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Our Ref: **CS/JO/21140**
PP Ref: **PP-05430491**

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Date: **21st September 2016**

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

Dear Sir/Madam

TOWN AND COUNTRY PLANNING ACT 1990
APPLICATION FOR ADVERTISEMENT CONSENT
UNIT 1, THE XYZ BUILDING, 2 HARDMAN BOULEVARD, SPINNINGFIELDS, MANCHESTER, M3 3AQ

On behalf of our client, Drake & Morgan Ltd, please find enclosed an application for Advertisement Consent for two new internally illuminated fascia signs, two new internally illuminated hanging signs, internal window vinyl logos and a laser cut mild steel logo on the secondary entrance of Unit 1, 2 Hardman Boulevard at the XYZ Building, Spinningfields, Manchester, to be known as "The Refinery".

The following information accompanies this application:

- Application form;
- Site Location Plan (drawing ref: 94.28/002 Rev. A);
- Existing Site Plan (drawing ref: 94.28/001 Rev. B);
- Existing Shopfront (drawing ref: 94.28/300 Rev. A);
- Proposed Shopfront (drawing ref: 94.28/301 Rev. B); and
- Proposed Signage Details (drawing ref: 94.28/302 Rev. B).

The application fee of £110 has been paid online.

Unit 1, 2 Hardman Boulevard forms part of the ground floor of a recently redeveloped building, known as the XYZ Building. This flagship building is under construction and Drake & Morgan, the applicant has recently obtained planning permission for a sui generis use comprising a mix of use class A3 (restaurants and cafes) and use class A4 (drinking establishments) at the site to which this application relates, on the North West corner of the building.

The applicant is now seeking permission for the erection of signage for the new bar and restaurant which will be named "The Refinery".

Manchester's Core Strategy *Policy CC 9 (Design and Heritage)* relates to design and notes that particular attention should be given to the context and character of the City Centre. Developers are required to recognise the specific design challenges that must be overcome to ensure complementarity of function and form of development in the City Centre, whilst contributing to a coherent and integrated physical environment.

The Guide to Development in Manchester SPD notes that signage can be used positively to enhance legibility in new developments and, if appropriately located and designed, can be particularly helpful for visitors and users of large complex schemes. Quality is sought in the smaller scale detail of new developments, as it is often these smaller elements that determine the appearance and character of an area. Shop fronts, building fronts and associated signage, are elements which influence the visual appearance of the City Centre, and their detailed design is considered important in enhancing the quality of the environment.

The updated Spinningfields Masterplan promotes careful urban design in order to secure the attractiveness of Spinningfields as a destination of choice for commercial, leisure and retail uses to achieve maximum economic impact. With regard to the site location, the Masterplan notes that the public realm has been designed to incorporate the popular pedestrian route along Hardman Boulevard with its immediate surroundings.

The proposal comprises two new fascia signs located on the front elevation above the two main entrances to the bar/restaurant, as well as two hanging signs adjacent to each of the fascia signs. The fascia signs will be mounted internally within the shopfront, whilst the hanging signs will be fixed to the external face of the building. All fascia and hanging signs will be made of blackened mild steel, with neon cream lettering for "The Refinery" logo and neon black lettering for the "Spinningfields" logo. The logo design will include the image of two sugar cubes printed on vinyls to be applied on each of the signs. The lettering to the proposed signs will illuminated with a maximum luminance level of 600 candelas per square metre.

In addition, vinyl signs will be placed in each of the windows internally to display "The Refinery" and "Drake & Morgan" logos, along with decorative frosted vinyl dots. Finally, laser cut blackened mild steel lettering for "The Refinery" logo will be applied on the door at the secondary entrance to the bar/restaurant. Although these signs do not require consent, they have been included in the application drawings for completeness.

The proposed signs are considered to contribute positively to the appearance and character of the building and surrounding area. The new signs will be unobtrusively sized and sited, whilst clearly marking the use and therefore contributing to defining the mixed use character of the area. The proposed signs are considered to be of a suitable scale and incorporate modern and high quality design into the development.

The proposed design will therefore identify and mark the active frontage whilst being in keeping with the character of the building and surrounding area.

In summary, the new signs will be an integral part of the XYZ Building and have been carefully designed and considered in light of the site's location and use. The proposed signs will be of the highest standards of design and relate to the surrounding context, in accordance with Core Strategy Policy CC 9 and guidance set out in The Guide to Development in Manchester SPD and in the updated Spinningfields Masterplan.

We trust that the enclosed is in order, however should you require any further information please do not hesitate to contact Catherine Stephens on the details above.

Yours faithfully

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Enc.