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Manchester City Council
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04 December 2013

Dear Sirs,

ITV Visitor Attraction
Application for Express Advertisement Consent

On behalf of our client, ITV Plc., please find enclosed an application for Express Advertisement Consent for two way finding signs proposed to be displayed in connection with the proposed use of the existing Coronation Street Studio as a visitor attraction. The Consent is sought for the duration of the proposed visitor attraction's 6 month operation.

This letter sets out the nature of the proposals and appraises them against the relevant planning policies.

Background

Coronation Street has been one of the UK's favourite soaps for the past 50 years and during this time has been filmed and produced at ITV's Quay Street site. Given that the production of the programme will move in 2014 to a new facility at Trafford Wharfside there is a fantastic opportunity to open up Studio 1 and the existing Coronation Street external set to the general public as a thank you for their on-going support.

It will be first time since 1999 that the set, or indeed any part of the former Granada site will have been open to the public. For a time limited period during 2014, fans will be offered the opportunity to walk down the famous cobbles. It will be offered as an experience, giving visitors the chance to see how the cast and production team left the site after its last day of filming.

The aim will be to allow visitors and fans to take a privileged view of a piece of television history. The simplicity of the offer and the production of a professionally operated facility are the key to the success of the project and to upholding the brand values of one of the world's favourite television programmes.

The offer will frame the experience as a final, privileged visit to a redundant Coronation set before it

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closes. The Coronation Street site will be an interactive and immersive experience, using passive interpretation together with the sets and props themselves as a backdrop. Live guides will bring to life the fascinating and entertaining TV heritage that Coronation Street represents via a wealth of stories, secrets and famous memories.

The proposed catchment of a 1.5 hour drive time includes most of the North of England and its conurbations with a higher preponderance to visit the closer you get to Manchester. Coronation Street does have a loyal following UK wide and in certain overseas markets, namely Canada and New Zealand. There is therefore expected to be some international visitors as well as visitors from the very loyal fan base nationwide.

A concurrent application has been submitted to the Council which seeks consent for a Change of Use of the current studio to Sui Generis to cover the utilisation of the studio and set as a temporary visitor attraction.

To complement the change of use application, this application seeks Express Advertisement Consent for the temporary erection of way finding and directional signage on the boundary of the site.

The Proposals

Description of Development

The application seeks consent for the construction of 2 temporary advertisements, both of which would be identical in form and content.

The description of development as stated on the application forms is:

Erection of 2 temporary advertisement signs (as shown on Plan refs. P237.CS.003 and P237.CS.008) located at the Coronation Street visitor attraction (as shown on Plan ref. P237.CS.001a).

The purpose of the proposed signage is to provide price information, opening times and navigation in connection with the proposed visitor attraction.

Please refer to the table below which contains a table highlighting the key specification and technical details relating to the sign.

Sign	Drawing Reference: P237.CS.003 Located at Atherton Street/Great John Street	Drawing Reference: P237.CS.008 Located at Lower Byrom Street
Description	Way finding sign	Way finding sign
Content of signage	Coronation St. The Tour This Way	Coronation St. The Tour This Way
Height from ground to base of advertisement	650	650

(mm)		
Dimensions (HxWxD) (mm)	1000 x 2500 x 18	1000 x 2500 x 18
Colour of text and background	Text: White 18mm WBP plywood with black oil based paint finish over faced with UV cured printed external grade graphic with anti-vandal coating	Text: White 18mm WBP plywood with black oil based paint finish over faced with UV cured printed external grade graphic with anti-vandal coating
Method of illumination	N/A	N/A

Pre-Application Consultation

Pre-application discussions have taken place with David Roscoe and Anthony Mitchell of Manchester City Council during November 2013 and an information event was held on 14th November 2013 to outline the proposals.

90 people registered to attend the event and 49 people attended, as recorded on an Attendance Sheet. Of those who completed feedback forms at the public exhibition, 96% confirmed that they supported the proposed development. The respondents were overwhelmingly positive. Many expressed that they were keen to visit the attraction and welcomed the positive contribution that this high profile visitor attraction will bring to the area and local economy.

A number of respondents sought further details in respect of car and coach parking and traffic management. The Transport Assessment submitted in support of the concurrent Change of Use planning application confirms that there is sufficient parking in the vicinity to cater for the expected number of visitors. In addition, the nature of the development will ensure that that the majority of visitors will likely book their visit in advance, meaning that the number of visitors to the site at any one time can be controlled to a large extent.

Planning Policy Context

We have reviewed the proposals in the context of the following relevant planning policies and guidance.

Advertisement Consent

National Planning Policy

The National Planning Policy Framework (NPPF) establishes a presumption in favour of sustainable development and devotes most of its content to setting out policies which when taken as a whole, constitute the Government's view of what sustainable development in England means in practice for the planning system. Of principle relevance to advertisements is paragraph 67 of the NPPF which states:

> Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an

appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Given that the proposed signs are of a size and scale which is appropriate to their proposed function and means that they would be clearly visible, we assess in the remainder of this letter the effect that they will have on amenity and public safety.

Taking the issue of amenity first, the signs are considered to have an appropriate design for their function and are sited in an appropriate location on an existing boundary treatment (iron railings). The signs are temporary in nature (consent is being sought for 6 months only) and illumination is not proposed. It is considered that they will have an extremely modest visual impact and will not create any adverse effects on amenity for local residents, adjoining occupiers or any other city centre users.

The purpose of the proposed signs is to ensure that visitors travel in the right direction, thus removing any risk visitors straying onto private property.

In terms of public safety, the proposals do not impact on the local highways network or pose a risk to pedestrian or driver safety. The signs will provide effective and necessary signage around the visitor attraction to locate the entrance.

Local Planning Policy

The Manchester Core Strategy (2012) does not contain any specific policies regarding advertisement consent. However the extant policies from the 1995 UDP include Policy DC15.1 and Policy DC15.2 Advertisements, Hoardings and Posters highlight a number of criteria which the Council take into consideration when determining applications, including:

- the general location of the proposed development and the effect on visual amenity;
- the scope for posters and hoardings to make a positive contribution to the locality;
- the design of the structures, and the relationship with any premises on which they are located;
- public safety resulting from the positioning of the design of the display;
- the number of advertisements in the locality and their cumulative effect on visual amenity.

In considering the above the advertisements do not impact on visual amenity, are for purpose of navigation and will not adversely impact on pedestrians using the area and will not obscure the interpretation of any other sign or hinder the operation of any security or surveillance devices in the area.

The signage is of a scale which is appropriate in the context of the city centre

Planning Policy Summary

The proposals accord with national and local planning policy and will contribute to the management and function sustainable economic growth of the city centre.

Application Documentation

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

- Application Form – signed and dated;

- Red Line Plan Ref. P237.CS.001;
- Sign Location Plan Ref: P237.CS.001a;
- Existing Elevations Ref: P237.CS.009;
- Proposed Elevation (Atherton Street / Great John Street) Ref: P237.CS.003;
- Proposed Elevation (Lower Byrom Street) Ref: P237.CS008; and
- A cheque in the sum of £110 in respect of the application fee.

Conclusion

This letter accompanies an application for Express Advertisement Consent submitted to Manchester City Council on behalf of ITV Plc.

The proposals relate to external brand signage and wayfinding signage associated with the proposed Coronation Street temporary visitor attraction which will run for 6 months.

2 no. signs in total are proposed across the Site as shown on the location plan. The proposed signage will emphasise key entrance points.

The proposals are in accordance with planning policy at both national and local levels and will not adversely impact on amenity or highways safety. As such the proposals merit the support of Manchester City Council, and the grant of Advertisement Consent.

Application Fee and Copies of Submission Material

I would be grateful for your confirmation that the application has been received and registered. If any additional information is required, please do not hesitate to contact me or Rachel Clarke (0161 455 6306).

Yours faithfully

[redacted]

John Cooper
For Deloitte LLP

Encs: