

16 July 2024

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

FAO Emily Booth

Dear Emily

Application for the Advertisement Consent for multiple external signages Renold Building, Altrincham Street, Manchester M1 7JR

Please find enclosed an application (the 'Application') submitted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) hereafter referred to as the 'Advertising Regulations'. The Applicant is ID Manchester Limited ('the Applicant').

The Application is for Advertisement Consent to erect 1no. high-level building identifier sign, 1no. mid-Level building graphic sign, and 2no. mid-level building identifier signs on the Renold Building (the 'Proposed Advertisements').

1. The Site

The Site comprises the Renold Building, an education facility originally constructed for the Manchester College of Science and Technology in the 1960s, located in the former UMIST campus, and more recently, The University of Manchester's North Campus.

The Site lies at the heart of the ID Manchester Strategic Regeneration Framework (the IDM SRF) (2023) area, which sets a vision to create a world-leading applied innovation district within Manchester City Centre.

The building is not located within a Conservation Area and is not listed. The IDM SRF notes that the building is considered to be a non-designated heritage asset (NDHA).

2. Background

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Full Planning Permission was granted on 12 April 2024 for the change of use of the Renold Building from education (Use Class F.1a) to commercial (Use Class E) with introduction of associated plant, under Planning Permission Ref: 139124/FO/2024. Refurbishment is now underway, with physical interventions to be undertaken to implement the approved change of use. These are limited to those that are essential to sustaining viable uses within the building and have been sensitively designed to protect the significant internal and external features of the building. The change of use will create a new vibrant use for the building, which has been vacant since 2021.

The Applicant is proposing to provide signage to improve wayfinding around and into the building and throughout the masterplan and signify its important role and new lease of life as the central hub of the emerging innovation district.

3. Pre-application Consultation

The Applicant met with Manchester City Council planning officers on 03 July 2024, where the signage was presented as shown in this application. Officers confirmed agreement in principle to the proposed signage and the scope of application documentation to be submitted with the Advertisement Application. Officers noted that the mid-level signage should be painted rather than applied vinyl to reduce the risk of degradation of the signage leading to a poor-quality appearance.

4. The Proposed Development

The Proposed Advertisements include the erection of 1no. high level building identifier sign, 1no. midlevel building graphic sign, and 2no. mid-level building identifier signs.

The signage lettering will include the new name for ID Manchester; which has not as yet been launched. Consequently, the word shown on the application drawings is indicative only. The lettering font, size and colour is though representative of what the final sign will show.

The building is not listed; however, in-light of its recognised significance as a non-designated heritage asset, the design of the signage and methodologies for installation and future removal will protect the special interest of the building.

Further details of the Proposed Advertisements are provided below:

High-Level Building Identifier Sign

- **EXT ST-00** - Located on the top left corner of the north facade of Renold Building, next to Altrincham Street.

The sign is proposed to be a 5m x 5m built up brand logo, with 50mm return depth, to house warm white 12v LED lighting and opal acrylic backer to diffuse LED lights. It will be mounted using stand off rods to give a halo effect. It will therefore require power and data feeds.

The signs will be fixed to the building with minimal fixings in order to reduce any physical impact. A power feed will be brought through the facade to provide lighting to the signage, with the minimal amount of holes required, with minimal size holes possible. Any holes as a result of the signage, should it be removed, can be filled appropriately to match the existing elevation, resulting in no permanent visual or physical impact to the building.

Mid-Level Building Graphic Sign

- **EXT-ST-01** – Arrival sign located on the left wall of the south facade of Renold Building. It is proposed to be two painted designs on the building façade:
 - o Lettering measuring 7m x 1m in the centre of the wall; and
 - o Brand logo measuring 1.6m x 1.6m in the top right corner of the wall.

The signage is to be painted directly onto the existing external walls, with an externally graded paint that can be removed in future to return the façade back to give a like-for-like appearance with the existing situation.

Mid-Level Building Identifier Sign

- **EXT-ST-02b- North Façade** – Events entrance sign located on the north façade of Renold Building.

The sign is proposed to be 3D lettering fixed to the face of a powder coated folded tray design wrap around the existing canopy. The wrap will be a 2mm thick aluminium panel measuring 12,250mm + 5000mm + 12,250mm x 500mm.

- **EXT-ST-02b – South Façade** – Main entrance sign located on the south elevation of Renold Building.

The sign is proposed to be 3D lettering fixed to the face of a powder coated folded tray design wrap around the existing canopy. The wrap will be a 2mm thick aluminium panel measuring 12,250mm + 5000mm + 12,250mm x 500mm.

The signs will be fixed to the building with minimal fixings in order to reduce any physical impact. Any holes as a result of the signage, should it be removed, can be filled appropriately to match the existing elevation, resulting in no permanent visual or physical impact to the building.

Summary

Summary Table			
Criteria	High-Level Building Identifier Sign (EXT ST-00)	Mid-Level Building Graphic Sign (EXT-ST-01)	Mid-Level Building Identifier Sign (EXT-ST-02b- North Façade and EXT-ST-02b - South Façade)
Height x Width x Depth of the signs	5m x 5m x 0.24 m (width including projection distance)	Sign 1: 1m x 7.3m Sign 2: 1.6m x 1.6m	Aluminium panel: 12.250m + 5m + 12.250m x 0.5m Letters: 2m x 0.265m
Height from the ground to the base of the proposed signs	31m	4m	3m
The maximum height of any individual symbols and letters (cm)	60 cm	Text- 100 cm Logo- 160 cm	26.5 cm
Proposed material	Built up brand logo, powder coated black with 50mm returns to house LED lighting and opal acrylic backer to diffuse LED lights. It will be mounted to laser cut 3mm aluminium backplates using stand-off rods to give halo effect.	Paint	Folded 2mm aluminium panel deep returns (in 12 sections, including 2no mitred corners) coated one std RAL colour with top & bottom fixing rails, Panel mounted built-up flat faced 0.9mm descaled s/s letters coated one std RAL colour with rear stud fixings.
The colour of the text and background of signs	Background: Painted white to match building Logo: Std RAL colour	Black (tentative)	Aluminium panel: Std RAL colour Lettering: Std RAL colour

Internal / External Illumination	Internal	N/A	N/A
Illumination levels (cd/m)	Suggested 200-300 Cdm ² , Maximum 500 Cdm ²	N/A	N/A
Static or intermittent	Static	N/A	N/A
Hours of use	24 hours a day, 7 days a week	24 hours a day, 7 days a week	24 hours a day, 7 days a week

5. National Planning Policy and Guidance

National Planning Policy Framework (updated December 2023)

The National Planning Policy Framework (NPPF) provides the following guidance in relation to outdoor advertisements within Chapter 12. Achieving well-designed places at Paragraph 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.”

The NPPF also provides guidance on the impact of an application on Non-Designated Heritage Assets (NDHA) in Chapter 16 Paragraph 209:

“The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.”

Planning Practice Guidance

The Planning Practice Guidance (PPG) provides further 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: 6th March 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: 6th March 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: 6th March 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.

6. 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 (UDP), a number of policies were 'saved' in 2012 and remain in effect. 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 accessing 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.”

7. Compliance with Planning Policy and guidance

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

Appropriateness of Setting / Design

Renold building is located within the former UMIST campus and in the heart of the IDM SRF area. The building has been approved for conversion from an educational institute to a commercial building. The Proposed Advertisements are located on the north and south facades of the building and serve an important function to improve the overall wayfinding infrastructure within ID Manchester. They are therefore carefully designed in visible locations for pedestrians to identify key destinations such as Renold Main entrance and Renold Events entrance.

Being mindful of the Site's context, the scale and design of the Proposed Advertisements has been carefully considered to not be obtrusive, whilst providing sleek and high-quality designs.

The Proposed Advertisement are therefore considered to be of an appropriate scale, design and location to serve their functional wayfinding purposes both towards and around the Renold building.

Amenity and Safety

Proposed Advertisement EXT ST-00 is proposed to be internally illuminated to ensure that directional information is visible to pedestrians during hours of darkness. The illumination is proposed to be static and will be limited to 500 Cdm² with suggested illumination at 200-300 Cdm², suitable for the functional requirements of the displaying directional information on the sign. A dimmer will also be added to lower the illumination as required.

Signs EXT-ST-01 include painted displays to facilitate arrival to Renold building through the clear lettering. The size of 7m x 1m is intentional so as to ensure that the sign is large enough to be visible from a distance to facilitate wayfinding for visitors.

The signs EXT-ST-02b- North Façade and EXT-ST-02b- South Façade include raised lettering on the existing canopy tray which will guide visitors to the main and events entrance by giving clear direction.

In light of the above, it is considered that the Proposed Advertisements would not have an adverse impact on amenity or safety.

Heritage

The Renold building has been identified as a non-designated heritage asset and is adjacent to the Grade II listed Manchester South Junction and Altrincham Railway Viaduct.

The design, location and quantity of the proposed signage are of high quality and modest in quantity, such that they will not impact the architectural and heritage interest of the building. At the same time, the signs are an important component of the new building, advertising its new lease of life as the central hub of the £2bn ID Manchester innovation district. This use will sustain the building's viable future use, returning it to active use after lying vacant for the past 3 years. Consideration has been given to allow a minimal number of power supply fixings where required and ensuring that the installed signage is removable if needed in the future, such that the building is not impacted. Detailed methodologies are provided for the installation and future removal of the signage to demonstrate how it will be delivered with no permanent adverse impact upon the building's fabric.

The full heritage impact of the works have been considered in the submitted Heritage Statement by SLHA, which concludes that:

"It will be clear that the design, location and quantity of signage proposed is of a high quality and modest in nature. As such, it is considered that the proposed signage will not compete with the architectural interest of the building. The proposed signage is considered necessary to provide wayfinding and signify the reactivation of the building as well as mark to the beginnings of the transformation of the site as a whole.

"Where fixings/ power supply are required (the high-level north sign), consideration has been given to the allowance for the minimal number and size required. Further to this, should the signage need to be removed in the future it is reversible and any fixing holes created could be infilled easily to match the existing elevation.

Overall, it is considered that the proposed signage will result in the heritage interest of the site being enhanced."

8. Summary

The Proposed Advertisements comprise 1no. high level building identifier sign, 1no. mid-level building graphic sign and 2no. mid-level building identifier signs on the Renold Building. They will form part of the wider wayfinding strategy within ID Manchester, servicing functional requirements to provide information and directions to access the building.

The Proposed Advertisements are of a suitable design and location that would not adversely impact on the local character or amenity. They will also be sensitively implemented on the existing fabric of the building.

The Renold Building is the first building in the ID Masterplan area to come forward, marking an important milestone in the area's redevelopment. Its new use will celebrate the design and character of the building, placing it at the spatial and functional centre of the new innovation district. The proposed signage advertises its new role, whilst respecting its architecture, and allowing for future removal with no permanent damage to the building's fabric.

Therefore, the Proposed Advertisements 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.

9. Application Submission

The Application comprises this Covering Letter and the following supporting documents:

- Application Form, prepared by Deloitte;
- Supporting Planning Report (*Reference: IDM_Renold_External Signage Planning Report_D3*), prepared by Place Marque +;
- Wayfinding Strategy Report (*Reference: IDM_Renold_Wayfinding Strategy Report_D2*), prepared by Place Marque
- Heritage Statement, prepared by Stephen Levrant Heritage Architecture

The Application has been submitted via the Planning Portal (Ref PP-13235975 alongside the requisite Planning Fee of £235 (Application fee: £165 + associated administrative fee: £70) 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 my colleagues Rachel Hopkins (rachelhopkins@deloitte.co.uk/ 0161 455 6812) and Ragini Dutta

(raginidutta@deloitte.co.uk/ 0330 138 6276) if you have any questions or require any further information.

Yours sincerely

A handwritten signature in black ink that reads "Deloitte LLP". The signature is written in a cursive, slightly stylized font.

Deloitte LLP

Enc.