

23 January 2025

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

Dear Sir or Madam,

Full Planning for External Works to Existing Entrances and Elevations and Advertisement Consent for External Signage at 3 Hardman Street

3 Hardman Street, Manchester, M3 3HF

Jones Lang LaSalle ('JLL') have been instructed by Mapletree ('the applicant') to submit an application for full planning permission for the proposed external alterations to the existing entrances along the southern boundary of 3 Hardman Street, Manchester, M3 3HF, as well as an application for advertisement consent for external signage.

This letter has been prepared in support of the application and should be read in conjunction with the following documents:

- Application Form and Certificate
- Planning Drawings:
 - 23-211 AXI L01 Existing Site Location Plan Rev 3-00
 - 24-211 AXI 040 Existing External Elevations West-Rev 3-00
 - 24-211 AXI 041 Existing External Elevations East-Rev 3-00
 - 24-211 AXI 140 Proposed External Elevations West-Rev 3-00
 - 24-211 AXI 141 Proposed External Elevations East-Rev 3-00
 - 24-211 AXI 142 Proposed External Elevations-Rev 3-00
 - J2-001-EXT- West Proposed
 - J2-002 EXT- West Proposed Detail

- J2-003-EXT- East Proposed
- J2-004-EXT- East Proposed Detail
- J2-005-EXT- Car Park Signage Proposed

The application has been submitted today via Planning Portal (ref: PP-13713567) and the fee of £528.00 has been paid to Manchester City Council.

This supporting letter provides a description of the site, considers the material planning issues associated with the proposed development, outlines the benefits of the proposal and considers the proposal against the relevant policies of the Statutory Development Plan, emerging policy and national planning guidance.

Location

3 Hardman Street (the 'site') is located on Hardman Street, within the Spinningfields development in Manchester. The site comprises a 16 storey, Grade A office building with glazed elevations.

The property is not allocated for a specific use in the Manchester Local Plan Policies Map. The site is not listed but is located adjacent to the Deansgate Conservation Area. It is considered that the architecture of the building is both responsive in scale and materials to its location adjacent to the conservation area, but at the same time this is very clearly a modern building using glass and aluminium extrusions.

The proposed works are located at the ground floor level of the building and do not result in an increase to the gross external floor space.

Planning History

A planning history search has been undertaken via a desktop search of Manchester City Council's online public access page.

The original consent for the building comprises the following applications:

Reference	Description of Development	Decision and Date
079563/FO/2006/C1	Erection of an office building (use class B1) with ground floor retail (use classes A1,A2,A3 and A5) and basement car parking with related	Approved Jul 2006

	access, servicing, landscaping and associated works.	
077352/FO/2005/C1	Erection of mixed use development comprising offices (Use Class B1) with ground floor retail use: Use Class A1 (Shop), A2 (Financial and Professional Services), A3 (Restaurant and Cafes) and A5 (Hot Food Takeaways); basement car parking with related access and servicing and associated works.	Approved, Dec 2005

The most relevant permissions to this application are summarised in the below table.

Reference	Description of Development	Decision and Date
134136/AO/2022	Installation of non-illuminated letters to be applied to glazing	Approved Sep 2022
132493/FO/2021	New fixed metal canopy over existing entrance door	Approved Feb 2022
107691/FO/2014/C1	Addition of an external bar within the external seating area approved under the applications referenced 092840/FU/2010/C1 and 106568/FO/2014/C1 to be associated with and ancillary to the restaurant and bar use (Sui Generis) within Unit G31 of 3 Hardman Street approved under the application referenced 092840/FU/2010/C1.	Approved Mar 2015
107349/FO/2014/C1	Retrospective application for the retention of new double entrance doors within existing door frame and 2no. enclosed external terrace areas constructed on adjacent paving and application for planning permission for the use of the terraces for external seating to be used in association with and ancillary to the restaurant use (Use Class A3) within 3 Hardman Street.	Approved, Mar 2015
107350/AO/2014/C1	Installation of 1 no. new branded fabric awning above the entrance, 2no. clear vinyl adjustable blinds with logo on proposed terrace structure and 1 no. new internally illuminated double sided projecting sign with back lit logo on the building elevation, display of 2no. menu boards	Approved Feb 2015

	and display of 2no. vinyl signs applied to glazed entrance doors.	
093572/AO/2010/C1	Installation of 2no. fascia signs behind the glazing	Approved Aug 2010
093011/FO/2010/C1	External alterations including the installation of a new entrance, louvres and works associated with subdividing the unit into 2 separate units	Approved Jun 2010
092840/FU/2010/C1	Change of use of ground floor to restaurant/bar (sui generis) with associated external seating area, 2no door openings and associated ancillary works	Approved Jun 2010
094149/AO/2010/C1	Installation of 4no. fascia signs behind the glazing, 2no. projecting signs and 1no flag	Approved Oct 2010
090123/FU/2009/C1	Change of use of the mezzanine floor to include D2 use together with associated works	Approved Jul 2009

The planning history set out above demonstrates that a series of alterations to the building including changes to the signage, have been permitted since the original construction of the building.

Proposed Development

The proposed development comprises external alterations and signage works, which are set out below.

The accompanying AXI drawing pack shows the building elevation from Hardman Street i.e. the southern elevation and presents the building split into a west side and an east side.

Drawing AXI-040 and AXI-140 show the west side of the Hardman Street Elevation as existing and proposed, respectively.

Drawing AXI-041 and AXI-141 show the east side of the Hardman Street Elevation as existing and proposed, respectively.

Drawing AXI-142 provides further details of the works proposed to the Hardman Street Elevation, again split into a west side and an east side.

An accompanying pack of signage drawings are also provided and are detailed in the below 'Proposed Signage Works' section.

Proposed External Works

The external works proposed to the west side of the Hardman Street elevation, i.e. the southern elevation, of the building are as follows:

The west side of the southern elevation currently comprises 2no. revolving doors. A main reception revolving door, set back from the main building line, and a second revolving door which is currently the entrance to Barclays.

The works proposed as part of this application are only to the second revolving door, currently the Barclays entrance.

- The existing Barclays entrance revolving door is to be replaced with a proposed double leaf door.
 - The existing revolving door is identified on drawing AXI-040 (External Elevations as Existing).
 - The proposed double leaf door is identified on drawing AXI-140 (External Elevations as Proposed).
 - The proposed double leaf door is detailed further on drawing AXI-142, referenced as 'AA / AXI 150'.
 - Materials will comprise:
 - Glass: Planiclear 10mm tempered glazing (Saint Gobain Glass) with a 'cool-lite' SKN 175 II coating (Datasheet attached)
 - Door Frames: Brushed stainless steel with accompanying ironmongery.
 - Door Glazing: Planiclear 10mm tempered glazing (Saint Gobain Glass) with a 'cool-lite' SKN 175 II coating. A decorative black vinyl banding will be adhered to the glazing to the inner surround of the frame (As per the attached photo)
 - NOTE: All proposed materials are to match the existing in appearance, style, aesthetics and composition
- The existing access controlled single leaf door, directly adjacent to the existing Barclays revolving door, is to be removed and replaced with glazing.

- The existing access controlled single leaf door is identified on drawing AXI-040 (External Elevations as Existing).
- The proposed replacement glazing is identified on drawing AXI-140 (External Elevations as Proposed).
- The proposed replacement glazing is detailed further on drawing AXI-142, as referenced as 'AA / AXI 150'.
 - Materials will comprise:
 - Replacement Glazing: Planiclear 10mm tempered glazing (Saint Gobain Glass) with a 'cool-lite' SKN 175 II coating. A decorative black vinyl banding will be adhered to the glazing to the inner surround of the frame (As per the attached photo)
- Proposed reclad of the curtain wall framing.
 - Referenced as 'C/006' on drawing AXI-142 (Proposed Hardman Street Elevations)
 - Materials will comprise:
 - Cladding: Folded aluminium panels with decorative aluminium bars, finished with a polyester powder coated, commercial grade paint with wood effect (To match Egger Laminate – Brown Cuneo Oak - H3317 ST28)
- Proposed vinyl application to canopy glazing.
 - Referenced as 'D/006' on drawing AXI – 142 (Proposed Hardman Street Elevations)
 - Materials will comprise:
 - Self-adhesive vinyl wrap to glazed canopy (RAL 7021 Black-Grey)
- The removal of an existing totem
 - Referenced as 'E/006' on drawing AXI-142 (Proposed Hardman Street Elevations)

The external works proposed to the east side of the southern elevation of building are as follows:

- The reclad of curtain wall framing.
 - Referenced as 'I/012' on drawing AXI-142 (Proposed Hardman Street Elevations)
 - Materials will comprise:
 - Cladding: Folded aluminium panels with decorative aluminium bars, finished with a polyester powder coated, commercial grade paint with wood effect (To match Egger Laminate – Brown Cuneo Oak - H3317 ST28)
- Proposed vinyl application to canopy glazing.
 - Referenced as 'J/012' on drawing AXI-142 (Proposed Hardman Street Elevations)
 - Materials will comprise:
 - Self-adhesive vinyl wrap to glazed canopy (RAL 7021 Black-Grey)
- The removal of an existing totem
 - Referenced as 'K/012' on drawing AXI-142 (Proposed Hardman Street Elevations)

Proposed Signage Works

The signage works proposed to the west side of the building are as follows:

- A signage feature wall (referenced in red as 'Proposed West Side Entrance Elevation B 004/005' on drawing AXI-142), comprising a feature wall panel with folded aluminium panels, fitted with aluminium bars (varying widths).
 - Its location relevant to the building is shown by a second red 'B 004/005' reference with an arrow to the inside wall of the west side building entrance.
 - The location is also shown on the Reference Plan, on drawing AXI-142, as '01/142' and is highlighted in red for ease.

- Materials, illuminations, method of fixing, and visualisations are detailed on drawing J2-001-EXT-West Proposed and J2-002-EXT-West Proposed Detail, and will comprise:
 - A feature wall panel with folded aluminium panels, fitted with aluminium bars (varying widths). The main panelling paint finish to match wood used internally: Egger Laminate – Brown Cuneo Oak - H3317 ST28.
 - A central blue signage panel matched to Crown Trade paint reference - M7090X, which will be a fabricated aluminium light box, biscuit tin construction, face aperture cut and fitted with push through opal acrylic letters.
 - Lettering: Reinforced 'Push through' translucent / opal acrylic letters with low level LED backlighting.
 - To be mounted onto an aluminium angle framework fitted to glazing support structure.

The signage works proposed to the east side of the building are as follows:

- A signage feature wall (referenced in red as 'Proposed East Side Entrance Elevation H 009/010' on drawing AXI-142).
 - Its location relevant to the building is shown by a second red 'H 009/010' reference with an arrow to the inside wall of the west side building entrance.
 - The location is also shown on the Reference Plan, on drawing AXI-142, as '04/142' and is highlighted in red for ease.
- Materials, illuminations, method of fixing and visualisations, are detailed on drawing J2-003-EXT-East Proposed and J2-004-EXT-East Proposed Detail, and will comprise:
 - A feature wall panel with folded aluminium panels, fitted with aluminium bars (varying widths). The main panelling paint finish to match wood used internally: Egger Laminate – Brown Cuneo Oak - H3317 ST28.
 - A central blue signage panel matched to Crown Trade paint reference - M7090X, which will be a fabricated aluminium light box, biscuit tin construction, face aperture cut and fitted with push through opal acrylic letters.

- Lettering: Reinforced 'Push through' translucent / opal acrylic letters with low level LED backlighting.
- To be mounted onto an aluminium panel with angle framework fitted to glazing support structure.

Additional signage works proposed to the building are as follows:

- Updated car park signage
 - Referenced as 'F/007' on drawing AXI-142.
 - The updates will comprise the same proportions and placement as existing signage, with new typeface and text as detailed on drawing J2-005-EXT-Car Park Proposed.
 - Materials will comprise:
 - uPVC with vinyl wrapping
- The building address '3 Hardman Street' is displayed at the west side entrance.

It is considered that given the proposed size and purpose of this signage, this would not require specific advertisement consent, however, this is shown on drawing AXI-142 for information purposes only.

- Referenced on drawing AXI-142 (west side) as A/003; and
- Referenced drawing AXI-142 (east side) as G/008 on.

Policy Background

When determining any planning application, the relevant planning authorities are under a statutory obligation as imposed by Section 54A of the Town and Country Planning Act, repeated in section 38(6) of the Planning and Compulsory Purchase Act 2004, to make their determination in accordance with the Development Plan, unless material considerations indicate otherwise.

The Levelling Up and Regeneration Act 2023 amended section 38 of the Planning and Compulsory Purchase Act to add that regard must be given to the National Development Management Policies (NDMPs) and that where there is a conflict between development

plan policies and NDMPs, 'the conflict must be resolved in favour of the national development management policy'.

As yet, NDMPs have not been published for consultation and have not been adopted. The principal Development Plan documents against which planning applications for development in Manchester are considered currently comprise the following:

- Manchester Unitary Development Plan 'saved' policies (1995); and
- Manchester Core Strategy (2012).
- Places for Everyone Development Plan Document (2024)

A number of the policies from the UDP have been saved until such time as they are superseded by the Local Development Framework, which is currently being prepared by Manchester City Council. Manchester Council is currently preparing their Local Development Plan document. Consultations on Vision and Options is scheduled for Spring/Summer 2019, with adoption expected in 2022.

The display of advertisements is subject to a separate consent process within the planning system. This is principally set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Other material considerations will include the National Planning Policy Framework issued by central government, emerging local policies and guidance.

Local Planning Policy

Manchester UDP 'saved' policies (1995)

DC18.1 'Conservation Areas' sets out that the Council will give particularly careful consideration to development proposals within Conservation Areas.

a. The Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering the following issues:

- i) the relationship of new structures to neighbouring buildings and spaces;
- ii) the effect of major changes to the appearance of existing buildings;
- iii) the desirability of retaining existing features, such as boundary walls, gardens, trees, (including street trees);
- iv) the effect of signs and advertisements;

v) any further guidance on specific areas which has been approved by the Council.

b. The Council will not normally grant outline planning permission for development within Conservation Areas.

c. Consent to demolish a building in a conservation area will be granted only where it can be shown that it is wholly beyond repair, incapable of reasonably beneficial use, or where its removal or replacement would benefit the appearance of character of the area.

d. Where demolition is to be followed by redevelopment, demolition will be permitted only where there are approved detailed plans for that redevelopment and where the Council has been furnished with evidence that the development will be undertaken.

e. Development proposals adjacent to Conservation Areas will be granted only where it can be shown that they will not harm the appearance or character of the area. This will include the protection of views into and out of Conservation Areas.

Manchester Core Strategy (2012)

Policy EC2 'Existing Employment Space' sets out that the Council will seek to retain and enhance existing employment space and sites. [Our Emphasis]

Policy DM 1 'Development Management' sets out that all development should have regard to the following specific issues:

- Appropriate siting, layout, scale, form, massing, materials and detail
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area
- Effects on amenity, including privacy, light, noise, vibration, air quality, odours, ect. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.

Policy CC9 'Design and Heritage' sets out that development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

Policy EN1 'Design Principles and Strategic Character Areas' sets out that all development in Manchester will be expected to follow the seven principles of urban design and have regard to the strategic character area in which the development is located. Policy EN1 sets out that the City Centre contains a rich legacy which reflects its urban evolution to the current day and includes listed buildings, conservation areas, archaeological remains and

an historic street pattern. Its core area presents a particularly dense environment that accommodates a wide and closely integrated range of uses including commercial, civic and residential activities.

Policy EN3 'Heritage' sets out that the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre.

Places for Everyone (2024)

The Places for Everyone (PfE) Plan is a joint development plan for Manchester City Council and eight other Greater Manchester councils. It was adopted in March 2024 and is part of Manchester's development plan. The plan sets out a framework for planning and development in the area until 2039.

Policy JP-Strat2: City Centre sets out that *'the City Centre will continue to provide the primary focus for business, retail, leisure, culture and tourism activity in Greater Manchester, but the increasingly important residential role of the City Centre will be expanded'*.

Policy JP-J2: Employment Sites and Premises *'A diverse range of employment sites and accessible premises, both new and second-hand, will be made available across the Plan area in terms of location, scale, type and cost. This will offer opportunities for all kinds and sizes of businesses, including start-ups, firms seeking to expand, and large-scale inward investment, which will help to tackle inequalities'...existing employment areas that are important to maintaining a strong and diverse supply of sites and premises in our boroughs will be protected from redevelopment to other uses, nurtured to ensure they remain competitive, and their accessibility improved where necessary. This will include local employment areas as well as key growth locations.'*

Policy JP-J3: Office Development *'At least 2,019,000 sqm of accessible new office floorspace will be provided in the Plan area over the period 2022-2039, with a focus on: 1. The City Centre, accounting for more than half of all new office floorspace in the sub-region and taking advantage of existing and proposed public transport connectivity, including the proposed new Northern Powerhouse Rail links which will further enhance its position as the premier office location outside London'...'The refurbishment of existing office accommodation will be encouraged including improving standards of accessibility, in accordance with Part M (Volume 2) Building Regulations'*. [Our Emphasis]

The proposed development would therefore accord with the principles set out within PfE in relation to supporting the role of the city centre.

National Planning Policy

The revised National Planning Policy Framework (2024) sets out the Government's planning policies for England and how these are expected to be applied.

The following sections are considered to be of relevant to the proposal.

NPPF paragraph 11 sets out that *'plans and decision should apply a presumption in sustainable development'*. Moreover, paragraph 11 is clear that in decision making,

- i. *'the application of policies in this Framework that protect areas or assets of particular importance provides a strong reason for restricting the overall scale, type or distribution of development in the plan area⁷ ; or*
- ii. *any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole'.*

In line with paragraph 39 of the NPPF *'Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including brownfield registers and permission in principle, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible.*

Section 6 is entitled 'Building a strong, competitive economy' and sets out in paragraph 85 that *'planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future'.*

Section 8 is entitled 'Promoting healthy and safe communities' and sets out at paragraph 96 that *'Planning policies and decisions should aim to achieve healthy, inclusive and safe places and beautiful buildings which (..) are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of beautiful, well-designed, clear and legible pedestrian and cycle routes, and high quality public space, which encourage the active and continual use of public area'*

Para 127 - Planning policies and decisions need to reflect changes in the demand for land. They should be informed by regular reviews of both the land allocated for development in plans, and of land availability. Where the local planning authority considers there to be no reasonable prospect of an application coming forward for the use allocated in a plan:

- a) *it should, as part of plan updates, reallocate the land for a more deliverable use that can help to address identified needs (or, if appropriate, deallocate a site which is undeveloped); and*
- b) *in the interim, prior to updating the plan, applications for alternative uses on the land should be supported, where the proposed use would contribute to meeting an unmet need for development in the area.*

Para 131 - The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this. So too is effective engagement between applicants, communities, local planning authorities and other interests throughout the process.

Para 141- The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Summary and Conclusion

3 Hardman Street (the 'site') is located on Hardman Street, within the Spinningfields development in Manchester. The site comprises a 16 storey, Grade A office building with glazed elevations.

The proposed development comprises external alterations, including the replacement of the existing revolving door with a proposed double leaf door; the replacement of the existing single leaf door with glazing; and other associated works to the Hardman Street elevation. The application works also includes proposed signage works to the Hardman Street elevation of the building.

There is a significant history of approved works to the building, including changes to signage.

The property is not allocated for a specific use in the Manchester Local Plan Policies Map. The site is not listed but is located adjacent to the Deansgate Conservation Area. It is considered that the architecture of the building is both responsive in scale and materials to its location adjacent to the conservation area, but at the same time this is very clearly a modern building using glass and aluminium extrusions.

The proposal will enable the existing employment site to invest and adapt to their changing needs, whilst having regard to the surrounding heritage context. The proposal has been designed to be in keeping with the existing building and its surroundings.

It is considered that the development is therefore in line with national and local policy and supports the economic function of 3 Hardman Steet. We therefore respectfully request that this application is supported, and Full Planning Permission and Advertisement Consent is granted.

Sincerely,

A handwritten signature in black ink, appearing to read 'Amy', with a stylized, flowing script.

Amy Murphy
Graduate Planner