

10 June 2021

**Delivered via Planning Portal**

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

Ref: MANM3011

Dear Sir/Madam

**APPLICATION FOR ADVERTISEMENT CONSENT FOR THE INSTALLATION OF NON-ILLUMINATED FACIA SIGNAGE TO 70 OXFORD STREET, MANCHESTER, M1 5NH.**

On behalf of Manchester Metropolitan University (MMU), I am pleased to enclose an application for a dvertisement consent to enable the i nstallation of new facia signage to no. 70 Oxford Street, Manchester

The application has been submitted via Planning Portal (ref. PP-09900122), and comprises electronic copies of the documents :

- Completed Application Forms and Certificates
- This covering letter
- Site Location Plan
- Existing Elevations
- Proposed Elevations, prepared by Design Studio
- Detailed Signage Artwork Proof, prepared by Signs Express Manchester

The requisite application fee of £132 has been paid online via Planning Portal.

**THE APPLICATION PROPOSAL**

This application proposes the removal of the existing facia signage and i nstallation of new facia signage to the three principle elevations of the building, which will comprise of 3mm thick black matt aluminium composite panels, with laser cut 5mm thick gloss white acrylic lettering and emblems to depict the building address ('No. 70 Oxford Street') and MMU logo. The facia sign boards will be fixed to the building with self-taping screws into the existing facia backboard. The signs will not be illuminated.

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## 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”) 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 a 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 advert’s 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 advert’s 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***

A revised Framework was published in February 2019. In relation to advertisements, Section 12 (Achieving well-designed places) confirms that the location of proposed advertisements are 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.

Planning Practice Guidance<sup>1</sup> 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 a adopted local and national planning policy. A summary of the key planning considerations is provided below.

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<sup>1</sup> <https://www.gov.uk/guidance/advertisements>

## **Amenity**

The fascia signs banners are located adjacent to the highway, but 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. People likely to see the signs as they approach the building alongside Oxford Street and as such they 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 visible from the public highway are minimal in appearance, with the colouring and lettering being non-obtrusive. Furthermore, the signs are at a height which will not be immediately visible to road users and so will not cause undue distraction.

The sign is located in a prominent location at the principle 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 a long Oxford Street. Furthermore, the signs are not proposed to be illuminated so there will be no issues of public safety around flashing / backlit signage.

## **Conclusion**

In conclusion, it is considered that the proposed banners 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 banners 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 make contact if you have any queries.

Yours sincerely,



Thomas Lord  
**Planner**

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