

25 August 2022

Delivered via Email

Anthony Mitchell
Planning and Building Control
Manchester City Council
Level 6, Town Hall Extension
St Peter's Square
Manchester
M2 5HD

Ref: GARM3004

Dear Tony

APPLICATION FOR ADVERTISEMENT CONSENT FOR THE INSTALLATION OF FASCIA SIGNAGE TO MANCHESTER METROPOLITAN UNIVERSITY'S APPROVED SCIENCE AND ENGINEERING BUILDING, AND MONOLITH DIRECTIONAL SIGNAGE ON LAND AT THE FORMER JOHN DALTON WEST BUILDING AND JOHN DALTON TOWER, CHESTER STREET, MANCHESTER

On behalf of Manchester Metropolitan University, I am pleased to enclose an application for advertisement consent to enable the installation of new fascia signage to Manchester Metropolitan University's approved¹ Science and Engineering (S&E) Building (currently under construction), plus monolith directional signage, on land at the former John Dalton West Building and John Dalton Tower, Chester Street, Manchester.

The application has been submitted by email, and comprises electronic copies of the following documents:

- Completed Application Forms and Certificates
- This covering letter
- Site Location Plan, prepared by BDP [drawing ref. 1338B-BDP-YY-GF-DR-A-200003-P06]
- Proposed North Elevation, prepared by BDP [drawing ref. 1338B-BDP-XX-XX-DR-A-201112_P06]
- Proposed East Elevation, prepared by BDP [drawing ref. 1338B-BDP-XX-XX-DR-A-201122_P03]
- Proposed South Elevation, prepared by BDP [drawing ref. 1338B-BDP-XX-XX-DR-A-201131_P06]
- Proposed West Elevation, prepared by BDP [drawing ref. 1338B-BDP-XX-XX-DR-A-201140_P06]
- Location Plan of Monolith Directional Signage, prepared by Place Marque [drawing ref. PM0004_SE_SIGNAGE_R5]
- Detailed Signage of Fascia ST21a, prepared by Place Marque [drawing ref. SGN-101]

¹ [LPA ref. 125799/FO/2019](#)

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- Detailed Signage of Fascia ST21b, prepared by Place Marque [drawing ref. SGN-102]
- Detailed Signage of Fascia ST20a, prepared by Place Marque [drawing ref. SGN-111]
- Detailed Signage of Fascia ST20b, prepared by Place Marque [drawing ref. SGN-112]
- Detailed Signage of Fascia ST19, prepared by Place Marque [drawing ref. SGN-113R2]
- Detailed Signage of Fascia ST18, prepared by Place Marque [drawing ref. SGN-121]
- Detailed Signage of Fascia ST16, prepared by Place Marque [drawing ref. SGN-131]
- Detailed Signage of Fascia ST17, prepared by Place Marque [drawing ref. SGN-151]
- Detailed Signage of Monoliths ST13, prepared by Place Marque [drawing ref. SGN-200]
- Detailed Signage of Monoliths ST14, prepared by Place Marque [drawing ref. SGN-201]
- Detailed Signage of Fascia ST15, prepared by Place Marque [drawing ref. SGN-202]

The requisite application fee of £132 has been directly to the Council by the University via a BACS payment.

BACKGROUND

As you are aware, full planning permission for a new Science and Engineering (S&E) building on land at the former John Dalton West building was granted by Manchester City Council (MCC) in March 2020 (LPA ref.

125799/FO/2019). The new building extends to 7 storeys and will provide improved teaching spaces, study areas and catering facilities, and will physically connect to the John Dalton Tower in order to facilitate closer working practices between the functions contained within that building and those proposed to be placed within the new building. The building will allow the Faculty of Science and Engineering to build upon world-class research in a variety of fields, grow international student numbers and increase its Research and Knowledge Exchange activity and income.

Additionally, full planning permission for external alterations to the John Dalton Central building comprising a new facade to the North and East elevations, infilling of two small areas to create new internal teaching space including laboratories and a new internal fire escape staircase, demolition of the 'glazed link' between the John Dalton East and John Dalton Central buildings and the John Dalton East plant room and associated works, was granted on 14 January 2021 (LPA reg. 128181/FO/2020). This seeks to enable the enhancement of the external appearance of the John Dalton Central building in order to reflect the high-quality design of the new Science and Engineering building.

Demolition of the existing John Dalton West Building and its associated structures was completed in March/ April 2021 and construction of the new S&E building is currently anticipated to be complete during 2023. The University has appointed Bowmer & Kirkland Ltd (B&K) as main contractor for the project. Once completed, the new S&E building will be known as the John Dalton Building.

Condition 20 attached to 125799/FO/2019 requires a signage strategy for the S&E building to be submitted prior to first occupation of the development. An application to discharge this condition has been submitted concurrently with this application for advertisement consent.

THE APPLICATION PROPOSAL

Full details of each sign type are set out within the proposed signage plans, prepared by Place Marque, submitted with this application. A summary of each type of fascia signage and external monolith is provided below, followed by a summary of the location and number of each sign type:

ST13 [drawing ref. SGN-200]

The ST13 monolith is 3m high x 8m wide and 0.26m deep. The node structure will be a 316-grade shot peened stainless-steel panel with a matching pedestal base. There will be graphics on both sides of the sign with 0.01m low iron toughened glass and reverse applied graphics. There will be 6 tamper countersunk fixings and the glass will be inset into the node and sit flush with a 5mm shadow gap to all edges. The background colour will be Kingfisher Pantone 632 with white text. There will be an illuminated map to both sides and will consist of prismax panel and linear white LED. The light output will not exceed 250cd/sqm. The beacon panel located at the top of the node structure will be a laser cut spade icon on both sides, backfilled with white opal acrylic inset into powder coated aluminium panel and will be flush to face. The icon will be internally illuminated via LED prismax panel light and the output will not exceed 150cd/sqm. It will be powered by photovoltaic cells positioned on top of the node structure. There will be a cool white LED strip fitted into a diffuser channel and finished flush with the side panel. The light output will not exceed 250cd/sqm. There will be an extended side profile on the spine panel that will be coated in aluminium powder, masked, and painted in brand colour Kingfisher Pantone 632. The University name will be in white.

ST14 [drawing ref. SGN-201]

The ST14 monolith is 2.14m high x 0.8m wide x 0.26m deep. The node structure will be a 316-grade shot peened stainless-steel panel with a matching pedestal base. There will be graphics on both sides of the sign with 0.1m low iron toughened glass and reverse applied graphics. There will be 6 tamper countersunk fixings and the glass will be inset into the node and sit flush with a 5mm shadow gap to all edges. The background colour will be Kingfisher Pantone 632 with white text. There will be an illuminated map to both sides and will consist of prismax panel and linear white LED. The light output will not exceed 250cd/sqm. It will be powered by photovoltaic cells positioned on top of the node structure. There will be a cool white LED strip fitted into a diffuser channel and finished flush with the side panel. The light output will not exceed 300cd/sqm. There will be an extended side profile on the spine panel that will be coated in aluminium powder, masked, and painted in brand colour Kingfisher Pantone 632. The text and spade symbol will be in white.

ST15 [drawing ref. SGN-202]

The ST15 fascia sign is 0.21m high x 0.297m wide x 0.15m deep and extends 1.49m from the ground floor. The sign is a 15mm deep aluminium tray with bevelled edges and 1mm radius corners. Plot cut vinyl text will be applied to the panel face and the content will change depending on the location. The sign will be coated with anti-vandal, matt protective laminate and will be fixed flush to building cladding with suitable hidden fixings. The font will be Serifa Regular, the text colour will be black vinyl and the background will match the Alu Gold 01 anodised finish.

ST16 [drawing ref. SGN-131]

The ST15 fascia sign is 0.257m high x 2.91m wide and 0.045m deep and extends to a height of 2.86m from the ground floor. The fascia sign will be 3D built up 200mm high stainless steel individual letters. It will have suitable individual rod fixings to provide a 15mm spacer gap to allow halo illumination to reflect off canopy background. The built up letters will hold low voltage cool white LED modules that point into the letter channel and bounce back to create an even glow. The light output will not exceed 300cd/sqm and will be controlled by a daylight photocell sensor located within the sign.

ST17 [drawing ref. SGN-151]

The ST17 fascia sign is 3.57m high x 1.55m wide on the east elevation and 3.57m high x 7.8m wide on the north elevation and extends to a height of 1.116m from the ground level. The artwork is to be masked and painted black onto expanded mesh and wrap around the corner of the building.

ST18 [drawing ref. SGN-121]

The ST18 fascia sign extends to a height of 6.93m from the ground floor and includes the Manchester Metropolitan University logo and typography, the typography is 16.36m high x 5.205m wide and the logo is 6.3m high x 5.205m wide. The material of the sign will be contra vision, white on black perforated window film for printing one-way vision graphics (40% transparent) and will be applied to the external window face with self-adhesive backing.

ST19 [drawing ref. SGN-113R2]

The dimensions of the ST17 fascia sign on the west elevation are 2.6m high x 12.25m wide, and on the south elevation are 2.6m high x 43.7m wide, both of which extend to a height of 7.3m from the ground level. The material of the sign will be contra vision, white on black perforated window film for printing one-way vision graphics (40% transparent) and will be applied to the external window face with self-adhesive backing. The artwork is to be masked and painted black onto expanded mesh and wrap around the corner of the building. The colour of the graphics will be white vinyl with a matt finish.

ST20a [drawing ref. SGN-111]

The ST20a fascia sign is 7m high x 8.98m wide and extends to a height of 3.21m from the ground level. The material of the sign will be contra vision, white on black perforated window film for printing one-way vision graphics (40% transparent) and will be applied to the external window face with self-adhesive backing. The graphics will be temporary and change depending on the event.

ST20b [drawing ref. SGN-112]

The ST20b fascia sign is 2.43m high x 4.11m wide and extends to a height of 0.38m from the ground level. The sign will be individually plot cut letters on to matt white vinyl with a high tack removable adhesive which will be applied to the face of the glazing.

ST21a [drawing ref. SGN-101]

The ST21a brand device fascia sign is 4.4m high x 11m wide x 0.173m deep and extends to a height of 25.5m from ground level. The sign will be a 3D aluminium build-up of the Manchester Metropolitan Primary Logo. The base panel of the sign will sit flush with the building façade. Fixings will be placed behind letter forms to be discrete and hidden and housed in rod casing painted to match adonised gold finish. The front layer will be powder coated Alu Grey with internal white ribbon LEDs. The back layer will be white opal acrylic and the rods will be painted to match backing panel. IP67 rated ribbon white LED strips will sit internally and will be controlled by a daylight photocell sensor located within the sign. The light output will not exceed 600 cd/sqm (halo diffused).

ST21b [drawing ref. SGN-102]

The ST21b brand device fascia sign is 3.16m high x 82m wide x 0.173m deep and extends to a height of 21.92m from the ground level. The sign will be a 3D aluminium build-up of the Manchester Metropolitan Primary Logo. The panel will sit flush with the building façade. Fixings will be placed behind letter forms to be discrete and hidden and housed in rod casing painted to match adonised gold finish. The front layer will be powder coated Alu Grey with internal white ribbon LEDs. The back layer will be white opal acrylic and the rods will be painted to match backing panel. IP67 rated ribbon white LED strips will sit internally and will be controlled by a daylight photocell sensor located within the sign. The light output will not exceed 600 cd/sqm (halo diffused).

This application proposes installation of new fascia signage to the four principal elevations of the new S&E building and monolith directional signage located around the building.

Location & Number of Signs

The fascia signage on the proposed north elevation will comprise of:

- ST18 x1 [drawing ref. SGN-121]
- ST17 x1 [drawing ref. SGN-151]
- ST15 x2 [drawing ref. SGN-202]
- ST16 x1 [drawing ref. SGN-131]
- ST20a x1 [drawing ref. SGN-111]
- ST20b x1 [drawing ref. SGN-112]

The fascia signage on the proposed south elevation will comprise of:

- ST21b x1 [drawing ref. SGN-102]
- ST19 x1 [drawing ref. SGN-113]
- ST15 x8 [drawing ref. SGN-202]

The fascia signage on the proposed east elevation will comprise of:

- ST15 x5 [drawing ref. SGN-202]
- ST17 x1 [drawing ref. SGN-151]

The fascia signage on the proposed west elevation will comprise of:

- ST15 x4 [drawing ref. SGN-202]
- ST21a x1 [drawing ref. SGN-101]
- ST19 x1 [drawing ref. SGN-113]

Monolith directional signage is proposed on the north and east of the Site, comprising:

- ST13 x2 [drawing ref. SGN-200]
- ST14 x3 [drawing ref. SGN-201]

ADVERTISEMENT CONSENT APPLICATION

Legislative and Policy Context

The considerations upon which the advertisement consent application needs to be assessed are detailed within the Town and Country Planning (Control of Advertisements) Regulations 2007, Saved Policy DC15 (Advertisements) of the Manchester Unitary Development Plan 1998 (UDP), the National Planning Policy Framework (“the Framework”) (July 2021) and associated Planning Practice Guidance (PPG). Examination of these documents indicates that the material planning considerations for this application relate to amenity and public safety.

Town and Country Planning (Control of Advertisements) Regulations (2007)

The Regulations require Local Planning Authorities (LPAs) to assess applications for advertisement consent against the issues of public safety and amenity.

With regards to public safety, LPAs are expected to have regard to the effect of signage upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians). This will include consideration of matters such as the likely behaviour of drivers of vehicles who see the advertisement and possible confusion with any traffic sign or other signal. LPAs should also bear in mind adverts can positively benefit public safety by directing drivers to their destination. The key consideration in assessing an adverts’ impact, is whether

the advertisement itself, or the location, is likely to be so distracting or confusing, that it endangers people in the vicinity who are taking reasonable care for their own and others' safety.

In terms of amenity, LPAs should have regard to an adverts' effect on the appearance of the building or on visual amenity in the immediate neighbourhood/ surroundings where it is to be displayed. The relevant considerations for this purpose are the local characteristics of the neighbourhood, including scenic, historic, architectural, or cultural features, which contribute to the distinctive character of the locality.

Saved UDP Policy DC15 (Advertisements, Hoardings and Posters)

Saved Policy DC15 of the Manchester Unitary Development Plan (UDP) relates to advertisements and confirms that, in assessing the interests of amenity and safety, the Council will ensure that adverts do not harm the character of architectural features of a building, nor interfere with its proper use, they should be in scale with the locality and relate properly to the site on which they stand, they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value. The policy confirms that a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

National Planning Policy Framework & Planning Practice Guidance

In relation to advertisements, Section 12 (Achieving well-designed places) of the Framework confirms that the location of proposed advertisements is to be fully considered to ensure signage does not have a negative impact on the appearance of the built and natural environment. The Framework states that control over outdoor advertisements should be efficient, effective, and simple and reaffirms that advertisements can only be subject to control in the interests of public safety and amenity, taking account of cumulative impact (paragraph 136).

Planning Practice Guidance², updated in July 2019, references both the advert regulations and the Framework, whilst reiterating the same advertisement guidance in respect of amenity and public safety.

Planning Analysis

The proposed signage is consistent with the key objectives of adopted local and national planning policy. A summary of the key planning considerations is provided below.

Amenity

The proposed signage to be located on the elevations on the new building have been designed thoughtfully by the project architect (BDP) to appear as an integral part of the high-quality design of the building itself. As mentioned in the summary of each fascia signage, panelling will sit flush with building façade, with fixings placed behind the letter forms to be discrete and hidden. The fascia signage is positioned in a way that ensures impacts on visual amenity are kept to a minimum. The signs will not be overly prominent or visually obtrusive and the size, location, positioning and nature of the advertisements are compatible with their location such that they will not adversely affect the visual amenity of the area. The monolith directional signage will be located along Chester Street and will assist with wayfinding.

Safety

The main safety considerations relate to the siting of the signs and the potential for the signs to distract drivers. In this respect, the signs which are visible from the public highway are minimal in appearance, with the colouring and lettering being non-obtrusive. Furthermore, the signs which are at a height will not cause undue distraction.

The signs are located in a prominent location at the principal access point to the building and will be able to be 'read' at a glance, and not distract drivers. Indeed, the signs have been designed to be visible from a distance, such that they are legible from along Oxford Street, Chester Street and the Mancunian Way.

² <https://www.gov.uk/guidance/advertisements>

The fascia signs and monolith directional signage that are illuminated have been designed with an appropriate light output that will not cause harm or distraction to drivers yet will aid wayfinding during darker hours as they are controlled by a daylight photocell sensor located within the sign, powered by photovoltaic cells.

Conclusion

In conclusion, it is considered that the proposed fascia signs and monolith directional signage are in line with the provisions of the advertisement regulations, saved UDP Policy DC15 and the Framework. The careful location, positioning and design of the signage results in there being no impact upon amenity or safety and the proposal is considered acceptable in principle.

I trust that you have everything you require to validate and determine this application, though please do not hesitate to contact me or my colleague Tom Lord (thomas.lord@turley.co.uk) if you have any queries.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'RBoston'.

Rebecca Boston
Assistant Planner

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