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14 March 2024

Dear Sir/Madam

Application for Temporary Advertisement Consent at Printworks, Withy Gove, Manchester on behalf of DTZ Investors

Introduction

On behalf of our client, DTZ Investors, we have today submitted an application for advertisement consent at Printworks. The application specifically seeks consent for a specified signage zone on the corner of the Printworks along Dantzic Street and Withy Grove/Corporation Street.

The signage zone will be a flexible space within which Blank Walls will commission local artists to create advertising murals. Formed in 2019, the company is particularly driven by passion for street art and culture to help define urban spaces. They encourage an artist-led approach, brand collaborations and culture crossover. As such, we are not seeking consent for a specific design of the advertisement, as this will be finalised when the artists are commissioned and will change throughout the 12 month period applied for.

Prior to digital technology, meticulously hand painted billboards for advertisement were the norm. However, recently, artists are incorporating this traditional method of advertisement, using blank walls in various parts of the city as a canvas. Manchester is renowned for its street art and as a way to support local artists and promote the culture of Manchester, DTZ has opted for the use of hand painted murals for advertisement purposes at the Printworks.

The proposal has been discussed with officers at Manchester Council, and the current signage area proposed and the wider specifics of the proposal have been agreed in principle at pre-application stage.

The application has been submitted via the Planning Portal (ref: PP-12880120), and the requisite application fee has been paid under separate cover.

The following information is submitted to support this application:

- Application form;
- This covering letter;
- Site Location Plan (ref. PWM-CDA-01-ZZ-DR-A-SK-0088_P3);
- Proposed Location Plan (ref. PWM-CDA-01-ZZ-DR-A-SK);
- Proposed Signage Elevation-Front (ref. PWM-CDA-01-ZZ-DR-A-PLS-3002)
- Proposed Signage Elevation-Side (ref. PWM-CDA-01-ZZ-DR-A-PLS-3001)

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Background and Context

The Printworks complex is a key driver for the leisure economy in the city centre, and accommodates a wide and dynamic range of leisure operators that together form a clear focus for the city centre's leisure economy. The application site therefore represents part of a very significant building within the city centre.

Planning permission was granted by the council in 2019 regarding refurbishment of the external elevations and installation of new signage at the Printworks (ref: 125294/FO/2019). Wider improvements to the building have been granted consent by the Council since the original refurbishment application, including new, improved signage along the elevations of the building.

Proposal

This application seeks advertisement consent for future advertisement in the form of murals at the Printworks. The murals will be painted in the signage zone applied for, which comprises the space above the treetops sign and below the Vue Cinema sign and the area to the left, covering the 'bullnose' of the elevation of the Printworks fronting onto Dantzic Street.

Before installation, a site survey will be conducted by Black Walls to assess the condition of the wall surface and ensure it is suitable for vinyl application. The wall dimensions will also be measured to accurately determine the required size of the vinyl wrap. All materials will be handled with care to avoid damage to materials and the surrounding environment. Appropriate personal protective equipment (PPE), including gloves and safety glasses, will be worn where necessary.

To install the mural, a WW300 Wall Wrap Vinyl is applied to the wall in 1.3m square panels. Each panel is overlapped by 20mm. The first panel is applied to the top left corner on the work area and will be worked left to right down across the approved area. Pressure is applied to the vinyl with a foam paint roller. The surface is then heated using a heatgun to ensure firm and even adhesion. The vinyl is made of material that can easily be removed and replaced without damaging the brick surface.

As we are not seeking approval for a specific design of the advert, given that this will change across the 12 month period, we cannot specify on the application forms in terms of the height of the text and any other specifics.

Principle of Development

The key material considerations against which the temporary consent should be considered include: the principle of the proposed signage, the effect on amenity and the potential impact of the proposal on public safety.

Principle of Signage

The application proposal comprises the installation of marketing murals at the Printworks. The murals will be installed with vinyl on the external brick surface.

As noted previously the site is located in a part of the city centre which is characterised by commercial premises. Existing businesses already display various types of signage, including temporary marketing signage/branding and vinyls applied to the external elevations of buildings, thereby confirming that the principle of the proposed signage is acceptable in this location.

Approval is sought for an initial period of 12 months, to help assess the suitability of this type of advertisement with the potential to extend the period of the consent in the future.

Design, Visual Appearance, and Effect on Amenity

The murals will not have any illumination and will not project from the wall. The vinyl is applied to lie flat on the surface of the wall and take the outline of the brick underneath. It is also noted that there are no residential properties that would have visibility of the proposed signage or be affected in terms of visual amenity. The murals will be appropriately maintained by Blank Walls and DTZ Investors, to ensure that the high-quality appearance is retained throughout the period of installation.

In summary, the proposed temporary advertisement is high quality, will complement the appearance of the building and will be consistent with relevant provisions of both local and national planning policy.

Effect on Public Safety

Planning policy guidance states that new signage should not present any risk to highway or public safety.

The application process lasts less than a day and will be installed outside of the working hours of Treetops in order to prevent any disruption of their service. This will ensure there is no obstruction to the footpath or highway during peak times. There are other signs located in the vicinity of the site and the proposed advertisement will not act as a distraction to those driving in private vehicles or those driving buses.

For the above reasons the proposal will not have adverse impact on public safety.

Relationship between Proposed Advertising Mural to the Grade II Listed Building and Shudehill Conservation Area.

The proposed murals will be of high quality design and are intended to be easily removable without causing lasting impact on the underlying brick surface. They will respect the traditional character and significance of the building and its location within the Shudehill Conservation Area.

Summary and Conclusions

The application proposal seeks temporary consent for a signage zone on the 'bullnose' of the Printworks elevation, fronting onto Dantzic Street. The signage zone will be used by Blank Walls to showcase local artists' hand painted adverts and murals. Consent is being sought for a temporary period of 12 months in the first instance, with the opportunity to extend it with agreement from the Council at the appropriate time. The application is not seeking consent for a specific design of advertisement given the specifics of the proposal and the flexible nature of what is being sought by Blank Walls and DTZ Investors.

In summary, it has been demonstrated that the proposal is policy compliant in matters relating to design and visual appearance and effect on public safety. In addition, it has been evidenced that the proposal is acceptable taking account of the application site's location within the Shudehill Conservation Area.

I trust the enclosed information will be sufficient to validate the application. Should you have any queries or require any further information please do not hesitate to contact me.

Yours sincerely



Heather Lindley-Clapp

Director

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