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Our Ref: 04C300341
Your Ref: PP-12173799

31st May 2023

Angela Leckie
Manchester City Council
Planning,
Manchester City Council,
P O Box 532,
Manchester,
M60 2LA

Dear Angela,

CONSENT TO DISPLAY AN ADVERTISEMENT AT NEPTUNE MILL, CHAPELTOWN STREET, MANCHESTER.

Avison Young have been instructed on behalf of Capital & Centric (Rush) Limited ("The applicant") to submit an application for advertisement consent for x8 advertisements, in varying types at Neptune Mill, Chapeltown Street, Manchester.

Background to the site

A full planning and listed building consent application was submitted on 28th April 2023 for internal and external works to the existing listed building for continued use within Use Class E (Commercial, Business and Service). These applications were validated on 16 May 2023 and are now being consulted on. The relevant planning application references are as follows:

- Full planning application: 136865/FO/2023
- Listed Building Consent Application: 136866/LO/2023

This application for advertisement consent is being sought in tandem with the submitted full planning and listed building consent application. The signage sought for approval will fully align with the proposed redevelopment and will pronounce it as a destination of Neptune Mill, an employment-led mixed use development scheme. The signs solely relate to the redevelopment and would provide signage for the name of the site and the various features including ground floor commercial use, entrance signs and building name.

Proposals and Context

The proposal is for x8 advertisements (x5 fascia signs and x3 projecting signs) situated on the site. Further detail of the proposed signage is included on the submitted plans, however an overview of the proposed signs is also included below:

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Sign Reference	Type of Sign	Content	Location	Size (WxHxD)
S1	Illuminated parapet mounted fascia sign	Illuminated Lettering	Southern elevation	750mm x 8300mm x 300mm
S2, S3, S4	3 x illuminated projecting retail signs	Logo / Lettering	Southern elevation	800mm x 200mm x 800mm
N1	Illuminated building fascia sign	Illuminated Lettering	Northern elevation	3450mm x 600mm x 75mm
N2	Refuse storage fascia sign	Logo	Northern elevation	280mm x 200mm x 50mm
E1	Illuminated entrance fascia sign	Lettering	East elevation	300mm x 1720mm x 75mm
E2	Building directory list and intercom fascia sign	Lettering	Eastern Elevation	1800mm x 600mm x 50mm

The indicative fixing details of all signs are on the cross-section plan accompanying the application submission (ref. 353 PD 1005 P2). The method of illumination for all the illuminated signs as noted will be internal LEDs within the signs with the illuminated faces being white opal Perspex. The colour of each of the aluminium elements of the signs will be black (RAL 9011) which is fully compliant and respective of the siting, and which complements the external features and design of the redevelopment of Neptune Mill. The maximum illumination level of all illuminated signs is 350cd/m2 and the signs will be illuminated from dusk to dawn.

The proposed signs range in size with some illuminated and some unlit. The majority of the signs serve a wayfinding point and will bring a sense of placemaking to the street frontage and immediate area. All of the signs have been sensitively designed in relation to the building's context as well as the wider context of the neighbouring Crusader Works buildings and uses sympathetic materials and colours.

Application Submission Documents

The application has been submitted online via the Planning Portal (PP-12173799) with the requisite planning fee of £196.00 (including £64 planning portal service charge). Alongside this covering letter, the following information has been submitted in support of the application:

- Application form, duly signed and dated;
- Site Location Plan – Ref. 353 PD 0001 P2
- Signage Location Plan - Ref. 353 PD 1001 P2
- Existing South Elevation – Ref. 353 CD 0008 P1
- Existing North Elevation – Ref. 353 CD 0009 P1

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- Existing East and West Elevations – Ref. 353 CD 0010 P1
- Signage Location Elevations – Ref. 353 PD 1002 P2
- Signage South Elevations – Ref. 353 PD 1003 P2
- Signage North and East Elevations – Ref. 353 PD 1004 P1
- Signage Cross Sections – Ref. 353 PD 1005 P2

Summary

In summary, this application seeks consent for the display of x8 advertisements at Neptune Mill, Chapeltown Street, Manchester, including both fascia and projecting signs and some with illumination.

I trust that the enclosed information will enable you to validate the submission as soon as possible. If you have any queries or require any further details, please do not hesitate to contact me.

Yours sincerely

Danny Cremen
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For and on behalf of Avison Young (UK) Limited