

9 May 2025

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

FAO: Angela Leckie

Dear Angela,

Application for Advertisement Consent to display signage and imagery on illuminated projecting and fascia signs and non-illuminated fascia signs – Plot 10b, First Street, Manchester.

Please find enclosed an application for Express Advertisement Consent for the installation of advertisements in the form of illuminated projecting and fascia signs and non-illuminated fascia signs at Plot 10b, First Street. This application is submitted on behalf of House of Social 1 Ltd (the 'Applicant').

The Application seeks Express Advertisement Consent for the following:

Installation of 6 advertisements in the form of illuminated projecting and fascia signs and non-illuminated fascia signs.

Site Location and Context

The Site is located in the First Street Strategic Regeneration Framework (SRF) area and is bounded by River Street to the north and east, Hulme Street to the south, and Plot 10a to the west.

The Site is surrounded by a mix of developments. To the north and north-west are completed office buildings (No.1 and No.8 First Street). North-west of the Site lies James Grigor Square, offering outdoor space. First Street North, a cultural hub with HOME, student accommodation, and food and drink outlets, is located further north.

East of the Site are former mills now used for residential and office purposes. Modern mixed-use developments, including student accommodation and retail, are also present. Immediately south, Plot 11

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is under construction, featuring four co-living towers. The Mancunian Way, a major arterial route, lies south of the Site. West of the Site is Plot 10a, proposed as a sustainable office development. Further west, Plot 9a is a completed nine-storey "net-zero" office building for the Government Property Agency.

The development at Plot 10b seeks to meet the continual growth in demand for high quality, purpose built, city centre student accommodation in Manchester through the provision of such within the Oxford Road Corridor, a short walk from two of the UKs biggest University campuses. The development includes:

- Erection of a 14-storey purpose built, student accommodation (PBSA) comprising of 100 apartment clusters and 5 and 6 bed apartments with 576 bedspaces (Use Class Sui Generis).
- Food Hall: 1304 sqm (GIA) ground floor retail and food space (Use Class E + Sui Generis).
- A total of 88 secure cycle spaces (and 12 visitor stands within public realm).

The Applicant is now seeking to make an application for express advertisement consent to agree details of external signage. The Applicant proactively engaged in pre-application consultation with MCC, where an earlier version of the signage strategy was submitted. At a meeting between the Applicant and MCC on 13th March 2025, MCC outlined their concerns over the proposed high-level signage. These specific proposals have been removed from the revised strategy and the signage included has been agreed in principle with MCC. An application to discharge condition 38 relating to the signage strategy for the building, is being made in conjunction with this application which sets out an overall strategy for advertisements at the Site in terms of scale, type, and location of external signage to be installed. The proposed advertisements (outlined below) are designed in accordance with these design parameters.

Proposed Advertisements

The specific details for each individual form of advertisement is outlined in detail within Table 1 below. Further detail on the advertisements can be found within the 'House of Social – Advertisement Consent Document', dated September 2024 submitted with this application.

Table 1: Dimensions and Metrics of Proposed Advertisements

Sign	Dimensions	Max Height and Projection	Illumination	Illuminance	Materials
Type 1.01 Projecting Sign	Height: 0.48m Width: 0.5m Depth: 0.035m	Max Height from Ground to Base: 3.3m Projection: 0.8m	Yes Internally	300 cd/m2 static	White Opal acrylic illuminated projecting sign with aluminium frame-work. Side with

Sign	Dimensions	Max Height and Projection	Illumination	Illuminance	Materials
	Maximum Height of Letters: 8.9cm				etched and paint infilled details in RAL Blue (TBC)
Type 2A Fascia Sign	Height: 0.339m Width: 3.368m Depth: 0.06m Maximum Height of Letters: 27.8cm	Max Height from Ground to Base: 4.117m Projection: 0.09m	Yes Internally	300 cd/m2 static	Face-illuminated aluminium built-up letters through white opal acrylic lenses, with returns and backs powder coated to a standard RAL colour.
Type 2B Fascia Sign	Height: 0.339m Width: 3.368m Depth: 0.06m Maximum Height of Letters: 27.8cm	Max Height from Ground to Base: 4.133m Projection: 0.09m	Yes Internally	300 cd/m2 static	Face-illuminated aluminium built-up letters through white opal acrylic lenses, with returns and backs powder coated to a standard RAL colour.
Type 3A Fascia Sign	Height: 0.528m Width: 0.533m Depth: 0.01m Maximum Height of Letters: 2.6cm	Max Height from Ground to Base: 1.5m Projection: 0m	No	N/A	Plot-cut self adhesive vinyl reverse applied to the glazing.
Type 3B	Height: 0.606m	Max Height from Ground	No	N/A	Plot-cut self adhesive vinyl reverse

Sign	Dimensions	Max Height and Projection	Illumination	Illuminance	Materials
Fascia Sign	Width: 0.676 Depth: 0.01m Maximum Height of Letters: 0.062cm	to Base: 1.279m Projection: 0m			applied to the glazing.
Type 3C Fascia Sign	Height: 1.122m Width: 3.5m Depth: 0.01m Maximum Height of Letters: 0.13cm	Max Height from Ground to Base: 2.4m Projection: 0m	No	N/A	Plot-cut self adhesive vinyl reverse applied to the glazing.

Planning Practice Guidance ('live' document)

The Planning Practice Guidance (PPG) provides clarification of the matters that can be taken into account when assessing applications for Express Advertisement Consent in relation to public safety and amenity.

In terms of public safety, the PPG details at Paragraph: 067 (Reference ID: 18b-067-20140306; Revision date: 06 03 2014) that advertisements are less likely to create road safety problems if they are located away from roads, junctions, roundabouts, pedestrian crossings, or other places where local conditions represent traffic hazards. In addition, there are also less likely to be road safety problems if the advertisement is on a Site within a commercial locality.

Signs also need to ensure they do not obstruct or confuse a driver's view and that internally illuminated signs must not be overly bright or be subject to frequent changes of the display (Paragraph: 068; Reference ID: 18b-068-20140306; Revision date: 06 03 2014).

In terms of amenity, the PPG reiterates the wording of the Advertisement Regulations and the NPPF in stating that amenity is understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement (Paragraph: 079; Reference ID: 18b-079-20140306; Revision date: 06 03 2014). Therefore, in assessing amenity, a Local Planning Authority should always consider the local

characteristics of the neighbourhood and whether the proposed advertisement is in keeping with that setting.

National Design Guide (2019)

The National Design Guide was published by the Ministry of Communities and Local Government in October 2019 and is a material consideration in the determination of a planning application. It sets out the characteristics of well-designed places and demonstrates what good design means in practice. It notes at Paragraph 99 that signage plays a part in achieving well-designed places.

Local Planning Policy

Manchester Core Strategy (2012)

The Core Strategy does not set out specific policies related to advertisements. However, 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.

Saved Policies of the Unitary Development Plan (2012)

While the Core Strategy supersedes a large number of the policies contained within the Unitary Development Plan (UPD), a number of policies were ‘saved’ in 2012 and remain in effect today. This includes Policy DC15 (Advertisements, Hoardings and Posters) which sets out that:

‘The Advertisement Regulations requires that applications for advertisements be considered only in the interest of amenity and public safety.

In assessing the interest of amenity and safety the Council will take account of the following criteria:

- a) Developments of this kind should not harm the character or architectural features of a building, no interfere with its proper use;*
- b) They should be in scale with the locality and relate properly to the Site on which they stand;*
- c) They should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;*

- d) *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.*

Where having regard to the proceeding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.'

Places for Everyone (2024)

The Places for Everyone Plan (PfE) does not set out specific policies related to advertisements. However, Policy JP-Strat 2 (City Centre) sets out a range of issues to which development in the city centre should have regard, including:

- Prioritisation of high-quality design that complements the existing urban fabric and contributes to a vibrant, attractive public realm.
- Prioritisation of legibility and connectivity to create a high accessible and well-connected city centre.
- Development should also support a thriving economy by providing a diverse range of commercial spaces, attracting businesses, and fostering job creation across key sectors.

Compliance with Planning Policy and Guidance

A review of the relevant policies and guidance has identified three key considerations for an advertisement application, as covered in the headings below.

Appropriateness for Setting/ Design

The proposed signage will be erected upon the First Street Plot 10b development. It aims to be a best-in-class regeneration area with signage and wayfinding to complement that ambition. From a visual perspective, this area is contemporary with a modern, high quality and cohesive approach.

As such, the proposed signage will sit comfortably within this modern and contemporary setting with full consideration to its surroundings regarding scale, materials, and sitting. Some of the advertisements will help provide a visual marker for those navigating around the wider First Street Masterplan.

The high-quality signage for the development is in line with the signage strategy which has been submitted for discharge in conjunction with this application. It is considered that the proposed advertisements are appropriately designed and are suitable for the location.

Public Safety and Local Amenity

The construction and installation of the proposed signage will take place with reference to the latest best practice. The nature of illumination is proportionate for the location near to the highway and would not be distracting or cause safety issues to road users. The projecting signage is above ground level and will be out of reach, with the letters individually secured to the elevation. It is therefore considered that the signage will not adversely impact public safety and amenity within the area.

Summary

The proposed signage is of a suitable scale and form, and have no adverse effect on local character, amenity, or safety. The proposed signage will act to improve wayfinding across the city and First Street Masterplan, similar to approved signage in the immediate vicinity of the area, supporting First Street as a key destination.

Therefore, the proposals are considered to be in accordance with national and local planning policy and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) and we respectfully request that Manchester City Council approve this Application for Consent to Display Advertisements.

Submission

The Application comprises this letter and the following:

- Completed Application Form and Certificates, prepared by Deloitte;
- House of Social - Advertisement Consent Document, prepared by Xsign.
- Site Location Plan, prepared by TGA.

The Application has been submitted via the Planning Portal (Ref. PP-13436891) alongside the requisite Application Fee of £253.00 and associated administrative fee from the Planning Portal.

We trust that you have all the information you need to validate the Application, and we look forward to receiving written confirmation of their registration.

Please do not hesitate to contact Tom Farrington (tfarrington@deloitte.co.uk / 07900769476) if you have any questions or require any further information.

Yours sincerely

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