the site to city centre and beyond in an eastwards direction.

The Etihad Stadium has a capacity of 55,017 with planning permission to expand to 62,170. To the north is a large car park associated with the Etihad Stadium, accessed via Sportcity Way connecting to Alan Turing Way. Beyond this are two gas holders: one on Bradford Road and the other on Alan Turing Way.

This is a sustainable location, well served by public transport including Metrolink with a tram stop for the Etihad Campus to the south of the site providing regular services to the city centre and beyond and to Ashton. The site is also well served by frequent bus services and is also well connected to cycle routes including along the Ashton Canal and other walking routes from the city centre. Regular bus services serve the site.

Description of development

Installation of two internally illuminated signs to North and East elevations of the arena together with installation of an externally illuminated podium sign to the public realm area adjacent to the Ashton canal

Consultations & Notification Responses

Local opinion – No comments received

Highway Services - The proposed signage is contained within the private boundary of the site and will not impact on the adopted highway network. The proposed signage is not located on, and will not project over, the adopted highway, as such, a Projection over License will not be required. The illumination level for the static signs is proposed as 300cdm². This level of luminance is acceptable to Highways as it is within the MCC luminance level maximum of 600cd/m. The proposed signage has sufficient headroom clearance.

Environmental Health – Lighting levels are within the accepted levels for a suburban area.

Canal River Trust – There would be no unacceptable spillage onto the canal corridor.

Issues

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.

Manchester Core Strategy (2012)

Relevant policies SP1, EN1 and DM1

Unitary Development Plan for the City of Manchester (1995)

Extant policies DC14 and E3.3

Guide to Development in Manchester SPD (2007)

National Planning Policy Framework (2019)

Issues

Principle

There is no objection to the principle of the signs being displayed at the application site. As required by the Town and Country Planning (Control of Advertisements) Regulations 2007, matters relevant to the consideration of this application are amenity and public safety.

Amenity

Two signs are proposed at the site. A high level elevational sign and a podium sign.

The elevational sign would state the name of the arena “COOP LIVE” and would be installed on the north and east elevations of the building. The signs would be made of aluminium letters and be 4.5 metres in height and 500mm in depth. The design would create a box like effect with individual letters fixed to the elevations by a solid aluminium backing plate. The aluminium would be painted black (RAL 9005) with white PVC faces to facilitate illumination.

The position of the sign would relate well to the architecture of the building and is in line with the inductive signage strategy for the building.

The podium sign would also read COOP LIVE and is proposed to be located on the southern section of the site adjacent to the Ashton Canal. The location of the sign was approved under the planning permission for the area 126431.

The podium sign would be free standing with a foundation plinth constructed from concrete. The letters would be stainless steel with a mirror polished finish with a 9.5 mm clear polycarbonate face to facilitate illumination. It is proposed to be internally illuminated with static white LEDs (maximum output 300 cdl sqm) which is in line with the previous advertisement

consent 126432. The podium sign is for way finding purposes and would be a high quality addition within the public realm.

Public safety

It is not considered that the signage will give rise to any public safety concerns. There will be a low level of illumination and given the position on the signage on the building Highway Services are satisfied that it will not cause to distract pedestrians or vehicles.

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:

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 drawings and documents:

- 15557 - CO-OP LIVE - Level 5 Signage - prepared by Widd Signs; and CO-OP LIVE Landmark - Landmark Sign - prepared by Widd Signs stamped as received by the City Council, as Local Planning Authority, on the 21 July 2022

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 totem signs hereby approved, as indicated on CO-OP LIVE Landmark - Landmark Sign - prepared by Widd Signs stamped as received by the City Council, as Local Planning Authority, on the 21 July 2022 shall not exceed 600 cd/m².

Reason - In the interest of visual amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy (2012) and saved policy E3.3 of the Unitary Development Plan for the City of Manchester (1995).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Canal & River Trust

Manchester Tennis And Football Centre, 9 Sportcity Way, Manchester, M11 3DU
Lock House, 7 Alan Turing Way, Manchester, M11 4DW
National Squash Centre, Rowsley Street, Manchester, M11 3FF
EASTLANDS TRUST LIMITED, Institute Of Sport, Rowsley Street, Manchester, M11 3FF
9 Stuart Street, Manchester, M11 4DQ
7 Stuart Street, Manchester, M11 4DQ
Philips Park Entrance Lodge, Philips Park, Stuart Street, Manchester, M11 4DQ
Sport City Visitor And Information Centre, Rowsley Street, Manchester, M11 3FF
14 Stuart Street, Manchester, M11 4DN
12 Stuart Street, Manchester, M11 4DN
10 Stuart Street, Manchester, M11 4DN
4 Stuart Street, Manchester, M11 4DN
6 Stuart Street, Manchester, M11 4DN
3 Stuart Street, Manchester, M11 4DQ
1 Stuart Street, Manchester, M11 4DQ
Apartment 47, 2B The Waterfront, Manchester, M11 4DB
Flat 2, 2 Stuart Street, Manchester, M11 4DG
Flat 1, 2 Stuart Street, Manchester, M11 4DG
2 Stuart Street, Manchester, M11 4DG
8 Stuart Street, Manchester, M11 4DN
37 Willdale Close, Manchester, M11 4DH
31 Willdale Close, Manchester, M11 4DH
34 Willdale Close, Manchester, M11 4DH
33 Willdale Close, Manchester, M11 4DH
36 Willdale Close, Manchester, M11 4DH
11 Willdale Close, Manchester, M11 4DH
11 Stuart Street, Manchester, M11 4DQ
38 Willdale Close, Manchester, M11 4DH
35 Willdale Close, Manchester, M11 4DH
32 Willdale Close, Manchester, M11 4DH
27 Willdale Close, Manchester, M11 4DH
Sport City Visitors Centre, Ashton New Road, Manchester, M11 4ZZ
2 Gibbon Street, Manchester, M11 4TA
The Corner House, 273 Briscoe Lane, Manchester, M40 2XG
16 Stuart Street, Manchester, M11 4DN
5 Stuart Street, Manchester, M11 4DQ
Flat 62, 2 Stuart Street, Manchester, M11 4DG
Flat 41, 2 Stuart Street, Manchester, M11 4DG
Flat 32, 2 Stuart Street, Manchester, M11 4DG
Flat 16, 2 Stuart Street, Manchester, M11 4DG
Flat 12, 2 Stuart Street, Manchester, M11 4DG
Apartment 46, 2B The Waterfront, Manchester, M11 4DB
Flat 6, 2B The Waterfront, Manchester, M11 4DB
Apartment 45, 2B The Waterfront, Manchester, M11 4DB
Apartment 19, 2B The Waterfront, Manchester, M11 4DB
Apartment 18, 2B The Waterfront, Manchester, M11 4DB
Flat 4, 2B The Waterfront, Manchester, M11 4DB
25 Willdale Close, Manchester, M11 4DH

17 Willdale Close, Manchester, M11 4DH
Flat 49, 2 Stuart Street, Manchester, M11 4DG
Flat 40, 2 Stuart Street, Manchester, M11 4DG
Flat 27, 2 Stuart Street, Manchester, M11 4DG
Flat 23, 2 Stuart Street, Manchester, M11 4DG
Flat 19, 2 Stuart Street, Manchester, M11 4DG
Flat 11, 2 Stuart Street, Manchester, M11 4DG
Flat 9, 2 Stuart Street, Manchester, M11 4DG
Flat 6, 2 Stuart Street, Manchester, M11 4DG
Flat 4, 2 Stuart Street, Manchester, M11 4DG
Apartment 40, 2B The Waterfront, Manchester, M11 4DB
Flat 14, 2B The Waterfront, Manchester, M11 4DB
Apartment 44, 2B The Waterfront, Manchester, M11 4DB
Apartment 34, 2B The Waterfront, Manchester, M11 4DB
Apartment 28, 2B The Waterfront, Manchester, M11 4DB
Apartment 24, 2B The Waterfront, Manchester, M11 4DB
29 Willdale Close, Manchester, M11 4DH
Flat 66, 2 Stuart Street, Manchester, M11 4DG
Flat 55, 2 Stuart Street, Manchester, M11 4DG
Flat 54, 2 Stuart Street, Manchester, M11 4DG
Flat 45, 2 Stuart Street, Manchester, M11 4DG
Flat 37, 2 Stuart Street, Manchester, M11 4DG
Flat 36, 2 Stuart Street, Manchester, M11 4DG
Flat 34, 2 Stuart Street, Manchester, M11 4DG
Flat 33, 2 Stuart Street, Manchester, M11 4DG
Flat 24, 2 Stuart Street, Manchester, M11 4DG
Flat 22, 2 Stuart Street, Manchester, M11 4DG
Flat 18, 2 Stuart Street, Manchester, M11 4DG
Flat 17, 2 Stuart Street, Manchester, M11 4DG
Flat 3, 2B The Waterfront, Manchester, M11 4DB
Flat 14, 2 Stuart Street, Manchester, M11 4DG
Flat 8, 2 Stuart Street, Manchester, M11 4DG
Flat 11, 2B The Waterfront, Manchester, M11 4DB
Apartment 41, 2B The Waterfront, Manchester, M11 4DB
Apartment 31, 2B The Waterfront, Manchester, M11 4DB
Apartment 29, 2B The Waterfront, Manchester, M11 4DB
Apartment 25, 2B The Waterfront, Manchester, M11 4DB
Flat 15, 2B The Waterfront, Manchester, M11 4DB
21 Willdale Close, Manchester, M11 4DH
15 Willdale Close, Manchester, M11 4DH
Flat 65, 2 Stuart Street, Manchester, M11 4DG
Flat 64, 2 Stuart Street, Manchester, M11 4DG
Flat 44, 2 Stuart Street, Manchester, M11 4DG
Flat 10, 2 Stuart Street, Manchester, M11 4DG
Apartment 35, 2B The Waterfront, Manchester, M11 4DB
Apartment 30, 2B The Waterfront, Manchester, M11 4DB
Flat 9, 2B The Waterfront, Manchester, M11 4DB
Apartment 42, 2B The Waterfront, Manchester, M11 4DB
Apartment 22, 2B The Waterfront, Manchester, M11 4DB
Apartment 17, 2B The Waterfront, Manchester, M11 4DB
13 Stuart Street, Manchester, M11 4DQ
23 Willdale Close, Manchester, M11 4DH
13 Willdale Close, Manchester, M11 4DH
Flat 58, 2 Stuart Street, Manchester, M11 4DG

Flat 56, 2 Stuart Street, Manchester, M11 4DG
Flat 50, 2 Stuart Street, Manchester, M11 4DG
Flat 46, 2 Stuart Street, Manchester, M11 4DG
Flat 43, 2 Stuart Street, Manchester, M11 4DG
Flat 21, 2 Stuart Street, Manchester, M11 4DG
Flat 7, 2 Stuart Street, Manchester, M11 4DG
Flat 5, 2 Stuart Street, Manchester, M11 4DG
Flat 3, 2 Stuart Street, Manchester, M11 4DG
Apartment 37, 2B The Waterfront, Manchester, M11 4DB
Apartment 36, 2B The Waterfront, Manchester, M11 4DB
Apartment 21, 2B The Waterfront, Manchester, M11 4DB
Flat 13, 2B The Waterfront, Manchester, M11 4DB
Flat 5, 2B The Waterfront, Manchester, M11 4DB
Flat 68, 2 Stuart Street, Manchester, M11 4DG
Flat 61, 2 Stuart Street, Manchester, M11 4DG
Flat 31, 2 Stuart Street, Manchester, M11 4DG
Flat 29, 2 Stuart Street, Manchester, M11 4DG
Flat 25, 2 Stuart Street, Manchester, M11 4DG
Apartment 43, 2B The Waterfront, Manchester, M11 4DB
Apartment 38, 2B The Waterfront, Manchester, M11 4DB
Apartment 33, 2B The Waterfront, Manchester, M11 4DB
Apartment 27, 2B The Waterfront, Manchester, M11 4DB
Apartment 23, 2B The Waterfront, Manchester, M11 4DB
Flat 12, 2B The Waterfront, Manchester, M11 4DB
Flat 10, 2B The Waterfront, Manchester, M11 4DB
Flat 2, 2B The Waterfront, Manchester, M11 4DB
Manchester City Football Club Ltd, Etihad Stadium, Ashton New Road, Manchester, M11 3FF
Flat 20, 2 Stuart Street, Manchester, M11 4DG
Flat 15, 2 Stuart Street, Manchester, M11 4DG
Flat 13, 2 Stuart Street, Manchester, M11 4DG
Flat 48, 2 Stuart Street, Manchester, M11 4DG
Flat 60, 2 Stuart Street, Manchester, M11 4DG
Flat 57, 2 Stuart Street, Manchester, M11 4DG
Flat 52, 2 Stuart Street, Manchester, M11 4DG
Flat 38, 2 Stuart Street, Manchester, M11 4DG
Flat 35, 2 Stuart Street, Manchester, M11 4DG
Flat 26, 2 Stuart Street, Manchester, M11 4DG
Flat 67, 2 Stuart Street, Manchester, M11 4DG
Flat 47, 2 Stuart Street, Manchester, M11 4DG
Flat 42, 2 Stuart Street, Manchester, M11 4DG
Flat 39, 2 Stuart Street, Manchester, M11 4DG
Flat 30, 2 Stuart Street, Manchester, M11 4DG
Flat 28, 2 Stuart Street, Manchester, M11 4DG
Flat 1, 2B The Waterfront, Manchester, M11 4DB
Flat 59, 2 Stuart Street, Manchester, M11 4DG
Flat 51, 2 Stuart Street, Manchester, M11 4DG
Flat 53, 2 Stuart Street, Manchester, M11 4DG
Flat 63, 2 Stuart Street, Manchester, M11 4DG
Apartment 26, 2B The Waterfront, Manchester, M11 4DB
Apartment 39, 2B The Waterfront, Manchester, M11 4DB
Apartment 32, 2B The Waterfront, Manchester, M11 4DB
Apartment 20, 2B The Waterfront, Manchester, M11 4DB
Apartment 16, 2B The Waterfront, Manchester, M11 4DB
Flat 8, 2B The Waterfront, Manchester, M11 4DB

Flat 7, 2B The Waterfront, Manchester, M11 4DB
19 Willdale Close, Manchester, M11 4DH

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