

21 July 2022

Planning Department
Manchester City Council
PO Box 532
Town Hall
Manchester M60 2LA
F.A.O. Jennifer Connor

Dear Jennifer,

Application for Advertisement Consent for Elevation Signage and a Podium Sign at Co-op Live Arena, Etihad Campus, Manchester

Please find enclosed an application submitted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (hereafter referred to as the 'Advertising Regulations'). The Applicant is Eastlands Arena Limited.

The Application is for Advertisement Consent to erect two elevation signs on the North and East elevation and a landmark podium sign to the public realm area adjacent to the Ashton Canal (the "Proposed Advertisements"), at the Co-op Live arena, Etihad Campus, Manchester (the "Site").

Background

Full Planning Permission was granted on 6 October 2020 for the development of the new Co-op Live arena at the Etihad Campus, Manchester, under Planning Permission Ref: 126431/FO/2020. The description of development is as follows:

"Development of a multi-use arena (Class D2) with a partially illuminated external facade together with supporting retail uses (Classes A1, A3 and A4), associated highways, access, servicing, landscaping, public realm and other associated works."

Construction of the arena commenced in November 2020, with an estimated target completion towards the end of 2023.

Accompanying the application for Planning Permission above, was an application for Consent to Display Advertisements (Ref. 126432/AO/2020). This covered signage proposals for three LED screens, including one screen to the corner of the south and west elevations and one further screen on the south elevation. These approved screens are to be fully integrated into the architectural design of the building and designed to sit flush into the venue façade. The advertisement consent also included for the provision of six internally and externally illuminated Totem Signs to provide wayfinding.

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Proposed Advertisement

The Applicant is now proposing to improve wayfinding for the Co-op Live at the Etihad Campus, providing a means of identification for the building from all elevations. The proposed signage comprises the erection of two illuminated elevation signs on the North and East elevations, not currently covered by the existing consent and an illuminated podium sign to the public realm area to the south of the Co-op Live arena. Each sign is explained in turn below.

Elevational Signs

An Elevational Sign depicting the name of the arena “COOP LIVE” is proposed to be erected on the North and East elevations of the building. Unlike the consented LED screens, the proposed elevation signs will have depth to create a light-box effect, with letters individually fixed to the elevations by solid aluminium backing plates to the rear of letters.

The location of the proposed Elevational Signs were outlined indicatively on the approved Elevations for the Co-op Live Planning Permission and Advertisement Consent.

The lettering is to be constructed of aluminium, which is proposed to be painted matt black (RAL 9005) with white PVC faces to facilitate illumination. The signs are to be illuminated with static white LEDs (maximum output 300cdl sq/m), in accordance with the wording of Condition 4 of the existing Advertisement Consent (Ref. 126432/AO/2020).

The Sign has been specifically designed and located to ensure it is visible when viewed from the pedestrian level through the Site and will act as a means of wayfinding to direct people towards the entrance of the building. Further information and sign dimensions are provided in Table 1 below.

Podium Sign

A single Podium Sign which reads “COOP LIVE” is proposed on the southern section of the Site, adjacent to Ashton Canal. The location of the Podium Sign is indicated as “01” in the attached Sign Location Plan submitted in support of the Planning Application.

The location of the proposed Podium Sign was outlined indicatively on the approved Elevation for the Co-op Live Planning Permission and Advertisement Consent. It also forms an important element of the wind mitigation strategy for the Site as approved under Planning Permission Ref. 126431/FO/2020.

The Podium is proposed to be freestanding with a foundation plinth constructed from concrete. It comprises stainless steel with a mirror polished finish, with a 9.5mm clear polycarbonate face to facilitate illumination. It is proposed to be internally illuminated with static white LEDs (maximum output 300 cdl sq/m), in line with the wording in Condition 4 of the existing Advertisement Consent (Ref. 126432/AO/2020).

The Podium Sign is proposed to be a means of wayfinding and to identify the arena and will act as a key landmark and iconic sign, which will further improve placemaking at the Etihad Campus.

The details for the Podium Sign can be found in Table 1 overleaf.

Table 1: Dimensions and Metrics of Proposed Advertisement

Sign	Dimensions (mm)	Height from Ground to the base of the advertisement (metres)	Illumination	Cd/m2	Materials
Elevational Signs x2	Length: 16482mm Height: 5290mm Depth: 500mm Maximum protrusion from the face of the building: 1000mm	27m	Static internal illumination	Maximum 300 cdl sq/m	Aluminium Letter, matt black finish (RAL 9005), PVC Tension Fabric Skin, Solid aluminium backing plates
Podium Signs	Length: 13516mm Height: 3817mm Depth: 1100mm	1.1m	Static internal illumination	Maximum 300 cdl sq/m	316 Grade Stainless Steel Letters, Mirror Polished Finish, Clear Polycarbonate cover, Concrete Plinth

Further details on the specification, design and location of the signage proposed can be found on the enclosed plans and the Application Form submitted in support of the application via the Planning Portal.

National Planning Policy & Guidance

National Planning Policy Framework (2021)

The National Planning Policy Framework (NPPF) provides the following guidance in relation to outdoor advertisements within Chapter 12. Achieving well-designed places at Paragraph 136:

‘The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.’

Planning Practice Guidance ('live' document)

The Planning Practice Guidance (PPG) provides further clarification of the matters that can be taken into account when assessing applications for Express Advertisement Consent in relation to public safety and amenity.

In terms of public safety, the PPG details at Paragraph: 067 (Reference ID: 18b-067-20140306; Revision date: 06 03 2014) that advertisements are less likely to create road safety problems if they are located away from roads, junctions, roundabouts, pedestrian crossings, or other places where local conditions represent traffic hazards. In addition, there are also less likely to be road safety problems if the advertisement is on a site within a commercial locality.

Signs also need to ensure they do not obstruct or confuse a driver's view and that internally illuminated signs must not be overly bright or be subject to frequent changes of the display (Paragraph: 068; Reference ID: 18b-068-20140306; Revision date: 06 03 2014).

In terms of amenity, the PPG reiterates the wording of the Advertisement Regulations and the NPPF in stating that amenity is understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement (Paragraph: 079; Reference ID: 18b-079-20140306; Revision date: 06 03 2014). Therefore, in assessing amenity, a Local Planning Authority should always consider the local characteristics of the neighbourhood and whether the proposed advertisement is in keeping with that setting.

National Design Guide (2019)

The National Design Guide was published by the Ministry of Communities and Local Government in October 2019 and is a material consideration in the determination of a planning application. It sets out the characteristics of well-designed places and demonstrates what good design means in practice. It notes at Paragraph 99 that signage plays a part in achieving well-designed places.

Local Planning Policy

Manchester Core Strategy (2012)

The Core Strategy does not set out specific policies related to advertisements. However, Policy DM1 (Development Management) sets out a range of specific issues to which all development should have regard, including:

- Regard to appropriate siting, layout, scale, form, massing, materials, and details; and
- Regard of the character of the surrounding area, and the impact on the surrounding areas in terms of the design, scale, and appearance of the proposed development.

Saved Policies of the Unitary Development Plan (2012)

While the Core Strategy supersedes a large number of the policies contained within the Unitary Development Plan (UPD), a number of policies were 'saved' in 2012 and remain in effect today. This includes Policy DC15 (Advertisements, Hoardings and Posters) which sets out that:

‘The Advertisement Regulations requires that applications for advertisements be considered only in the interest of amenity and public safety.

In assessing the interest of amenity and safety the Council will take account of the following criteria:

- a) Developments of this kind should not harm the character or architectural features of a building, no interfere with its proper use;*
- b) They should be in scale with the locality and relate properly to the site on which they stand;*
- c) They should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;*
- d) 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.*

Where having regard to the proceeding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.’

Compliance with Planning Policy and Guidance

A review of the relevant policies and guidance has identified three key considerations for an advertisement application, as covered in the headings below.

Appropriateness for Setting / Design

The uses immediately surrounding the arena comprise mostly largescale buildings associated with the Etihad Campus, including the Etihad Stadium to the south, Manchester’s Tennis and Football Centre to the west, and the National Squash Centre and Manchester Regional Arena to the south-west. There is a large amount of surface level car parking to the north and to the south adjacent to the Etihad Stadium. There are also a number of residential properties located to the east of the four lane Alan Turing Way.

As such, the area surrounding the Site is mostly characterised by large-scale sports and leisure buildings, whilst the low-level of illumination will be unobtrusive to nearby residents. Thus, the design of the signage is considered to be consistent with the wider Etihad Campus area.

Given the proposed location and the boundary treatments to the boundary of the Site to Alan Turing Way, the Podium Sign is not expected to be visible from the neighbouring properties.

It is considered that the proposed advertisements are appropriately designed and are suitable for the location. Please see plans submitted in support of the application further details.

Public Safety

The construction and installation of the Proposed Advertisements will take place with reference to the latest best practices.

The Elevational Signs are proposed to be erected on the North and East elevations, and thus will be intentionally visible from the north entrance to the Co-op Live site and from Alan Turing Way as a means

of identification and wayfinding. However, the Elevational Signs have been designed with consideration for the comments from Manchester City Council Highways for the existing Co-op Live Advertisement Consent, being statically illuminated with illumination limited to 300cdl sq/m.

It is therefore considered that the nature of illumination is not excessive and is proportionate for the location near to the highway and would not be distracting or cause safety issues to road users.

The signs are proposed to be erected 27m above ground level and thus will be out of reach. The letters will also be individually secured to the elevation.

It is therefore considered that the Elevational Signs will not adversely impact public safety within the area.

The Podium Sign is set within a concrete base and is to be located within the public realm area to the south of the Site. It is also away from Alan Turing Way and any vehicular junctions. It will therefore not obstruct or confuse any drivers' view or impede on safety of road users.

Although the Podium Sign is proposed to be internally illuminated, the nature and extent of illumination is not excessive and is proportionate to the Site and its surroundings.

It is therefore considered that the Podium Sign will not adversely impact public safety within the area.

Amenity

Regarding potential impact on amenity, and considering the local characteristics of the Site, it is considered that the Proposed Advertisements are unobtrusive and will be in keeping with the scale and form of the development.

Although the Proposed Advertisements will be internally illuminated, the illumination is proposed to be static and will be at a relatively low level in line with previous Manchester City Council recommendations to avoid light spillage to neighbouring properties. Furthermore, the Proposed Advertisements will not have any audible elements.

On this basis, it is considered that amenity will not be adversely affected by the Proposed Advertisements.

Summary

The Proposed Advertisements are of a suitable scale and form, and have no adverse effect on local character, amenity, or safety. The Proposed Advertisements will act to improve wayfinding across the Etihad Campus and surrounding area, with the Podium Sign specifically contributing to placemaking, supporting the Etihad Campus as a key destination. The Podium Sign will also form an important element of the wind mitigation strategy for the Site as approved under Planning Permission Ref. 126431/FO/2020.

Therefore, the proposals are considered to be in accordance with national and local planning policy and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and we respectfully request that Manchester City Council approve this Application for Consent to Display Advertisements.

Submission

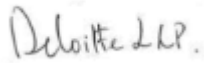
The Application comprises this Letter and the following:

- Completed Application Form and Certificates – prepared by Deloitte;
- SITE_PLAN-1396152 – prepared by Populous;
- 15557 – CO-OP LIVE – Level 5 Signage – prepared by Widd Signs; and
- CO-OP LIVE Landmark – Landmark Sign – prepared by Widd Signs.

The Application has been submitted via the Planning Portal (Ref. PP-11414517) alongside the requisite Application Fee of £132.00 and associated administrative fee from the Planning Portal.

We trust that you have all the information you need to validate the Application, and we look forward to receiving written confirmation of their registration. Please do not hesitate to contact my colleague Ollie Eyre (odeyre@deloitte.co.uk / 020 7303 4102) if you have any questions or require any further information.

Yours sincerely



Deloitte LLP