

20 June 2025

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

FAO Jack Naven

Dear Jack

**Thread Works Cluster (113-119 Portland Street, 127-133 Portland Street, and 61 Oxford Street),
Manchester City Centre
Advertisement Consent Application for the Installation of New Internal and External Signage**

Please find enclosed an application (the “Application”) submitted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (hereafter referred to as the ‘Advertising Regulations’). This Application is jointly submitted by Bruntwood AV Limited and Bruntwood Estates Beta Portfolio Limited (collectively known as the “Applicant”).

The Application is for Advertisement Consent to install a new signage to a cluster of properties along Portland Street and Oxford Street in Manchester City Centre (the “Proposed Advertisements”).

The Site

The Site relates to 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 Site comprises:

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

Please refer to Site Location Plan (Ref: TW_PMQ_PLAN_SITE LOCATION_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.

Background

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 1 New Street Square, London, EC4A 3HQ, United Kingdom.

Deloitte LLP is the United Kingdom affiliate of Deloitte NSE LLP, a member firm of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”). DTTL and each of its member firms are legally separate and independent entities. DTTL and Deloitte NSE LLP do not provide services to clients. Please see www.deloitte.com/about to learn more about our global network of member firms.

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.

Following 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, 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 package which is well designed, and consistent in style. The Proposed Advertisements aim to enhance legibility of the Cluster to visitors whilst being sympathetic to the local area's heritage and unique character.

As part of this Application, the Applicant also intends to remove redundant signage within the Cluster.

Cognisant that the properties within the Cluster are Grade II Listed, this Application is submitted in tandem and should be read in conjunction with 3no. Listed Building Consent Applications (Refs: PP-14076952 (113-119 Portland Street), PP-14077006 (127-133 Portland Street) and PP-14077042 (61 Oxford Street)) which assess the Proposed Advertisements from heritage 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.

Proposed Advertisements

The Application seeks permission for proposed signage for the Thread Works Cluster (total of 37no. signs), they are broken down as follows:

- 12no. Projecting illuminated signs (Refs: EX-ST1A and EX-ST1B);
- 2no. Map / menu signs (Refs: EX-ST2B and EX-ST7B);
- 4no. Illuminated internally-hung number signs (Ref: IN-ST3);
- 7no. Façade manifestation, including safety manifestations (vinyl applied internally to glazing¹) (Refs: IN-ST4, and IN-ST5); and,
- 3no. Tenant / retailer branded fascia signages (Ref: EX-ST7A); and,
- 9no. Tenant / retailer branded manifestations (vinyl applied internally to glazing¹) (Ref: IN-ST6A and IN-ST6B and EX-ST8).

The respective locations of the Proposed Advertisements are illustrated in the following drawings located within the Thread Works External Wayfinding Design Heritage Statement prepared by Placemarque and submitted in support of this Application:

¹ The Applicant confirms all vinyl are applied internally to glazing, all vinyl-obstructed area on each glazing will not exceed 15% of that particular glazing.

- 113-119 Portland Street (Ref. RETAIN & PROPOSED 113-119 PORTLAND STREET ELEVATION & PLAN);
- 127-133 Portland Street (Ref. RETAIN & PROPOSED 127-133 PORTLAND STREET ELEVATION & PLAN);
and,
- 133 Portland Street and 61 Oxford Street (ref. RETAIN & PROPOSED 133 PORTLAND STREET & 61 OXFORD ELEVATION & PLAN).

For completeness, the details of the signage can be found in Appendix 1 and illustrated in the Thread Works External Wayfinding Design Heritage Statement submitted with this Application.

Planning Policy Considerations

This Section sets out the key legislative requirements, local planning policies and material considerations for the Proposed Advertisements.

Legislative Requirements

Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires all advertisements to be installed subject to the following conditions:

- No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
- No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
- Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
- Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
- If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

Compliance with Legislative Requirements

The Proposed Advertisements meet the five standard conditions as set out under Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 as the Applicant is the sole owner of the Site of which the Proposed Advertisements are displayed, and the Proposed Advertisements have been thoughtfully designed to be cohesive with the properties within the Cluster.

The Proposed Advertisements have been carefully designed and positioned to avoid obscuring or hindering the interpretation of any official road, rail, waterway, or aircraft signs. Their placement ensures clear visibility of all existing official signage and will not compromise the safe use of any transport mode. The Proposed Advertisements will be maintained in a condition which does not impair the visual amenity of the Site.

The proposed projecting signs will replace existing projecting signs. Where existing signs are being replaced, the projection of the proposed signs is less than the existing signs, therefore enhancing site safety and cohesiveness with the buildings. The height of proposed signs will be above pedestrians, therefore not impacting upon public safety. In addition, the proposed illumination to the surrounding arches of the

projecting signs will help with legibility during evenings, further enhancing public safety. Illuminated signs will be illuminated at a level of 300 Cd/m² which is suitable for the functional requirements of displaying directional information.

The signage and wayfinding strategy will enhance the visual amenity of the buildings, representing a cohesive and uniform approach to guide visitors around the buildings and represent the Cluster. The proposed signage design will replace existing signage which are not cohesive. The proposed scale, colours and materials of the proposed signage has been thoughtfully designed to take account of the historic architecture of the surrounding buildings and the character of the area.

In light of the above, it is considered that the proposed signs will not have an adverse impact on amenity or safety and are therefore in line with legislative requirements.

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 96 of the NPPF states that planning policies and decisions should ensure that developments create places that are safe, inclusive, and accessible. This is pertinent to the proposals outlined as part of this application as the installation of signages in the Cluster ensures that the buildings are easy to navigate and therefore accessible to users.

Paragraph 141 of the NPPF notes the importance of quality and design of advertisements in affecting the quality and character of places, emphasising on the impact of advertisements on amenity and public safety.

Manchester Core Strategy Policy DM1 'Development Management' states that development proposals should have regard to appropriate siting, layout, scale, form, massing, materials and details, considering the surrounding context, character of the area and impact of the proposals.

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.

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.

UDP saved Policy DC15 'Advertisements, Hoardings and Posters' states that applications for advertisement consent should have consideration for the safety and amenity of the public. Proposals should not harm the character or architectural features of a building and should be in scale with the locality and relevant building. Proposed advertisements should be unobtrusive and should not adversely affect traffic flow or public safety.

Compliance with Planning Policy and Guidance

The proposed signs are of high-quality design, using high quality materials and colours that complement the surrounding historic architecture. The quantity and location of proposed signage are such that will not impact on the architectural or heritage interest of the buildings and conservation area.

Where signages are affixed onto the building fabric either externally or internally, it will not be fixed onto anywhere that is of heritage significance. Fixing will utilise mortar joints and existing fixings wherever possible. Proposed vinyl signage on glazing will be non-PVC vinyl which can be removed and will be internally applied.

The proposed building signs will be housed in bronze anodised aluminium to match the street shopfront of 61 Oxford Street. Text and symbols will be in matt white vinyl. The proposed signs are sympathetic to their surroundings, presenting a cohesive and uniform design and improving visibility of the Thread Works Cluster. Through the careful choice of colour, materials, size and location of the Proposed Advertisements, this ensures the listed buildings, and their settings are duly complemented, as well as the character of the conservation area. The bronze colour is continued in the safety manifestations, ensuring cohesiveness across the cluster of buildings.

The proposed wayfinding strategy will remove existing signs which have been installed at various points in the buildings' history. By ensuring a cohesive and uniform approach across all the signs associated with the Thread Works Cluster, this will provide a consistent sense of identity for the buildings and enhance the setting of the buildings and conservation area.

It is considered that the Proposed Advertisements will not adversely affect the street scene or harm the character or appearance of the Whitworth Street Conservation Area or the buildings within the Cluster which are Grade II Listed. The chosen colours and designs are simple and modern and are at a scale that is appropriate to their location. They allow the entrances of the buildings to be identified easily by visitors and aid wayfinding across the cluster of buildings.

Proposed vinyl signs to be placed on glazing are internally applied and reversible therefore will not impact on the significance of the buildings and minimise visual impact.

Although detailed fixing methodology is not available at this stage until a competent contractor is appointed at a later stage, the Applicant has a proven tracked record in working with listed buildings, notably the Applicant's recent refurbishment work on 117-119 Portland Street. A number of proposed projected signs will replace existing signs, utilising existing fixings and mortar joints (as feasible), to minimise the impact on the historic fabric. In places where new signage is proposed this will be in discrete locations to minimise the

impact of fixings to the historic fabric of the buildings. 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

The proposed internally hung building number signage will be fixed to modern bulkhead infrastructure, therefore having no impact on historically significant building fabric. Specifically, at 127-133 Portland Street, this signage will be fixed onto a sub-frame structure which in turn will be non-mechanically fixed onto the existing internal iron gate / modern window frame with clamp fixings, which will be removable and will not cause any harm to any structure / fabric of heritage significance.

The Proposed Advertisements form part of the wider place identity and wayfinding for the Thread Works Cluster and the proposed designs represent merging the past with the future. The consistent, high quality signage family both enhances the legibility of the Cluster and communicates the unique character and history of the place while complementing the buildings' architectural quality. This would improve overall accessibility of the Cluster.

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

Summary

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

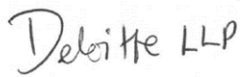
- Application Form prepared by Deloitte.
- Site Location Plan (Ref: TW_PMQ_PLAN_SITE LOCATION_PLAN) prepared by Placemarque.
- Thread Works External Wayfinding Design Heritage Statement, prepared by Placemarque, including drawings with references:
 - TW_PMQ_PLAN_ELEV_RETAIN & PROPOSED 113-119 PORTLAND STREET ELEVATION & PLAN
 - TW_PMQ_PLAN_ELEV_RETAIN & PROPOSED 127-133 PORTLAND STREET ELEVATION & PLAN
 - TW_PMQ_PLAN_ELEV_RETAIN & PROPOSED 133 PORTLAND STREET & 61 OXFORD STREET ELEVATION & PLAN
 - TW_PMQ_PLAN_DID_EX-ST1A_R4
 - TW_PMQ_PLAN_DID_EX-ST1B_R4
 - TW_PMQ_PLAN_DID_EX-ST2B_R4
 - TW_PMQ_PLAN_DID_EX-ST7_R4
 - TW_PMQ_PLAN_DID_IN-ST3_R4
 - TW_PMQ_PLAN_DID_IN-ST4_R4
 - TW_PMQ_PLAN_DID_IN-ST5ZI_R4
 - TW_PMQ_PLAN_DID_IN-ST6AB_R4

This Application is submitted via the Planning Portal under reference: PP-14076625.

A fee has been paid to Manchester City Council for £588, in addition to any administrative fees by the Planning Portal, in respect of the requisite application fee.

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

Encl.

Appendix 1 Proposed Signage Details

Appendix 1 - Proposed Signage Details

Sign Type	Site Location ref.	Number of signs	Dimensions of proposed signage (mm)	Maximum height from ground to base of advertisement (mm)	Maximum height of individual letters/symbols (mm)	Illumination	Materials and colours
External projecting sign: Thread Works EX-ST1A	TW-01, TW-40	2	Height: 700 Width: 560 Depth: 40 Projection: 600	2900	532	Illuminated 'TW' and 'Thread Works' text and illuminated surrounding arch. NeonFlex LEDs in recessed edge to match restored globe lighting at 2700k colour temperature. Maximum luminance level: 300 Cd/M2	Built up bronze anodized aluminium, colour anolok 545. Additional non-illuminated text applied with hi-tac PVC free vinyl in matt white. Opal white acrylic illuminated text.
External projecting sign: Individual buildings and companies EX-ST1B	TW-02, TW-05, TW-08, TW-13, TW-15, TW-20, TW-26, TW-33, TW-36, TW-38	10	Height: 620 Width: 560 Depth: 40 Projection: 600	2900	66	Illuminated surrounding arch. NeonFlex LEDs in recessed edge to match restored globe lighting at 2700k colour temperature. Maximum luminance level: 300 Cd/M2	Built up bronze anodized aluminium, colour anolok 545. Non-illuminated text applied with hi-tac PVC free vinyl in matt white. Opal white acrylic illuminated surrounding arch.

Sign Type	Site Location ref.	Number of signs	Dimensions of proposed signage (mm)	Maximum height from ground to base of advertisement (mm)	Maximum height of individual letters/symbols (mm)	Illumination	Materials and colours
Map signage EX-ST2B	TW-10	1	Height: 1200 Width: 480 Depth: 30 Projection: 40	1000	142	Illuminated 'TW' and 'Thread Works' text flush to bronze surface opal acrylic with internal LED panel illumination at 2700k colour temperature. Maximum luminance level: 300 Cd/M2	Built up bronze anodized aluminium, colour anolok 545. Map is displayed on powder coated matt black aluminium inset panel.
Internal hanging number signage IN-ST3	TW-03, TW-06, TW-11, TW-39	4	Height: 550 Width: 1100 Depth: 100 Projection: 0	2880	550	LED 'neon flex' recessed to match restored globe lighting at 2700k colour temperature. Internally illuminated. Maximum luminance level: 300 Cd/M2	Built up bronze anodized aluminium, colour anolok 545.
Safety manifestations only (127 Portland Street) IN-ST4	TW-12	1	Height: 50 Width: 1450 Depth: 0 Projection: 0	1500	50	N/A	Safety manifestation of PVC free vinyl to match in-situ bronze colour.

Sign Type	Site Location ref.	Number of signs	Dimensions of proposed signage (mm)	Maximum height from ground to base of advertisement (mm)	Maximum height of individual letters/symbols (mm)	Illumination	Materials and colours
Door and glass façade manifestations IN-ST5 – address	TW-04, TW-07, TW-14, TW-17, TW-19, TW-37	6	Height: 300 Width: 450 Depth: 0 Projection: 0	1200	60	N/A	Text elements to be white PVC free vinyl.
Door and glass façade manifestations IN-ST5 – branding			Height: 75 Width: 240 Depth: 0 Projection: 0	320	75	N/A	Text elements to be white PVC free vinyl.
Door and glass façade manifestations IN-ST5 – safety manifestation			Height: 50 Width: various lengths Depth: 0 Projection: 0	500	50	N/A	Text elements to be bronze PVC free vinyl (colour match with IN-ST4).
Tenant branding entrance manifestations IN-ST6A	TW-16, TW-18, TW-29, TW-30, TW-34, TW-35	6	Height: 500 Width: 1350 Depth: 0 Projection: 0	2600	500	N/A	White PVC free vinyl with colour accent for safety manifestation.

Sign Type	Site Location ref.	Number of signs	Dimensions of proposed signage (mm)	Maximum height from ground to base of advertisement (mm)	Maximum height of individual letters/symbols (mm)	Illumination	Materials and colours
Tenant branding entrance manifestations IN-ST6B	TW-22, TW-28	2	Height: 210 Width: 566 Depth: 0 Projection: 0	1147	210	N/A	White PVC free vinyl with colour accent for safety manifestation.
Tenant branding fascia signage EX-ST7A	TW-21, TW-24, TW-27	3	Height: 650 Width: 1600 Depth: 0 Projection: 0	2900	650	N/A	Built up bronze anodized aluminium, colour anolok 545. Graphics applied with hi-tac PVC free vinyl in white.
Tenant branding menu signage EX-ST7B	TW-25	1	Height: 1065 Width: 512 Depth: 50 Projection: 0	1600	117	N/A	Built up bronze anodized aluminium, colour anolok 545. Graphics applied with hi-tac PVC free vinyl in white. Optically clear acrylic display for menu and tenant information.
Tenant branding entrance manifestations EX-ST8	TW-32	1	Height: 500 Width: 1350 Depth: 0 Projection: 0	2600	500	N/A	White PVC free vinyl with colour accent for safety manifestation.