

20 June 2025

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

FAO Jack Naven

Dear Jack

113-119 Portland Street, Manchester City Centre
Application for Listed Building Consent for the Installation of New Internal and External Signage

Please find enclosed an application (the “Application”) submitted under The Planning (Listed Buildings and Conservation Areas) Regulations 1990 (as amended) for Listed Building Consent to install a series of new internal and external signs to 113-119 Portland Street in Manchester City Centre (the “Proposed Development”).

This Application is submitted by Bruntwood AV Limited (the “Applicant”).

The Site

The Site subject to this Application, 113-119 Portland Street, is bound by Portland Street to the north, 111 Portland Street to the east, Linley House and 2 Harter Street to the south, and Dickinson Street to the west.

The Site forms part of a cluster of Grade II Listed buildings along Portland Street and Oxford Street in Manchester City Centre (the “Thread Works Cluster” or the “Cluster”), the Cluster includes:

- 113-119 Portland Street (Listed Entry Number: 1246957) – **the Site**;
- 127-133 Portland Street (Listed Entry Number: 1246958); and,
- Oxford Place (61 Oxford Street) (Listed Entry Number: 1246286).

Please refer to Site Location Plan (Ref: TW_PMQ_PLAN_SITE LOCATION_113-119 PORTLAND ST_PLAN) submitted as part of this Application for detailed illustration.

The Site is located in Piccadilly Ward, within Manchester City Centre. The Site is also located within the Whitworth Street Conservation Area.

Please note that concurrent listed building consent applications and a supporting advertisement consent application have been submitted alongside this Application, with details as follows:

- Listed Building Consent for 61 Oxford Street (Ref: PP-14077042);
- Listed Building Consent for 127-133 Portland Street (Ref: PP-14077006); and,
- Overarching Advertisement Consent Application (Ref: PP-14076625).

Background

The Site is a substantial mid-Victorian commercial block forming part of a significant group of warehouse buildings along Portland Street, several of which are listed. It was constructed in circa. 1860-1870 in red brick with sandstone dressings, the building features a restrained Italian Gothic influence, expressed through its Lombard friezes, arched window heads, and rhythmic fenestration.

The Site was Grade II Listed on 28 February 1989, the list entry is as follows:

"Manufacturers' home trade warehouse and shipping warehouse, now offices etc. c.1860-70, altered. Red brick with sandstone dressings (roof not visible). Irregular plan on corner site, with loading at rear. Utilitarian design with some Italian Gothic features. Four storeys and basement, 16 windows (some coupled); stone basement with weathered plinth, sill-bands to all floors, simplified Lombard friezes over most windows except the top floor, elaborated Lombard frieze of brick to moulded stone cornice. Basement and ground floor altered except in the last 3 bays (and right-hand return side to Dickinson Street), which have elaborately decorated cast-iron railings to the basement openings and coupled sashed windows with stone mullions and heads; upper floors have single (a) and coupled (b) windows arranged a-b-a-a-b-a-a-b-b-b-a, those at 1st floor square-headed, those at 2nd floor segmental-headed, and those at 3rd floor stilted segmental with stepped heads and linked hoodmoulds. Right-hand return wall, 10 bays in matching style, with wide segmental-headed loading bay entrance in 6th bay. Rear and interior not inspected. Forms group with No.103, Nos 105 and 107, and Nos 109 and 111 to left (q.v.), together comprising a complete block of former warehouses."

The Applicant has, at various times in the past, implemented a variety of signage types to serve wayfinding purposes and to highlight respective occupiers and building names within the Thread Works Cluster, which are inconsistent in styles and formats and do not form a coherent approach.

Leveraging on the granting of Planning Permission and Listed Building Consent for the refurbishment of 117-119 Portland Street (Refs: 139763/FO/2024 and 139764/LO/2024) in June 2024 which forms part of the Site, the Applicant intends to position the Cluster as an innovation hub, right at the gateway to Manchester's Knowledge Quarter.

This presents an opportunity for the Applicant to bring all the buildings within the Cluster together by introducing a coherent signage proposal which is well designed and of high quality design, it also allows the Applicant to remove redundant signages across the Cluster.

This Application is submitted in tandem and should be read in conjunction with the overarching Advertisement Consent Application (Ref: PP-14076625) covering all buildings within the Cluster, including the Site, which discusses the proposed signages from advertisement consent perspective.

Pre-Application Consultation

This Application is submitted following pre-application engagement with the Local Planning Authority's planning and conservation officers. A site visit was carried out on 16 April 2025, followed by email and telephone correspondences from April 2025 to June 2025.

It was subsequently confirmed via email correspondence (dated: 5 June 2025) that the Proposed Advertisements are acceptable in-principle, together with the format and scope of this Application.

Proposals

The proposals outlined in this Application refer to the installation of internal and external signages to the Site. Table 1 below outlines the proposed signages under this Application, and the associated method of installation.

For further details, please refer to Thread Works External Wayfinding Design Heritage Statement, with supporting drawings prepared by Placemarque, submitted as part of this Application.

Table 1 Proposed Signage Details

Signage Type	Location Reference	Details of Signage	Method of Installation
External projecting sign: Thread Works EX-ST1A	TW-01	Illuminated projecting bus stop sign with 'TW' and 'Thread Works' text and illuminated surrounding arch.	Fixed to external wall of the Site, using mortar joints or existing fixings (where feasible).
External projecting sign: Individual buildings and companies EX-ST1B	TW-02	Projecting bus stop sign with illuminated surrounding arch.	Fixed to external wall of the Site, using mortar joints or existing fixings (where feasible).
Internal hanging number signage IN-ST3	TW-03	Internally-hung number signage, illumination to sit within built up letters.	Fixed to internal ceiling.
Manifestation on glazing IN-ST5	TW-04	PVC-free vinyl signage applied to glazing.	Reverse-applied vinyl onto glazing internally i.e. not face applied externally.
External projecting sign: Individual buildings and companies EX-ST1B	TW-05	Projecting bus stop sign with illuminated surrounding arch.	Fixed to external wall of the Site, using mortar joints or existing fixings (where feasible).

Signage Type	Location Reference	Details of Signage	Method of Installation
Internal hanging number signage IN-ST3	TW-06	Internally-hung number signage, illumination to sit within built up letters.	Fixed to internal ceiling.
Manifestation on glazing IN-ST5	TW-07	PVC-free vinyl signage applied to glazing.	Reverse-applied vinyl onto glazing internally i.e. not face applied externally.
External projecting sign: Individual buildings and companies EX-ST1B	TW-08	Projecting bus stop sign with illuminated surrounding arch.	Fixed to external wall of the Site, using mortar joints or existing fixings (where feasible).

In relation to signs (Refs: EX-ST1A and EX-ST1B), the detailed fixing methodology will be prepared once the competent contractor is appointed at a later stage. Where signage is affixed onto the building fabric externally, it will utilise using mortar joints or existing fixings (where feasible). It is expected that the detailed fixing methodology will be submitted to the LPA for approval by way of a Listed Building Consent condition, before any works under this Application should commence.

In relation to signs (Ref: IN-ST3), it will be fixed onto modern bulk head infrastructure, and will not be affixed to anything with heritage significance.

Planning Policy Considerations

The Proposed Development has been assessed in the context of heritage policies at national and local level. The primary consideration for the Proposed Development is their adherence to Planning Policy in regard to the historic environment.

Relevant Planning Policy Documents and Material Considerations

- National Planning Policy Framework (NPPF) (2024)
- Places for Everyone Plan (2024)
- Manchester Core Strategy (2012) and addendum (2024)
- Saved policies of the Unitary Development Plan (UDP) (2006)

Relevant Policies

Paragraph 207 of the NPPF states that in determining applications, Local Planning Authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

Paragraphs 212-215 place great weight on the conservation of designated heritage assets, emphasising the need to avoid “substantial harm” unless that harm is clearly justified (via four specific tests) or there are substantial public benefits that outweigh that harm. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits.

Places for Everyone Policy JP-P2 ‘Heritage’ states that Local Planning Authorities should seek to set out a clear vision that recognises and embeds the role of heritage in place-making and ensure that the heritage significance of a site or area is considered in accordance with national planning policy. Further to this, creative architectural responses to the enhancement and conservation of heritage assets and their settings, that contribute to their significance and sense of place is supported.

Manchester Core Strategy Policy SP1 ‘Spatial Principles’ states that development in all parts of the City should make a positive contribution to neighbourhoods through the creation of well-designed places that enhance or create character whilst protecting the built environment.

Manchester Core Strategy Policy CC9 ‘Design and Heritage’ states that development should preserve or enhance heritage assets, and development proposals should be complementary of the existing function and form of the city centre. Particular attention should be paid to the city centre context and character.

Manchester Core Strategy Policy EN 3 ‘Heritage’ states that the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods. The policy text was amended in 2024 to take account of the Places for Everyone Policy JP-P2, set out below. The policy supports the delivery of positive benefits to sustain and enhance the historic environment, as well as contributing to the economic viability, accessibility and environmental quality of a place.

Policy DC19.1 ‘Listed Buildings’ notes *“in determining applications for listed building consent or planning applications for development involving or having an impact on buildings of Special Architectural or Historic Interest, the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting.”*

Compliance with Planning Policy and Guidance

The proposed signage scheme for the Site is of high-quality design, utilising materials and colours sympathetic to the surrounding historic architecture. The number and placement of signs are unlikely to detract from the architectural or heritage value of the buildings or the conservation area. Minimal intervention to the existing material of the external façade and interior structure of the Site is required to support the installation of the proposed signages. The chosen materials are designed to complement the site's aesthetic.

Some of the signages under this Application, such as the projecting bus stop signs (Refs: EX-ST1A and EX-ST1B), will be visible from Portland Street and may impact the setting of neighbouring listed buildings within the Cluster and the wider Whitworth Street Conservation Area. However, these proposals are part of a “Cluster-wide”, coherent signage scheme, maintaining a consistent style and presenting a unified approach within the Cluster. The materials and colours have been carefully selected to complement the architectural and heritage interest of the site, neighbouring listed buildings, and the conservation area. The overall impact on the setting is expected to be minor and mitigated.

Although detailed fixing methodology is not available at this stage until a competent contractor is appointed at latter stage of the scheme, the Applicant has a proven tracked record in working with listed buildings, notably the Applicant's recent refurbishment work on 117-119 Portland Street. Where signages are affixed onto the building fabric either externally or internally, it will not be fixed onto anywhere that is of heritage significance, and fixing onto mortar joint / existing fixings as possible. It is expected detailed fixing methodology will be submitted to the LPA for approval by way of a Listed Building Consent Condition, before any works under this Application should commence. Therefore, it is considered that the proposed signages will not harm the significance of the Site.

In addition, the minimal impact from installation of the external and internal signages will be outweighed by the benefits of the proposals, and by the same token the overarching signage proposals as applied for under Advertisement Consent Application Ref: PP-14076625. This includes improving the accessibility and legibility of the Thread Works Cluster together with improved wayfinding. Additionally, the proposals will ensure consistency and coherence between signages across all buildings of the Cluster which as aforementioned, is not the case as exist due to various signage types being implemented at different times across the buildings' history. Allowing the buildings to be read as one cluster would be instrumental in fulfilling the Applicant's endeavour to position the Thread Works Cluster as an innovation hub at the heart of Manchester City Centre, whilst delivering economic and commercial benefits for the City.

Overall, the approval of this Application is crucial to the transformation of the Thread Works Cluster to be an innovation hub in the City which drives high value-added employment. It would also bring improvement on the Cluster's accessibility and legibility, by creating a consistent approach in signages across all buildings, contributing to the overall place identity and placemaking of the locality and the wider conservation area.

As such, the proposals are in accordance with prevalent planning policies and material considerations, as outlined above.

Summary

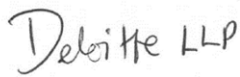
In addition to this Covering Letter, the Application also comprises the following supporting information:

- Application Form prepared by Deloitte.
- Site Location Plan (Ref: TW_PMQ_PLAN_SITE LOCATION_113-119 PORTLAND ST_PLAN) prepared by Placemarque.
- Thread Works External Wayfinding Design Heritage Statement, prepared by Placemarque, including drawings with references:
 - TW_PMQ_PLAN_ELEV_EXISTING & REMOVAL 113-119 PORTLAND STREET ELEVATION & PLAN
 - TW_PMQ_PLAN_ELEV_RETAIN & PROPOSED 113-119 PORTLAND STREET ELEVATION & PLAN
 - TW_PMQ_PLAN_DID_EX-ST1A_R4
 - TW_PMQ_PLAN_DID_EX-ST1B_R4
 - TW_PMQ_PLAN_DID_IN-ST3_R4
 - TW_PMQ_PLAN_DID_IN-ST5ZI_R4
- Repair Methodology prepared by the Applicant.

This Application is submitted via the Planning Portal under reference: PP-14076952.

We request the Local Planning Authority's confirmation that the application has been validated. If you require any further details, please do not hesitate to contact Matthew Lam (0161 455 8448/mlam@deloitte.co.uk).

Yours sincerely

A handwritten signature in black ink that reads "Deloitte LLP". The signature is written in a cursive, slightly stylized font.

Deloitte LLP