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Our Ref: NL/LN/1861
Your Ref: PP-09432323



03 February 2021

Planning and Building Control
Manchester City Council
532 Town Hall
P O Box
Manchester
M60 2LA

Dear Sir/Madam,

APPLICATION FOR ADVERTISEMENT CONSENT: 1 ADAIR STREET, MANCHESTER, M1 2NQ

I am writing to you on behalf of my client Capital & Centric (Resurrection) Limited ('the Applicant') who are seeking advertisement consent for signage at 1 Adair Street, Manchester, M1 2NQ associated with planning application reference: 122599/FO/2019, which was granted on 23 September 2019. The planning application permitted the following development at 1 Adair Street:

"Demolition of existing building and erection of a 13 / part 14 (plant level) storey building to create a 275-bedroom hotel (Class C1) use."

This application is supported by:

- This covering letter;
- Application form, duly signed and completed; and
- Application Drawing Pack prepared by Astley (Ref: G_76138 (Planning) – Rev I); and,
- Application Drawings prepared by Stephenson STUDIO including:
 - NW Elevation external signage strategy (Ref: 7396-SSL-ZZ-ZZ-DR-A-4101 – Rev P7)
 - NE & SW Elevations external signage strategy (Ref: 7396-SSL-ZZ-ZZ-DR-A-4102 – Rev P7; and,
 - SE Elevation external signage strategy (Ref: 7396-SSL-ZZ-ZZ-DR-A-4103 – Rev P6).

Signage Proposals

This application proposes the erection of 4 signs in association with the hotel operator Leonardo Hotels as follows:

- 1 fascia sign on Epworth Street (upper elevation)
- 1 fascia sign on Epworth Street (lower elevation)
- 1 fascia sign Adair Street
- 1 fascia sign on Norton Street



Further details of the proposed signage can be found in the drawings prepared by Astley and Stephenson STUDIO which have been submitted with this application.

Design

The proposed signage will complement the construction of the new hotel development which has been approved in application reference: 122599/FO/2019 and will add detail to the development to reflect the new hotel operator.

The design of the signs is in keeping with the operator's brand identity and will complement the approved materials that are to be used on the site.

The signage has been designed to follow the design aspirations as set out in the original planning permission and is in keeping with the signage provided on developments within the local vicinity which will provide for a complementary aesthetic.

The locations of the signs are also in accordance with the broad locations for signage as identified within the Design and Access Statement provided under the original application. These locations have therefore been chosen based upon the general principle of wayfinding and the importance of ensuring that the building is clearly visible from as many points as possible. Given the surrounding context this will include the local road network, the city centre and Piccadilly Station.

Fee

The planning application fee has been calculated at £157.00 (including £25 service charge) and this amount has been paid for via BACS to the Planning Portal.

I trust the information provided within this submission is sufficient to validate and determine the application. If you have any queries, please do not hesitate to contact me on the details provided below.

Yours faithfully,

A handwritten signature in dark ink, appearing to read 'L. Neary'.

Lauren Neary

Planner

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For and on behalf of Avison Young Planning and Regeneration Limited