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16 September 2022

Dear Sir / Madam

Application for Advertisement Consent, Icon Campus, Global Logistics Hub, Manchester Airport.

I am please to confirm that an application for Advertisement Consent at the Icon Campus, Global Logistics Hub, Manchester Airport has today been submitted via the Planning Portal (PP-11551998).

The application comprises:

- Application Forms and Relevant Fee¹;
- This Covering Letter;
- Site Location Plan; and
- Signage Detail Plans prepared Webb Gray.

Site Location

The Site is located within the Global Logistics Hub at Manchester Airport under the jurisdiction of Manchester City Council. The Site comprises a series of large, operational warehousing facilities within a wider industrial area.

The Site is not located within a Conservation Area, an area of outstanding natural beauty; a National Park; or a World Heritage Site. There are no known Article 4 directions which cover the site.

Proposals

This advertisement consent application seeks consent for the erection of a variety of wayfinding and safety signage across the ICON Campus at the Global Logistics Hub, Manchester Airport.

The proposed signage comprises:

- 20 no. Building Name & Directional Totem Signage (illuminated);
- 6 no. Safety Post Signs (not illuminated);

¹ The fee of £132 has been paid online via the planning portal.

- 13 no. Building Signage - Reception, Staff Entrance signage etc. (not illuminated);
- 21 no. 5mph Sign Post (not illuminated);
- 2 no. Emergency Exit Signage (not illuminated); and
- 1 no. Feature Totem Sign (illuminated).

Full details of the proposed signage has been provided within the submitted plans prepared by Webb Gray.

Relevant Policy Considerations

In line with the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the main issues for consideration in relation to advertisement consent applications are the impacts of the proposed advertisements on visual amenity and public safety.

Paragraph 136 of the NPPF further identifies that the quality and character of an area can suffer when advertisements are poorly located and designed. It also advises that control over advertisements should be efficient, effective and simple in concept and operation confirming that advertisements should be subject to control only in the interests of amenity and public safety, taking into account of cumulative impacts.

Turning to Local Planning Policy, the main policies or relevance are considered to be:

- Manchester's Core Strategy ("CS") policies SP1 and DM1; and
- Unitary Development Plan ("UDP") policies DC14 (TS and Related Signs).

CS Policy SP1 outlines the spatial priorities for Manchester, noting that '*the Regional Centre will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high quality city living*', and consequently, proposals in all parts of the city should make a positive contribution to neighbourhoods of choice including creating well designed places that enhance or create character.

CS Policy DM1 also advises that proposals should seek appropriate siting, layout, scale, form, massing, materials and detail; and consider any impacts on the surrounding areas in terms of the design, scale and appearance of the proposed development.

UDP Policy DC14 advises that the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

Appraisal

Visual Amenity

The signs comprise a number of totem signage; a number of wall mounted entrance signage; and a number of pole mounted safety signage. It is considered that the proposed signage is in keeping with the architectural form of the surrounding buildings and considering the context within an the Global Logistics Hub.

With consideration of the existing nature of the area, it is not considered that the signage will be an inappropriate feature within the street scene and consequently will not adversely impact the visual amenity of the area.

Public Safety

The advertisement is not sited as to cause any highways or pedestrian obstructions. The illumination is limited to the proposed totem signage (internally illuminated) at a maximum of 300 cd/m² and therefore will not pose a public safety threat.

Summary and Conclusions

The visual amenity and public safety impacts of the proposed signage have been considered and it is concluded that the proposed advertisements do not cause any harm to the visual amenity of the area nor do they raise any safety concerns in relation to public or highway safety.

The proposals accord with the relevant material policy considerations, notably by being in keeping with the character of the building and local area and by being appropriately scaled, positioned and designed, as per the requirements of CS Policy SP1, CS Policy DM1, and UDP Policy DC14.

It is therefore respectfully requested the proposed application for consent to display advertisements is granted without delay.

Should you need any further information in relation to the application, please do not hesitate to contact me by email or telephone (07496 641 812).

Kind regards.



Katie Daniels
Director
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