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25 October 2021

Ref: PP-10320285

Dear Sir/Madam

**Discharge of Condition 4 pursuant to Planning Application 125294/FO/2019
Printworks, Withy Grove, Manchester, M4 2BS
On behalf of DTZ Investors**

On behalf of our client, DTZ Investors, we have today submitted an application to discharge Condition 4 attached to permission 125294/FO/2019 at the above site.

The application is supported by the following documents:

1. This cover letter;
2. The completed application forms; and,
3. The Signage Strategy, dated 28th September 2021, produced by CDA.

The application has been submitted via the Planning Portal (PP-10320285), and the requisite application fee of £116.00 has been paid online.

An application to seek approval for non-material amendments to planning approval 125294/FO/2019 (PP-10320282) has been submitted alongside this application to regularise the elevations relating to the Printworks. The applications have been submitted concurrently to ensure that the approved elevations correspond with the submitted Signage Strategy.

The Application

Permission 125294/FO/2019 was issued on 25th November 2019 and granted permission for: **'Full Planning Application for External Works to Elevations, Improvements to Entrance Features, New Signage and New LED Screens'**.

Condition 4 attached to the permission states:

'4) Notwithstanding the approved plans and documents as specified in condition 2, prior to the installation of any external advertisements on the ground floor shopfront units of the building, a signage strategy for the ground floor units shall be submitted to and approved in writing by the City Council as Local Planning Authority. All external advertisements must accord with the approved signage strategy for the ground floor units.'

London

Birmingham

Manchester

Reading

For the avoidance of doubt, the Signage Strategy shall include a rationale and broad parameters for the design, size, type, location and illumination of external signage, this must include indicative elevations defining appropriate signage zones at ground floor.

Reason - To ensure an acceptable development and in the interest of visual amenity, pursuant to the City of Manchester Core Strategy Policies SP1 and DM1, and saved policies DC14 and DC18.1.'

The submitted Signage Strategy sets out a framework that each individual tenant must comply with in all future advertisement consents, as required by the Condition.

The Strategy sets out the parameters to which future tenants will be expected to comply with in terms of the location, size, detail, material, colour, and primary fixing arrangements for the ground floor signage frames on Corporation Street (and return frontage), Withy Grove, and Dantzic Street.

The Strategy seeks to achieve a consistent appearance, reflective of the historic nature of the Printworks and provides details of Printworks branded signage (which have previously been approved) to show the overall signage composition for the external elevations.

The specific design of each unit's branding, signage, and graphic is the responsibility of the individual tenant. This Strategy is intended to apply to all future tenant signage rather than to any existing tenant signage already consented and in place.

Specifically, the Strategy provides details of the following:

- High level free standing signage details
- High level LED signs details
- High level building signage details
- Corner sign zone details
- Fascia sign details
- Location and details of Window film and treatments
- Location and details of projecting blade signs
- Location and details of External window signs

The Strategy contains information relating to design, size, type, location and illumination of external signage, and includes indicative elevations defining appropriate signage zones at ground floor as required by Condition 4.

We trust the enclosed information is sufficient to discharge Condition 4 attached to permission 125294/FO/2019 and we look forward to receiving confirmation that the application has been validated.

Should you have any queries or require any further information please do not hesitate to contact me.

Yours faithfully,



Heather Lindley-Clapp
Director