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9th January 2017

Dear Sir/Madam

Application for Consent to Display an Advertisement and Listed Building Consent at Shena Simon Campus, Whitworth Street, Manchester, M1 3HB.

Please find enclosed an application for consent to display advertisements and Listed Building Consent at Shena Simon Campus, Whitworth Street, Manchester, M1 3HB.

This application has been submitted by Cushman & Wakefield on behalf of The Manchester College via the Planning Portal with the following references:

- Consent to Display an Advertisement (PP- 05740540); and
- Listed Building Consent (PP- 05740544).

Application Content

The application is supported by a number of drawings and photographs. In accordance with the Town and Country Planning (Control of Advertisement) Regulations 2007, together with this covering letter, the planning submission comprises the following documents:

- The relevant Application Forms and Certificate;
- Drawings:
  - Site Location Plan (Drawing ref. PL900);
  - Site Layout Plan (also contained on Drawing ref. PL900);
  - Elevations 1, 2 and 3 (no drawing ref. 16K102/001);
  - Elevations 4, 5 and 6 (no drawing ref. 16K102/002);
  - Elevations 7 and 8 (no drawing ref. 16K102/003);
- Signage Specification (Document ref. 39663); and
- Photosheet of Existing Situation.

I can confirm that the requisite application fee of £110 will be paid via telephone shortly following submission of this application.

Proposed Development

This proposal is part of a comprehensive rebranding across The Manchester College campus locations and largely involves the replacement of the existing signage displayed at Shena Simon. Existing frames and

A list of directors' names is open to inspection at address opposite.
DTZ Debenham Tie Leung Limited Registered in England No 2757768.
Registered office 125 Old Broad Street London EC2N 1AR.

poles will be used to attach / mount the proposed replacement signage. There will be no additional fixtures/ fittings attached to the Listed Building.

This application is for consent to display 10 signs at various locations across Shena Simon. Details of each sign is listed in the table below along with confirmation of the consent being applied for.

3 no. signs benefit from deemed consent under *Schedule 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007* and thus do not require an application for consent to display an advertisement; Therefore only Listed Building Consent is being applied for for these signs. 2 no. signs require advertisement consent but do not require Listed Building Consent due to their freestanding nature; Thus only advertisement consent is applied for for these signs. This scope of works has been agreed through pre-application discussions with officers at Manchester City Council.

Element Number	Width (mm)	Height (mm)	Area (m^2)	Height above ground (m)	Consent Applied For	Existing Sign In Situ
2	460	460	0.21	0.23	Listed Building Consent	Yes
4	615	2,930	1.80	9.00	Advertisement and Listed Building Consent	Yes
5	615	2,930	1.80	9.00	Advertisement and Listed Building Consent	Yes
6	915	915	0.84	0.75	Advertisement and Listed Building Consent	Yes
8	450	450	0.20	1.00	Listed Building Consent	Yes
10	2,400	1,200	2.88	3.00	Advertisement and Listed Building Consent	Yes
13	210	300	0.06	2.00	Listed Building Consent	Yes
15	610	510	0.31	2.00	Listed Building Consent	Yes
16	610	815	0.50	0.00	Advertisement	Yes
17	610	815	0.50	0.00	Advertisement	Yes

The attached Signage Specification provides further information on the graphic appearance of each proposed sign, as well as its method of attachment, materials and depth. The schedule also includes a photo showing the location of each sign and a visualization of how it is anticipated to appear once installed.

Planning Assessment

Principle of Development/ Visual Impact

As stated above, the scheme wholly comprises the replacement of the content of existing signs already in situ and on display at the campus. There will be no changes to the dimensions of the existing signage and hence there is considered to be a negligible visual impact. As per the existing signage present at the site, no illumination is proposed.

Therefore with regards to visual appearance and amenity, the proposed advertisements are considered to have a negligible impact from the existing situation and are thus considered to be in accordance with **Policies DC15.1 and DC15.2 of the Unitary Development Plan (UDP)**.

Heritage Impact

Shena Simon comprises the Grade II Listed 'Shena Simon 6th Form College' (List entry number: 1270607).

UDP Policy DC19.1 (Listed Buildings) states that in determining applications for listed building consent, the Council will have regard to protecting the general setting of the listed building. In particular, the Council will not permit any external alteration or addition to a listed building where there would be an adverse effect on its architectural or historic character. **Core Strategy Policy EN3** (Heritage) reiterates this and states that new developments must preserve, or where possible, enhance the historic environment and listed buildings.

The proposed scheme is not considered to negatively impact on the setting or character of the listed building. As set out above, the proposals simply comprise the replacement of the graphic appearance of the existing signage and thus the impact is considered to be negligible.

The advertisements will continue to respect the architectural features, proportions and character of the buildings and will not be obtrusive, and therefore the proposals are considered to be consistent with local and national planning policy regarding advertisements, design and heritage.

Conclusion

I look forward to receiving confirmation of the application's validation, however if there are any queries or you require any further information to assist in your assessment of the application, please do not hesitate to contact me using the details above.

Yours sincerely,



Claire Pegg
Consultant, Cushman & Wakefield Planning