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Delivered via Planning Portal

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Our ref: IQSM3015

Dear Jennifer

APPLICATION FOR ADVERTISEMENT CONSENT FOR THE INSTALLATION OF SIGNAGE RELATING TO PLANNING PERMISSION LPA REF. 143045/FO/2025 AT BAINBRIDGE HOUSE , GRANBY ROW, MANCHESTER M1 2PW

On behalf of iQ Student Accommodation ('iQ' / 'the Applicant'), I am pleased to enclose an application for advertisement consent for the installation of signage relating to iQ's approved¹ marketing suite development at Bainbridge House, Granby Row, Manchester M1 2PW.

The application has been submitted via the Planning Portal (ref. PP-14343698) and comprises electronic copies of the following documents:

- Completed Application Forms and Certificates
- This Covering Letter
- Location Plan (dwg ref. 63073 SRA ZZ XX DR A 00800 P01), prepared by Sheppard Robson
- North & East Elevations (dwg ref. 63073 SRA ZZ XX DR A 20811 P07), prepared by Sheppard Robson
- iQ Chandos House Showroom R20, prepared by iQ
- Marketing Suite Signage Version 03, prepared by xsign

The requisite application fee of £168.00 has been paid to Manchester City Council ('MCC') via the Planning Portal.

Background

In May 2023, full planning permission was granted for the erection of 3 interlinked towers ranging from 27, 21 and 16 storeys together with intermediary link buildings (15 and 11 storeys) to form purpose-built student accommodation (Sui Generis) with associated amenity space and external landscaping and other associated works

¹ LPA ref. 143045/FO/2025

(LPA ref. 136874/FO/2023) ('Echo Street development'). This scheme is under construction and will be occupied by students for the 26/27 academic year.

Full planning permission was granted by Manchester City Council ('MCC') on 11th August 2025 for the creation of a marketing suite (Use Class Sui Generis) together with external alterations to the ground floor (ref.

143045/FO/2025) ('Bainbridge House Planning Permission'). The permission relates to the conversion of the ground floor of Bainbridge House to form a marketing suite for the neighbouring iQ Echo Street development, to enable prospective students to visit and view the different types of accommodation available.

It is intended that the marketing suite will be open and operational from 1st November 2025.

The Application Proposal

The advertisement strategy comprises a number of elements. Each element is summarised below:

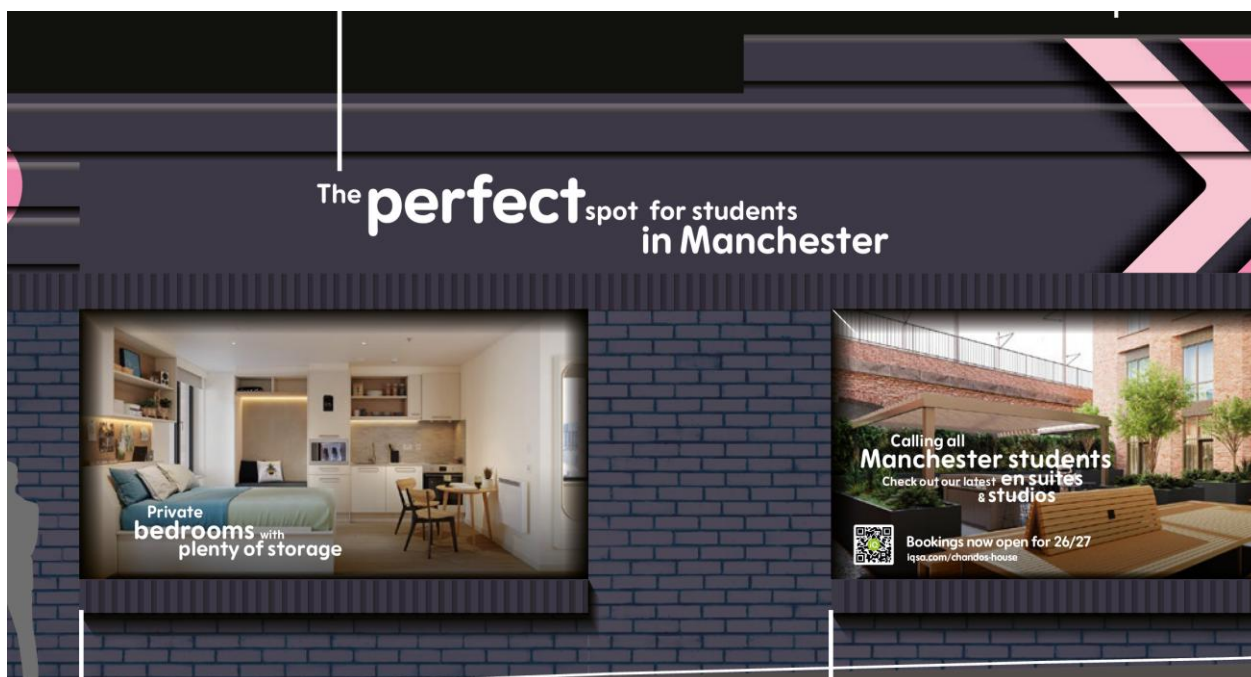
Painting and Masonry Vinyl

The advertisements will be located at ground floor level, as per the location of the approved marketing suite. The external elevations facing Granby Row and London Road will be painted grey. The maximum height to be painted is 4.25m – the height from the ground to the top of the ground floor.

In addition to the painting, the proposal includes 5 pink masonry vinyl "arrows" which will be applied to the upper portion of the wall. There will be 3 arrows on London Road and 2 arrows on Granby Row, pointing in the direction of the main entrance to the marketing suite (located on the corner of Granby Row). The arrows will work with the existing façade and increase in height as the existing stepped design increases in height.



Masonry vinyl will also be used to add wording to the façade. On London Road, it is proposed to show "The perfect spot for students in Manchester" and on Granby Row, "Calling all Manchester students" "check out our latest ensembles & studios". A barcode and additional writing is proposed, which will relate to booking visits at the marketing suite.



Static Posters and Lighting

The advertisement strategy incorporates 6 static poster sites, which are located in the existing fenestrations. The content of each poster site will be changed on a regular basis, however each poster will relate to iQ, the site or the neighbouring iQ's Echo Street development. Some of the posters will be framed with an LED light strip, iQ are happy to liaise with the Council and agree a suitable lux level.

Halo Lit Signage

Each elevation will also include a halo lit sign stating "iQ Chandos House Showroom". In total, the sign will measure 2668mm in width and 644mm in height. The sign will be backlit with halo lighting, internal illuminance to not exceed 300Lux.

A halo lit sign stating "Bainbridge House" will be located directly above the main entrance to the property. In total, the sign will measure 150mm in height and will be located 1560mm from the ground. The sign will project 17mm from the wall, which the sign itself being 40mm in depth. The sign will be backlit with halo lighting, internal illuminance to not exceed 300Lux.

Legislative and Policy Context

The considerations upon which the advertisement consent application needs to be assessed are detailed within the Town and Country Planning (Control of Advertisements) Regulations 2007, Saved Policy DC15 (Advertisements) of the Manchester Unitary Development Plan 1998 (UDP), the National Planning Policy Framework ("the Framework") and associated Planning Practice Guidance (PPG). Examination of these documents indicates that the material planning considerations for this application relate to amenity and public safety.

Town and Country Planning (Control of Advertisements) Regulations (2007)

The Regulations require Local Planning Authorities (LPAs) to assess applications for advertisement consent against the issues of public safety and amenity.

With regards to public safety, LPAs are expected to have regard to the effect of signage upon the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians). This will include consideration of matters such as the likely behaviour of drivers of vehicles who see the advertisement and possible confusion with any traffic sign or other signal. LPAs should also bear in mind adverts can positively benefit public

safety by directing drivers to their destination. The key consideration in assessing an adverts' impact, is whether the advertisement itself, or the location, is likely to be so distracting or confusing, that it endangers people in the vicinity who are taking reasonable care for their own and others' safety.

In terms of amenity, LPAs should have regard to an adverts' effect on the appearance of the building or on visual amenity in the immediate neighbourhood/ surroundings where it is to be displayed. The relevant considerations for this purpose are the local characteristics of the neighbourhood, including scenic, historic, architectural or cultural features, which contribute to the distinctive character of the locality.

Saved UDP Policy DC15 (Advertisements, Hoardings and Posters)

Saved Policy DC15 of the Manchester Unitary Development Plan (UDP) relates to advertisements and confirms that, in assessing the interests of amenity and safety, the Council will ensure that adverts do not harm the character of architectural features of a building, nor interfere with its proper use, they should be in scale with the locality and relate properly to the site on which they stand, they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value. The policy confirms that a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

National Planning Policy Framework & Planning Practice Guidance

A revised Framework was published in February 2019. In relation to advertisements, Section 12 (Achieving well-designed places) confirms that the location of proposed advertisements are to be fully considered to ensure signage does not have a negative impact on the appearance of the built and natural environment. The Framework states that control over outdoor advertisements should be efficient, effective and simple and reaffirms that advertisements can only be subject to control in the interests of public safety and amenity, taking account of cumulative impact.

Planning Practice Guidance² updated in July 2019, references both the advert regulations and the Framework, whilst reiterating the same advertisement guidance in respect of amenity and public safety.

Planning Appraisal

The proposed signage is consistent with the key objectives of adopted local and national planning policy. A summary of the key planning considerations is provided below.

Amenity

The proposed development has been designed in collaboration with MCC in order to ensure minimal impact on local amenity. The proposals work with the existing property and will not be overly prominent or visually obtrusive. Moreover, the size, location, positioning and nature of the advertisements are compatible with their location such that they will not adversely affect the visual amenity of the area, rather they complement the buildings on which they are located. People are likely to see the signs as they approach the building and as such they will assist with wayfinding.

The Site is located in Whitworth Conservation Area. The proposed external alterations are confined to the ground floor of the building. The altered Granby Row and London Road elevations will have limited visual impact on the conservation area due to the position of the building at the eastern extent of the designated area. The building has already been altered at ground floor. The changes are proposed to a building that makes no contribution to the character and appearance of the designated area and within a part of the conservation area that has experienced change and is of lesser sensitivity. The character and appearance of the conservation area would be preserved. A Heritage Appraisal of the Site is made within the Cover Letter for the previous planning application (LPA ref. 143045/FO/2025).

² <https://www.gov.uk/guidance/advertisements>

Safety

The main safety considerations relate to the siting of the signs and the potential for the signs to distract drivers. In this respect, it is considered that the painting, masonry vinyl and posters do not have the potential to impact highway safety.

The halo lit signage have been designed to ensure they can be read at a glance and not distract drivers. Indeed, the signs have been designed to be visible from a distance, such that they are legible. For the signage and the LED lighting, the applicant is happy to agree a suitable lux level with the Council to ensure there will be no issues of public safety around flashing and / backlit signage.

Conclusion

In conclusion, it is considered that the proposed signage is in line with the provisions of the advertisement regulations, saved UDP Policy DC15 and the Framework. The careful location, positioning and design of the signage and posters results in there being no impact upon amenity or safety. The proposed development enhances Bainbridge House, a building which makes no contribution to the locality or the Whitworth Conservation Area. On this basis, the proposal is considered acceptable.

I trust that you have everything you require to validate and determine this application, though please do not hesitate to make contact if you have any queries.

Yours sincerely



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Planner

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