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L250716 SAV Cover Letter



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SUBMITTED VIA PLANNING PORTAL REF: PP-14166145

Dear Sir or Madam

**SECTION 220 OF THE TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
APPLICATION FOR ADVERTISEMENT CONSENT TO INSTALL TENANT SIGNAGE
GROUND & MEZZANINE FLOORS, BLOCK C, MANCHESTER GOODS YARD, WATER STREET,
MANCHESTER, M3 3BE
PVM GOLF LTD**

Introduction

We write on behalf of our client, PMV Golf Limited, to apply for advertisement consent to install three signs at, Block C, Manchester Goods Yard, Water Street (the '**Site**').

In accordance with the Town and Country Planning (Development Management Procedure) Order 2015, the application comprises the following:

- This covering letter;
- The completed application form and certificates;
- Site Location Plan;
- Internal Signage, Drawing Ref: 355-DE-MF-26A Rev D;
- External Tenant Flag Signage, Drawing Ref: 355-DE-MF-26B Rev E;
- External Tenant Signage Banner, Drawing Ref: 355-DE-MF-26C Rev D; and
- External Elevation, Drawing Ref: 355-EL-EXT-01 Rev D.

The planning application has been submitted and requisite application fee of £186.00 paid electronically via the Planning Portal website (Ref: **PP-14166145**).

The Application Site

The Site comprises a commercial unit in the Manchester Goods Yard building, an 11- storey building with commercial units at ground floor level and offices at upper levels (the '**Development**').

The Development was completed in August 2022 and forms part of the mixed use redevelopment of the wider area.

The Site is located on the east side of the building and comprises the ground and mezzanine floors in block C.

The Site is situated within the St. John's Strategic Regeneration Framework and Castlefield Conservation Area. The closest listed buildings are Victoria Warehouse (Grade II), Irwell Street Bridge (Grade II), St John's College

(Grade II) and former Grape Street Railway (Grade II). The Site cannot be viewed from any of the surrounding listed buildings.

Relevant Planning History

On 14th December 2018, planning permission was granted for:

“Erection of two buildings comprising: 11 storey mixed use building (including ground and mezzanine) comprising workspace (Use Class B1), with retail uses at ground and mezzanine levels (Use Class A1/A2/A3/A4 and / or D2) and rooftop amenity spaces known as Manchester Goods Yard; and, a further 10 storey mixed use building (including ground) comprising workspace (Use Class B1), with retail uses at ground level (Use Class A1/A2/A3/A4 and / or D2) known as No.1 Grape Street, above two levels of basement parking for 391 cars and cycle storage, together with new public realm, landscaping, provision of external seating areas, access and other associated works.” (App Ref: 121511/FO/2018) (the ‘2018 Permission’).

The 2018 Permission was granted pursuant to 49 Conditions. Condition 2 required that the approved scheme was developed in accordance with the listed plans and documents.

On 31 August 2021, planning permission was granted for the variation of Condition 2 of the 2018 Permission to make amendments to the approved scheme (App Ref: 131318/JO/2021) (the ‘2021 Permission’).

The 2021 Permission included a condition which required information to be submitted in relation to the signage strategy for the wider site. This was agreed in principle through condition discharge (Ref. DN/22/0608) on 7 December 2022 (the ‘2022 Condition Discharge’).

The 2022 Condition Discharge approved the signage zones and confirmed that tenant signage could comprise three key signs associated with each commercial unit:

- External tenant signage banner (fixed to fenestration);
- External tenant flag signage (suspended from the canopy); and
- Internal signage.

The Proposed Advertisements

This application seeks advertisement consent for the display of signage on behalf of the proposed tenant, Pitch and signage which directly relates to the commercial use of the premises.

The proposals comply with the signage strategy agreed under the 2022 Condition Discharge, and comprise the following:

1. External Tenant Signage Banner, Drawing Ref: 355-DE-MF-26C Rev D which measures 2.15 m x 0.60 m x 0.06 m. Internally illuminated Static (no movement or flashing). Max output 478 cd/m².
2. External Tenant Flag Signage, Drawing Ref: 355-DE-MF-26B Rev E which measures 0.50 m x 0.50 m x 0.06 m. Internally illuminated Static (no movement or flashing). Max output 397 cd/m².
3. Internal Signage, Drawing Ref: 355-DE-MF-26A Rev D which measures 2.10 m x 0.58 m, x 0.01 m. Internally illuminated Static (no movement or flashing). Max output 425 cd/m².

Full details of the proposed materials are available within the drawing pack submitted as a part of this application.

All of the proposed advertisements are located within boundary of the Site.

Planning Policy and Assessment of Proposed Advertisements

The National Planning Policy Framework ('**NPPF**') and the Town and Country Planning (Control of Advertisements) Regulations 2007 only permits local planning authorities to consider matters relating to amenity and public safety when determining applications for advertisement consent.

Paragraph 141 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking into account of cumulative impacts.

The statutory development plan for the Site consists of the Core Strategy (adopted January 2012), Places for Everyone Joint Development Plan (adopted March 2024) and extant policies from the Unitary Development Plan ('**UDP**') (adopted June 2006) which were 'saved' in 2012 and remain in effect today.

The Core Strategy does not set out any specific policies related to advertisements, however, saved UDP Policy DC15 (Advertisements, Hoardings and Posters) echoes the requirements of national policy and confirms that applications for advertisements be considered only in the interest of amenity and public safety.

Core Strategy Policy DM1 (Development Management) sets out a range of specific issues to which all development should have regard, including:

- Regard to appropriate siting, layout, scale, form, massing, materials, and details; and
- Regard of the character of the surrounding area, and the impact on the surrounding areas in terms of the design, scale, and appearance of the proposed development.

The Site is located within Castlefield Conservation Area and therefore saved Policy DC18 (Conservation Areas), Policy R1 (Historic Environment) and Policy CC9 (Design and Heritage) of the Core Strategy are relevant. The policies confirm that the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including the effect of signs and advertisements.

Amenity

The Site cannot be viewed from surrounding listed buildings, and the proposed signage is cognisant of its location within the Conservation Area.

The proposed signage is appropriate in colour, scale and materiality. The proposals align with the wider Development and respond positively to the architectural language and character of the area, so that it does not negatively impact the visual amenity of the Site or its surroundings.

Illuminated signage has been accepted by the Local Planning Authority ('**LPA**') for other tenants within the building and was acknowledged under the 2022 Condition Discharge. The Site is located within an existing commercial location and therefore the static illumination is entirely consistent with the commercial function and would not impact amenity.

The proposals do not impact the setting of the listed buildings and are deemed appropriate within the Conservation Area. It follows that we consider the proposals will not impact amenity.

Public Safety

As mentioned above, the proposed signage in terms of appearance, colour, and size is of a standard design and is not considered to compromise public safety.

The signage is located on an existing commercial building. It will not be viewed from a highway and will not cause an impact to public safety. The proposed signs include static illumination and are not within proximity to



a highway. The external tenant flag sign is the only sign which projects over the public highway and is an appropriate height so it will not conflict with pedestrians.

The signage is of a standard design, to be expected in a commercial, city centre location. The principle of the location and type of signage has already been agreed under the 2022 Condition Discharge. It follows that we consider the proposed advertisements to be acceptable with regards to public safety.

Summary and Conclusion

This application seeks advertisement consent for new signage for the proposed occupier of the Site, Pitch, a leading indoor virtual golf operator.

The proposed signage accords with the signage strategy agreed by the Local Planning Authority as part of the 2022 Condition Discharge.

The signage concept has been designed in line with the approved signage strategy, having due regard to the scale and context of the Site, it will not have any unacceptable impacts having regard to amenity and public safety and therefore we respectfully request that the application is approved without delay.

We trust the information provided above and within the enclosed documents are sufficient for the Council to register and consider the application. We will endeavour to contact you within the next few days to establish your timetable for decision making

In the meantime, should you require any clarification or additional information, please do not hesitate to contact Bradley Wiseman or Sophie Moore at these offices.

Yours faithfully

A handwritten signature in dark ink, appearing to read "Savills", written in a cursive, flowing style.

Savills (UK) Limited
Planning