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10 September 2018

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

F.A.O. Rob Griffin

Dear Rob

Siemens Campus, Didsbury – Retrospective Application for Advertisement Consent

Please find an enclosed a retrospective application submitted under the Town and Country Planning (Control of Advertisements) (England) Act 2007 (as amended) for Advertisement Consent to erect three new signs at the Siemens Campus, Didsbury (the Site). Bruntwood ('the Applicant) seeks to secure planning permission for three signs at different locations along Princess Road.

Context

Planning permission was granted in March 2017 (ref: 114283/FO/2016) for the erection of a three storey commercial building at the Siemens Campus, Didsbury known as Building D3. This building is now under construction and to the associated signage is required to market the building.

The Application Proposal

The Site is identified on the Site Plan enclosed. The application seeks permission for three aluminium composite signs applied to face steel posts and provide marketing information. The signs are not illuminated. The image below shows CGI's of the sign layout.



Figure 1 – Indicative image of proposed sign

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The locations of each sign is identified on the submitted plan ref: Signage Location (1). The dimensions of each sign are set out below.

Sign	Sign Dimensions (Height x with x depth)	Height from ground to base of advert (meters)
1	4.5m x 3.8m x 0.1m	1.5m
2	3m x 3m x 0.1m	1.5m
3	3m x 3m x 0.1m	1.5m

Further details on the specification, design and location of the signage proposed can be found on the enclosed plans and the application forms submitted via the planning portal.

Planning Policy Considerations

National Planning Policy Framework

The National Planning Policy Framework (NPPF) was revised in July 2018 and sets out the Government's planning policies for England and how these are expected to be applied.

Paragraph 132 of the NPPF relates to advertisement development and states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Applicant's response: The adverts proposed in this application are of an appropriate appearance and scale for the commercial setting of the Site. They are of a high quality appearance and will not be an over dominant feature, particularly when viewed from the highway. The signage has been intentionally placed in a location off the public highway and out of the way of pedestrians & vehicles using Princess Parkway. It is therefore considered that the proposal will therefore have no detrimental impacts regarding amenity or public safety.

Local Planning Policy Considerations

Manchester Core Strategy (2012)

The Development Plan for Manchester City Council currently comprises the adopted Core Strategy (2012) and the Unitary Development Plan (UDP, saved 2012), Policies Map, and Minerals and Waste Management.

Core Strategy (2012) Policy SP1 sets out Core Development Principles, including the need to create well designed places that enhance or create character, and to protect and enhance the built and natural environment.

Core Strategy Policy DM1 expects development to consider the impact of the development on the character of surrounding areas in terms of the design, scale and appearance of the proposed development.

Applicant's response: The three signs are not intrusive on the Princess Road, and are of an appropriate scale and design for the location. They promote the high quality commercial development that is in the process of being delivered and seek to secure new economic investment within this key regeneration Site for Manchester.

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For the reasons set out above, the proposed signs are considered to be in accordance with the relevant Core Strategy policies, SP1, and DM1 which expect high quality design which respects the context of the Site.

There are no other relevant policy considerations, and as such it is considered that the proposal is in accordance with the Local Policy requirements.

Application Documentation

In support of the application please find enclosed the following information:

- Application Form
- Drawings ref:
    - Signage Locations;
    - Sign Location 1 – Elevation;
    - Sign Location 1 – Location & Dimensions;
    - Sign Location 2 – Location & Dimensions;
    - Sign Location 3 – Elevation;
    - Sign Location 3 – Location & Dimensions; and
    - Final Design Images.

Please also find enclosed a cheque for £132 in respect of the planning application fee.

I would be grateful for your written confirmation of the registration and validation of the application. If you have any questions relating to this application please contact me using the details above or contact my colleague Ellen Sanderson-Clark (0113 292 1119).

Yours sincerely



John Cooper

Deloitte LLP