



Paul Butler Associates

Planning, Development & Heritage Consultants

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Mrs Julie Roscoe
Manchester City Council
Planning
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Town Hall
Manchester
M60 2LA

FAO Michael Pearson

21.1658

Dear Michael

Fretrade Exchange, 37 Peter St, Manchester M2 5GB - Application for Temporary Advertisement Hoarding

Please find enclosed an advertisement consent application relating to the above site. The works comprise the installation of a temporary advertisement hoarding at the front elevation of the building. The signage will display the promotion of the building's new steakhouse restaurant which is branded 'Blacklock'. The vinyls on the hoarding have been inspired by elements of building's heritage.

Listed Building Consents (LBC) 137821/LO/2023 and Planning Permission 137820/FO/2023 were approved by Manchester City Council on 17 April 2024 and enable the creation of the restaurant at lower ground floor and several external alterations. The conversion and external works are well underway, with the branding exercise now at a point where these approvals can be applied for.

The description of development is as follows:

'Installation of temporary advertisement hoarding to the front elevation of the building'

Schedule of Documents

In addition to this letter, the application is supported by the following plans and documents:

- Peter Street and Southmill Street existing elevations (dwg no. GA-12)
- Existing Layout plan (dwg no. GA-12)
- Peter Street and Southmill Street proposed elevations (dwg no. GA-10)
- Proposed layout plan (dwg no. GA-10)
- Detail drawings (dwg no. GA-11)
- Site location plan
- Application forms

The Site and Surroundings

The application site relates to front elevation and part of the adjacent pavement of the Freetrade Exchange building located on Peter Street, Manchester, M2 5GB.

Freetrade Exchange is located within a prominent position at the junction of Peter Street and Southmill Street. The building comprises office space on the upper floors and will include a restaurant on the lower ground floor area. The building is attached to Scottish Mutual House to its west which is a 1960s office building, which also accommodates a bar and restaurant at ground floor level.

The building is six storeys in height and square within the plot. The building is located within the Deansgate Conservation Area and within close proximity to a number of Grade II and Grade II* listed buildings.

The character of the area is commercial and leisure. Two of the City's main hotels (the Radisson Edwardian and the Midland) are located very close to the site. There are multiple office buildings, and at street level, multiple bars and restaurants. Peter Street is one of the main nightlife destinations within the City Centre.

The Application Proposal

This application is for temporary advertisement consent for the installation of advertisement hoarding at the front elevation of the building on Peter Street. This will be installed externally to the ground floor level east entrance with printed vinyl. The temporary advertisement will be for a period of 6 months from 1 June 2024 to 1 December 2024.

The advertisement hoarding will comprise vinyl consisting of a navy-blue background with cream coloured lettering. The advertisement hoarding will measure 7.8m in length and 2.4m in height at the front elevation. It will measure 0.85m in length and 2.4m in height at the side elevations. The main lettering readings 'Chop Love', 'Blacklock' and 'Autumn 2024' which sits centrally on the advertisement hoarding, promoting the brand effectively.

This will promote the upcoming restaurant 'Blacklock' which will be opening in the Autumn of 2024. Blacklock is a chophouse which puts a core emphasis on its traditions, serving a variety of meat with sites already established in London.

Heritage Statement

A Heritage Statement has previously been prepared by SLHA and approved as part of the main LBC and Planning Consent. This sets out the relevant policy which has not changed in the intervening period, as well as setting out the history and significance of the Listed Building.

The advertisement hoarding is essential to the commercial promotion of the approved scheme (ref: 137820/FO/2023 & 137821/LO/2023) and operator, and is regarded as acceptable in terms of design and heritage impact as well as impact upon amenity. Due to the advertisement only being in place during construction and conversion works, any heritage impact is regarded to be minor and temporary. In this regard, the scheme accords with policies CC9, EN3, and DM1 of the 2012 Manchester Core Strategy as well as the relevant national NPPF policies.

Pre-application Engagement

Pre-application engagement was undertaken with the Council's planning department to introduce the proposals, confirm that advertisement consent was required, and to understand any information requirements. MCC confirmed on 16/04/2024 that advertisement consent was required, and that there were no issues in principle with the proposed advertisement.

We trust that the submitted information is sufficient to enable the validation of the submitted application. Should any further information be required, please do not hesitate to get in touch.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Don Murphy', with a stylized flourish at the end.

Don Murphy MPLAN MRTPI
Director