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Our Ref: 2017-115
Your Ref: PP-06263640

Planning Technical Support Team
P O Box 532
Town Hall
Manchester
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01 August 2017

Dear Sir/Madam

Unit 2, Abbey House, Cooper Street, Manchester
Application for Advertisement Consent to Display External Signage

We write on behalf of the Romanian Consulate to submit an application for advertisement consent for external signage at Unit 3, Abbey House, Cooper Street, Manchester. This application is submitted alongside an application for change of use of Unit 3 form A3 to B1 to enable it to be used as a reception area for Consulate, which will be located in the offices above. A separate reception is a requirement of the Consulate and appropriate advertisements are required to highlight where it is located.

The application was submitted via the Planning Portal on 28 July 2017 (Planning Portal Reference: PP- 06263640) The application pack includes the following:

- Application forms;
- OBI-01-000 Site Location Plan; and
- OBI-02-000 Proposed Signage Elevations

The application fee of £110 has been paid to the Council on the phone using the Planning Portal reference.

Background
An application has been submitted in tandem to this advertisement consent application seeking permission for the '*Change of Use of Ground Floor from a Café (Use Class A3) to Office (Use Class B1)*' at Unit 3, Abbey House, Cooper Street, Manchester. This change of use application has been submitted in order to provide a separate access to the first floor for use by the Romanian Consulate.

The Proposals
The Romanian Consulate requires signage adjacent to the front door of its reception area to highlight the location of the Consulate. The Consulate has between 120 and 240 people per day visiting and so it is important that there is adequate signage on the building. The application seeks approval for the following signage:

- 1no fascia sign – 0.4m x 0.4m x 5mm – 1.65m from ground level to the base of the sign – constructed of brass with black embossed lettering and non-illuminated. This will be located to the right of the front door on the existing pilaster.

- 1no fascia sign – 0.35m x 0.25m x 5mm – 2.175m from ground level to the base of the sign – constructed of aluminium – and painted gold, red and blue. This will be the seal of Romania and will be located to the right of the front door on the existing pilaster, above the brass plate.

- 1no flagpole and flag – 1.2m x 0.85m – projecting 0.5m from the building – 5.731m from ground level to the base of the flagpole with 1no. Romanian flag. It will be located above the entrance door.

- 1no flagpole and flag – 1.2m x 0.85m – projecting 0.5m from the building – 5.731m from ground level to the base of the flagpole with 1no. EU or British flag. It will be located above the entrance door and adjacent to the other flag pole.

Assessment Against Planning Policy
Policy DM1 of the Manchester Core Strategy (2012) sets out the criteria against which proposals should consider when assessing the design, location and materials for developments. The policy also makes reference to the Guide to Development in Manchester Supplementary Planning Guidance (SPG) which provides a greater level of detail to the criteria.

Paragraph 2.9 of the SPG states that *'The design of shop fronts, security measures, forecourts and signage should contribute to the character, identity, individuality and accessibility of local centres.'*

The signage has been designed to be simple yet effective at advertising the location of the consular offices. The proposed signage will not be illumination. The signage is of an appropriate scale and is sensitive to the surrounding character of Cooper Street on which it is located. The proposed flags have been located at a height that will mean they won't impact on the public highway beneath them.

Given these considerations, the proposals put forward to the Council are considered to be in line with the policy guidance set out in DM1 and the SPG.

Conclusion
The submitted application is required to support the Romanian Consulate's occupation of an office at Abbey house. As 120 to 240 people visit each day, it is necessary to advertise the entrance to the building. The proposals have bene appropriately designed to complement the building and will not contribute towards advertising clutter in the area or have an adverse impact on public safety and amenity.

I trust the submitted documents are sufficient to validate and for you to assess the application but please do not hesitate to contact me should you have any queries.

Yours sincerely,



Annabel Partridge
Associate Director
On behalf of NJL Consulting