

Our Ref: 04C500065/ED/LS

Your Ref: 139146/JO/2024

10 February 2025

Lucy Harrison
Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

Dear Lucy,

APPLICATION FOR ADVERTISEMENT CONSENT IN ASSOCIATION WITH SIGNAGE TO BE DISPLAYED AT 4 HARDMAN SQUARE, MANCHESTER M3 3EB ('THE SITE')

We are writing to you on behalf of our client Cubic Works Limited ('the Applicant') who are seeking advertisement consent for signage associated with planning application reference: 139146/JO/2024, approved by Manchester City Council on the 27th March 2024. The approved description of development is as follows:

"Variation of condition 2 (Specified Plans) attached to planning permission 135123/FO/2022 to amend the layout of the roof terrace"

The proposed signage has been reviewed in against the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The proposed signage falls within Class 5: 'advertisements on business premises', of this legislation. According to Class 5, the letters, figures or similar features for any signage proposed must not exceed 0.75m in height. Therefore, this application seeks advertisement consent as the proposed height exceeds the permitted height for Class 5. This application is supported by:

- This covering letter;
- Application form, duly signed and completed;
- Application Fee;
- Site Location Plan (Ref: PL1200); and,
- Sign 01 – Non-illuminated built-up letter 147397A Revision 4 (prepared by Vinyline).

Signage Proposals

This application is seeking advertisement consent for the following proposed signage attached to the façade of 4 Hardman Square office building:

"Advertisement consent to display 1 non-illuminated, numbering signage"

Full details including measurements, and the location of the proposed signage can be found on the drawings prepared by Vinyline which has been submitted as part of this application and summarised as follows:

- 1 x non-illuminated, numbering signage

The proposed, non-illuminated signage is 2500mm wide, 2277mm high and 120mm deep. It is proposed to be attached to a column which sits to the front of the façade of 4 Hardman Square. The signage will be made up of aluminium material. The colour of the signage will be a black patina copper finish fixed with rails (RAL 9006 Black, M5 threaded rods). The height from the ground to the base of the advertisement will be 4180mm. As mentioned, the signage will be placed on a bracket attached to a column which sits 805mm in front of the building's façade as pictured below:



Figure 1. Column positioned to the front of the building's façade (not to scale)

Planning Assessment

The proposed signage is essential for enhancing the visual appearance and character of the existing office building. The designs of the signage are in keeping with the interior fit-out and the materials used on site, within the building. The signage has been designed to follow the design aspirations as set out in the full planning permission. With regards to relevant local planning policies, Policy EN1 'Design Principles and Strategic Character Areas' of MCC's Core Strategy (adopted July 2012), states that new development should provide opportunities for good design to enhance the overall image on the city.

Regarding other material considerations, 'Guide to Development in Manchester Supplementary Planning Document ('SPD') and Planning Guidance' was adopted in April 2007 and provides guidance for developers covering design, accessibility, environmental standards and how to successfully create a sense of place for new developments in Manchester. The SPD states that signage in new developments can be used positively to enhance legibility and if appropriately located and designed, it can assist visitors to the development.

Based on the above, it is therefore considered that the proposals are wholly appropriate and the requirements of Policy EN1 of Manchester's Core Strategy are complied with in terms of visual amenity, wayfinding and place making.

Application Fee

The planning application fee of £235, including the service charge of £70 has been paid for by via BACS to the Planning Portal (ref: PP-13755467). I trust the information provided within this submission is sufficient to validate and determine the application. If you have any queries, please do not hesitate to contact me on the details provided below.

Yours Sincerely,



Larna Smith
Senior Planner
+44 07539 252 711
larna.smith@avisonyoung.com
For and on behalf of Avison Young (UK) Limited