

24 April 2025

Jennifer Atkinson
Planning
Manchester City Council
Town Hall Extension
Manchester
M60 2LA

Dear Jennifer,

ADVERTISING AND LISTED BUILDING CONSENT APPLICATIONS FOR SIGNAGE AT UPPER AND LOWER CAMPFIELD MARKET HALLS, LIVERPOOL ROAD

Applications have been submitted seeking advertisement consent for signage at Upper and Lower Campfield Market Halls on behalf of Allied London Campfield Developments Limited. They are accompanied by listed building consent submissions. The submissions align with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the Planning (Listed Buildings and Conservation Areas) Act 1990.

Separate submissions have been made relating to the temporary and permanent signage strategies. Together, they form a vital part of the consented plans at the emerging Campfields campus, which will comprise a workspace development of offices, a technology incubator hub, recording studios and events space. The signage is of the utmost importance:

- in making known the new function of the buildings;
- in attracting a new generation to participate in and enjoy these spaces;
- in highlighting access points into the building; and
- in ensuring ease of access for all.

The following applications have been submitted:

App. type	Nature of works	Location	Portal Reference
Advertisement consent	Temporary signage	Upper and Lower Campfield	PP-13937509
Advertisement consent	Permanent signage	Upper and Lower Campfield	PP-13937569
Listed building consent	All signage	Upper Campfield	PP-13936906
Listed building consent	All signage	Lower Campfield	PP-13937404

Planning history

Planning and listed building consent was granted on 7th March 2024 for the following respectively:

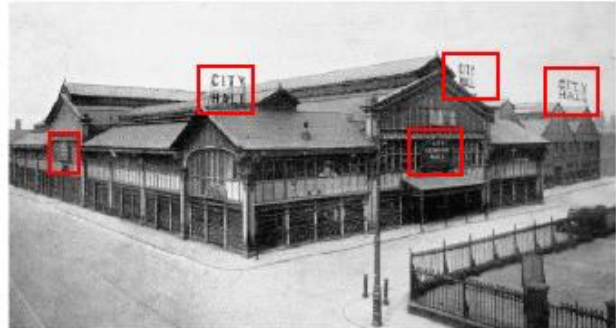
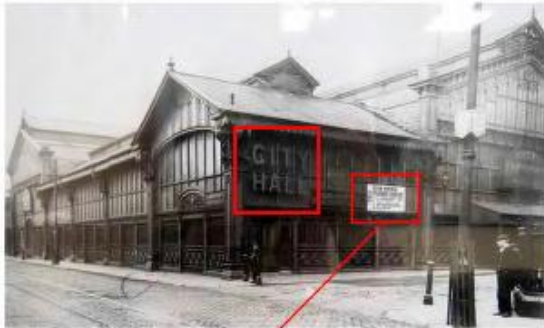
Refurbishment and restoration of the former Upper and Lower Campfield Market Halls to create a workspace development comprising offices, a technology incubator hub, recording studios and events space (Use Class E(g) / Sui Generis) with ancillary bar, cafe and events spaces; and retail unit (Use Class E(a)); together with associated cycle parking at Castlefield House

Listed Building Consent for the restoration and refurbishment of the former Upper Campfield Market Hall for re-use as a workspace

Documentation prepared in response to condition 25 of the full application sets out an agreed signage strategy which underpins the proposals within this submission for both buildings (application ref CDN/25/0173).

Signage strategy

In formulating the strategy, the Condition 25 submission considers the buildings' current form and the nature of historic signage. This study revealed the challenge of adapting the buildings to alternative uses. As market halls with open sides, they were designed to be permeable throughout, meaning that it was not necessary to direct patrons to particular entrances. The ornate nature of the buildings means that the hierarchy and scale of entrances is not always clear. As a result, when the use of the buildings changed, extensive signage was felt to be necessary to assist users, as shown in the images below.



^ DAS Extract

The strategy agreed through Condition 25 strikes a more careful balance in highlighting the building and entrances as a means of wayfinding and harmonising with the architectural features and proportions of the facades. The condition document sets out 2 main types of signage.

Entrance door signage highlights the locations of entrances. They are formed of low profile 3D illuminated letters cut out and mounted on painted timber boards.

Building signs name and contextualise the building in the wider area. These are non-illuminated and comprise extruded metal letter cut out to be mounted on rails.

Specific locations and lettering types were identified and consented as part of this condition discharge. The plans submitted here align fully with this strategy.

Permanent Signage

The permanent signage strategy includes detailed plans for the building and entrance signage described above. It aligns with the discharged condition information in relation to its location, size and character. The size of the individual letters is confirmed along with fixing details.

Amenity is a key consideration in relation to advertisements. It is understood to relate principally to visual impact, and is specific to its location. The signage approach has been found suitable through the discharge of the relevant condition. It is sufficient to highlight the role of the buildings whilst upholding their character and role in the streetscene. The proposals will cause no harm to amenity. By supporting the buildings' new uses and advertising their function, they will support the locality and enhance the environment, thereby contributing to amenity through a vibrant, active city centre.

There are no implications for public safety. The signs have been designed to highlight the presence and function of the buildings in a noticeable yet appropriate manner. They are in proportion to the buildings and are not distracting in any way. There will be no negative implications for passing traffic nor for any other party. The proposals are fully suitable in relation to their impact on public safety.

Temporary Signage

Consent is sought for additional signage which is to be present onsite for a temporary period of 3 months. The applicant is highly experienced in establishing vibrant new neighbourhoods and buildings. They are strongly of the view that this additional signage approach is required, largely because the properties have been vacant for such a long period of time.

It is essential that passersby and users of the wider city centre are fully aware that the buildings have a new use. It is very likely that many people could benefit directly from the opportunities provided onsite, and so the applicant is keen to ensure they are fully cognisant of the offer. The temporary signage strategy will assist in the boosting the impact of the proposals in terms of their economic and social benefits. These benefits have been demonstrated to be highly significant for the city centre and the wider region.

The temporary signage strategy includes the installation of flag banner signs and a non-illuminated, double-sided metal fin sign mounted to the lower-level blockwork of the façade. In addition, temporary vinyl lettering with cut-out text is proposed for the ground floor bays in the lead-up to, and during, the launch period.

In relation to amenity, the proposals have been sensitively designed in response to each building's features. They will draw potential users' attention to the buildings through a series of considered interventions which draw the eye without being overly strident or inappropriate. There will be no harm caused to character, visual amenity or the wider streetscene. By supporting the buildings' new uses and advertising their function, the temporary signage is part of the strategy of enhancing the locality and contributing to amenity through a vibrant city centre.

The temporary signage is suitable for its purpose of highlighting the new, active use of the buildings. There will be no negative implications for traffic nor for any other parties. The proposals are fully suitable in relation to their impact on public safety.

Heritage

The signage proposals relate to two Grade II listed buildings located within the Castlefield Conservation Area. Section 66 of the Planning (Listed Buildings and Conservation Areas) Act

1990 requires decision-makers to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest which it possesses. In considering applications with respect to any buildings or other land in a Conservation Area, Section 72 of the Act requires the local authority to pay special attention to the desirability of preserving or enhancing the character or appearance of the area.

Permanent signage

The original planning and listed building consent applications were accompanied by a Heritage Statement and Heritage Impact Appraisal prepared by Stephen Levrant Heritage Architecture in relation to each building. This anticipated the inclusion of signage and found it would have a neutral impact. While the details of signage were not available at that time, it is considered that the impact of the proposed signage would align with this assessment.

In relation to the impact on the listed buildings, the applications include details of all fixing arrangements. These have been designed to have limited and reversible impacts on the listed buildings. In summary, the non-illuminated Upper Campfield lettering will be fixed directly to the building's steel framework. The illuminated signage for both Upper and Lower Campfield will be mounted onto Foamex panels, with all wiring fully concealed. For further details on fixing methods and exact locations, please refer to the submitted DAS.

The signage will fully preserve the listed buildings and their features of special architectural and historic interest will not be directly impacted. The signage has been carefully designed to support the buildings' new role and make passersby aware of the change in its function. At the same time, it is a proportionate scheme which aligns with the agreed strategy of highlighting entrances and clearly marking out each building name. In this way, the impact on the buildings and their settings is minimal. Special character and their impact on the townscape is upheld.

Temporary signage

The proposed temporary signage is to be in place for three months from the opening of the buildings. It is more extensive than the permanent signage. As set out above, this is felt to be necessary as the buildings have been vacant for a long period of time. Additionally, the new proposed use will be of great benefit to the city's economy therefore it is imperative that its presence is widely known by those living and working in the city. Part of the advertising strategy includes on-building signage.

The temporary signage has been scaled down from original proposals, following pre-application discussion with planning officers. The measures set out are the minimum necessary in order to increase awareness and assist in delivering the anticipated social and economic benefits of the proposals. This will ultimately assist in delivering a viable, long-term use for the listed buildings, and contributing to the vitality of this area and the wider Conservation Area.

Methods of fixing are designed to be the minimum necessary and to be fully reversible without causing damage. Details of the fixings are provided in full within the DAS, but in summary: the projecting flag banners will be mounted using brackets fixed to the existing timber, while the fin sign will be secured to the existing brickwork via a metal bracket.

The impact of the temporary advertising strategy for the listed buildings is considered to be neutral, in line with the SLHA heritage appraisal work carried out on the original applications. It has been designed to be fully reversible and will be in place for only three months. It will assist in delivering a long term, viable use for both listed buildings, which will add vibrancy to the Conservation Area.

In summary, the proposed advertising schemes have been shown to align with the relevant policy and legislation, and to assist in the delivery of a scheme which will have great benefit for the city and for the heritage assets.

I trust the submitted applications are satisfactory and I look forward to acknowledgement of their receipt. Should you wish to discuss the proposals or have any queries please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in black ink, appearing to read "DBB", with a long horizontal stroke extending to the right.

Deborah Baker Barnett
Associate Director