25 June 2018

Our Ref: CJD.LPC.3748

Planning Services
Manchester City Council
P O Box 532, Town Hall
Manchester
M60 2LA

Dear Sir/Madam

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Display of internally illuminated internal box sign at Unit 5 University Green Manchester M15 6PB
Application for Advertisement Consent

On behalf of my client Friska Food, please find enclosed an application for Advertisement Consent at the above address. In order for the application to be registered please find enclosed the following information:

- Completed Application Form
- The application fee of £132
- Site Location Plan
- Drawing J1087/201/P1 Existing Front Elevation
- Drawing J1087/202/P1 Proposed Front Elevation
- Drawing J1087/401/P1 Proposed Internal Sign

By way of background Friska http://www.friskafood.com/ are a vibrant expanding business that will add tremendously to the vitality and vibrancy of this part of Manchester. The nature of their business operation falls within the restaurant / café Use Class A3 designation.

In order to facilitate the usage of the proposed unit by Friska it is necessary to install an internally illuminated internal hanging sign box on the premises. This will comprise simple illuminated white lettering on a black background which corresponds with the Friska Food company logo and colours as displayed on its website. The full details are included in the accompanying drawings. I do trust you will concur that this signage reaches an appropriate balance between advertising the use in a high quality manner, whilst at the same time being discrete and not unduly visually harmful in any way.

I am aware that this unit operates under planning permission reference 106594/FO/2014/C1 for the refurbishment and reconfiguration of Manchester Business School and University Precinct Buildings dated 28 November 2014.

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Condition 19 of that permission states that in relation to the A1/A2/ A3 units a signage strategy shall be submitted and agreed in writing before first occupation of the units. I can confirm that this application has had appropriate regard to the approved signage strategy contained within the Alliance Manchester Business School - Tenant Design Guide prepared by BDP Architects Revision C dated 18th April 2018 and this proposed sign does not conflict with any of its objectives.

I would add that Friska are most keen to undertake the works applied as soon as possible. Therefore, a prompt, favourable determination of all this submission will be extremely helpful.

Once the application is registered, and the Case Officer details are provided, I will make further contact to ensure smooth liaison and assist in any way required to ensure our objective of a prompt determination.

Yours faithfully

Chris Dance
Associate, LPC Ltd

Cc Mr. E. Brown – Friska
Mr. K. Simons – Story Design