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19 May 2023

Dear Sir/Madam

Application for advertisement consent at Printworks Manchester on behalf of DTZ Investors

On behalf of our client, DTZ Investors, we have today submitted an application for advertisement consent at Printworks.

The application has been submitted via the Planning Portal (ref: PP-12175649), and the requisite application fee has been paid under separate cover.

The application specifically seeks advertisement consent for a series of proposed advertisements within the approved extent of the signage zones along Dantzic Street and Withy Grove/Corporation Street. The adverts have been designed specifically to respond to the latest marketing programme for Printworks, and provide marketing imagery to reflect the wider refurbishment project, which in turn seek to draw visitors into the leisure complex.

The following information is submitted to support this application:

- Application form;
- This covering letter
- Location Plan (ref: PL(0100) revision P1);
- Block Plan (ref: PL(0002) revision P1);
- Approved Elevations Dantzic Street (ref: PL(1001) revision P1);
- Approved Elevations Withy Grove (ref: PL(1002) revision P1);
- Proposed Signage Dantzic Street (ref: PL(2001) revision P1);
- Proposed Signage Withy Grove (ref: PL(2002) revision P1); and
- Printworks graphic panels brochure, produced by Harrison Fraser.

The proposed advertisements comply with the requirements of the approved signage strategy, which seeks to ensure the signage zones are uniformed and as such, sympathetic to the proposals' surroundings.

Various permissions have been granted at the Printworks to help facilitate the extensive refurbishment of the commercial facility. However, the detail of the signage as shown on the enclosed drawings was reserved for a later date, once the final graphics had been approved in accordance with the wider marketing strategy.

Our client is now in a position to seek approval of the specific design of these remaining advertisements. As such, the enclosed drawings show the proposed artwork for the Dantzic Street elevation and for the entrance on the corner of Corporation Street and Withy Grove. In this regard, the approved signage strategy allows for the landlord's window film to be provided at the corner of Corporation Street and Withy Grove, and for printed stretch fabric on Dantzic Street.

Full details of the proposal are included in the attached brochure from Harrison Fraser and on the architect's drawings. Importantly, the proposed advertisements subject to this current application are indicated by the red outlines on CDA's drawings.

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 faithfully



Heather Lindley-Clapp
Director