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FAO Joe Hobbs
Manchester City Council
Planning Department
PO Box 532
Town Hall
Manchester
M60 2LA

Deloitte LLP
P O Box 500
2 Hardman Street
Manchester
M60 2AT

Phone: +44 (0)161 832 3555
Fax: +44 (0)161 829 3800
www.deloitterealestate.co.uk

Direct phone: +44 161 455 6512
johcooper@deloitte.co.uk

Dear Joe,

Ducie House Refurbishment - Application for Advertisement Consent

Please find enclosed an application submitted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended). The Application is for Advertisement Consent to display five external 'bus stop' signs, which are to be located at Ducie House. The Applicant is Town Centre Securities PLC.

Background

Planning Permission was granted for external alterations and the refurbishment of Ducie House on 25 November 2019. The description of development is as follows:

"External alterations associated with building refurbishment comprising installation of decorative cladding to Ground Floor Entrances, replacement of windows at Ground Floor, installation of additional second floor window to rear elevation and installation of plant enclosure in car park to rear."

Signage has been granted planning permission at the site previously, under planning reference 124537/AO/2019. The description of development was;

"Replacement of existing projecting signage with 4no. internally illuminated projecting signs and installation of 2no. embossed metal plaques to front and rear entrances."

The refurbishment is now underway and tenants are being introduced. The new proposals are considered to be a refinement to this application and a more cohesive solution. The proposed signs are similar in function and design to the previously approved.

The Application Proposals

This application seeks permission for five dual sided lit bus stop style signs, located along the south and south eastern elevations of the building. The proposed signage is intended to introduce a consistent signage strategy for the building, identifying the tenants in each unit.

Further details on the specification, design and location of the signage being proposed can be found on the enclosed plans, application form and supporting documents submitted via the Planning Portal. For completeness, the dimensions for the signs are outlined in the table below.

Criteria	Sign
Height from the ground to the base of the advertisement(s)	3000mm
The dimensions of the proposed advertisements (h x w x d)	1no. Entry sign: 1000mm x 1000mm x 40 mm 4no. Tenant signs: 500mm x 500mm x 40 mm
Material of the proposed sign	Black Steel (RAL 9005) / Acrylic diffuser with internally applied vinyl graphic
The maximum projection of the advertisement from the face of the building	1no. Entry sign: 1125mm 4no. Tenant signs: 625mm
Illumination levels	5 lux maximum to the floor below

Accordance with Planning Policy and Guidance

The proposals have been considered in the context of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and planning policy at national and local level, in particular the National Planning Policy Framework (July 2018).

National Planning Policy Framework (2019)

The National Planning Policy Framework (NPPF) articulates the priorities of the Plan for Growth within planning policy. At the heart of the NPPF is a 'presumption' in favour of sustainable development, with support given to proposals that are in accordance with policies in an up to date Development Plan. Sustainable development is about positive growth – making economic, environmental and social progress for this and future generations.

Paragraph 132 of the National Planning Policy Framework provides the following guidance in relation to advertisements:

"Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

In terms of amenity, the **National Planning Policy Guidance** reiterates the NPPF, that amenity is understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement. Therefore, in assessing amenity, a Local Planning Authority should always consider the local characteristics of the neighbourhood and whether the advertisement is in keeping with that setting.

In terms of public safety, the NPPG details 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.

The signage proposed in this application, which provides direction and identify the individual units within the building, is of an appropriate appearance and scale for the setting of the site. It will be constructed in high quality materials and will not be an over dominant feature on the street scene.

The signs are considered to be appropriately sited, mounted so as to not impair visibility from Ducie Street. The advertisements are of a classic design and will have no negative impact on amenity, nor any risk to public safety. As such, it is considered that the proposals are supported by the NPPF and NPPG.

Local Planning Policy

Manchester Core Strategy

The Core Strategy does not set out specific policies related to advertisements, however, Policy DM1 – Development Management sets out a range of specific issues which all development should have regard to. These include, amongst others:

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

The Core Strategy also outlines, within Policy EN3, the importance of preserving and enhancing the historic environment. Where possible, developments should enhance the historic environment, character and accessibility of heritage assets.

Saved Policies of the Unitary Development Plan

The adoption of the Core Strategy in 2012 led to the revocation of the Unitary Development Plan; however, a number of policies were ‘Saved’. This includes Policy DC15 – Advertisements, Hoardings and Posters, which sets out:

The Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In assessing the interests 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, nor 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 preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

It is considered that the proposed signage is in line with the Local Development Plan, as they are appropriately sited within the building and street scene, as previously approved. The design is in-keeping with the surrounding area, and represents a cohesive design strategy across the building.

Conclusion

This application for advertisement consent comprises of five signs protruding from the building.

The proposed ‘bus stop’ signs bring a cohesive signage strategy to the building and are necessary to ensure appropriate customer promotion from street level to encourage pedestrians to interact with the tenants.

The proposal is of a suitable scale, is unobtrusive on the streetscape and has no adverse effect on heritage, amenity or safety. 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 an advertisement.

Application Documentation

This application has been submitted on the Planning Portal and in addition to this covering letter comprises of the following information:

- Application Form, Prepared by Deloitte Real Estate; and
- Plans 836-CPA-XX-GF-DR-A-3900-C and 836-CPA-XX-GF-A-3910, Prepared by Cartwright Pickard

A fee has been paid to Manchester City Council for £132, in addition to any administrative fees by the Planning Portal, in respect of the requisite application fee. We trust you will find this application in order and we look forward to receiving written confirmation of its registration. If you require any further details please do not hesitate to contact my colleague Rachel Poole (rpoole@deloitte.co.uk / +44 161 455 6272).

Yours sincerely

A handwritten signature in blue ink, appearing to read 'J Cooper', with a horizontal line drawn through the middle of the signature.

John Cooper
Deloitte LLP