

16 May 2023

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

Dear David,

**Application for Advertisement Consent to display signage and imagery on illuminated projecting, canopy and fascia signs and non-illuminated advertisements on two billboards – Old Granada Studios, St John’s, Manchester.**

Please find enclosed an application for Express Advertisement Consent for the installation of illuminated advertisements in the form of illuminated canopy, fascia and projecting signs and non-illuminated advertisements on two billboards with interchangeable artwork at Old Granada Studios, St John’s, Manchester submitted by Mollie’s Motels Ltd (‘the Applicant’).

The Application seeks Express Advertisement Consent for the following:

*Installation of illuminated advertisements in the form of canopy, fascia and projecting signage as well as non-illuminated advertisements on two billboards with interchangeable artwork.*

## Site Location and Context

The site is located within the St. John’s Strategic Regeneration Framework (SRF) area and is bounded by Quay Street to the north, Atherton Street to the east, Grape Street to the south and Studio Boulevard to the west.

The site is also located within the Castlefield Conservation Area and lies opposite a Grade II Listed Building, the St Johns College of Further Education, which is currently being used as the Great John Street Hotel.

The site benefits from extant planning consent granted on 16 November 2020 for the part refurbishment and part redevelopment of Old Granada Studios in St John’s, Manchester (Ref: 127612/FO/2020 as amended by Ref. 130796/JO/2021 and 135968/JO/2023).

The refurbishment and part redevelopment of Old Granada Studios will create a unique mixed-use development within the heart of Manchester that includes:

- Mollie's / Soho House: hotel and associated food and beverage facilities, amenity space for hotel guests and Soho House members, including new a restaurant, rooftop bar and swimming pool on top of Granada House.
- Transmission: a new workspace comprising retail uses at ground and basement levels and office uses at floors 1 to 9. It will incorporate a mix of active retail uses at lower floors with new 589 sq. m. office floorplates across upper floors.
- Manchester Studios: film, TV and broadcast facilities with associated changes to access and external alterations; and
- Granada Cube Space: small workspaces in modular units located to the rear of the Studio 12.

The construction process is still underway at Old Granada Studios and is due for full completion by the end of 2023. Works to Transmission completed in December 2022.

The tenants are now seeking to make an application for express advertisement consent to agree details of external signage. They were agreed in principle through condition discharge (Ref. CDN/22/0338) in October 2022 in terms of scale, type, and location of external signage to be installed.

## Proposed Advertisements

For ease, the signs have been divided up into the two operations of the hotel and associated facilities along with the Cube Space banners to the rear. Each sign in each area is explained in detail within Table 1:

**Table 1: Dimensions and Metrics of Proposed Advertisement**

| Sign                              | Dimensions                  | Max Height and Projection                  | Illumination                                                                                                                    | Illuminance          | Materials                                                  |
|-----------------------------------|-----------------------------|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|----------------------|------------------------------------------------------------|
| <b>Mollies / Soho House</b>       |                             |                                            |                                                                                                                                 |                      |                                                            |
| <b>Canopy (Eastern Elevation)</b> | Length: 3780mm              | Max Height from Ground to Base: 4.2m       | RGBW colour changing LEDs, IP67 rated, housed in bespoke cut acrylic letter shapes. Fixing to structure is all as per drawings. | Maximum 950 cdl sq/m | Bracketwork from steel painted RAL Black/grey RAL 7021.    |
| <b>Sign 1</b>                     | Height: 713mm               | Max Projection from face of building: 6.8m |                                                                                                                                 |                      |                                                            |
|                                   | Depth: 110mm                |                                            |                                                                                                                                 |                      |                                                            |
|                                   | Max height of letters: 50cm |                                            |                                                                                                                                 |                      |                                                            |
|                                   |                             |                                            |                                                                                                                                 |                      | Letter backs and returns from aluminium painted internally |

| Sign                                                        | Dimensions                                                                                     | Max Height and Projection                                                                | Illumination                                                                                                                    | Illuminance            | Materials                                                                                                                                                                                                               |
|-------------------------------------------------------------|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                             |                                                                                                |                                                                                          |                                                                                                                                 |                        | Red RAL 3028, externally black/grey RAL 7021.<br><br>Front illuminated letters from red Altuglas acrylic.                                                                                                               |
| <b>Fascia (Eastern Elevation)</b><br><br><b>Sign 1a</b>     | Length: 871mm<br><br>Height: 900mm<br><br>Depth: 100mm<br><br>Max height of letters: 90cm      | Max Height from Ground to Base: 3.2m<br><br>Max Projection from face of building: 0.1m   | RGBW colour changing LEDs, IP67 rated, housed in bespoke cut acrylic letter shapes. Fixing to structure is all as per drawings. | Maximum 350 cdl sq/m   | Logo backs and returns from aluminium painted internally<br><br>and externally black/grey RAL 7021.<br><br>Front illuminated logo from red Altuglas acrylic.                                                            |
| <b>Projecting (Northern Elevation)</b><br><br><b>Sign 2</b> | Length: 1200mm<br><br>Height: 11000mm<br><br>Depth: 108mm<br><br>Max height of letters: 79.8cm | Max Height from Ground to Base: 14.6m<br><br>Max Projection from face of building: 1.29m | RGBW colour changing LEDs, IP67 rated, housed in bespoke cut acrylic letter shapes. Fixing to structure is all as per drawings. | Maximum 1,500 cdl sq/m | Bracketwork from steel painted RAL Black/grey 7021.<br><br>Backing panels from aluminium painted RAL black/grey 7021.<br><br>Letter backs and returns from aluminium painted internally<br><br>Red RAL 3028, externally |

| Sign                                                     | Dimensions                                                                                    | Max Height and Projection                                                              | Illumination                                                                                                                    | Illuminance            | Materials                                                                                                                                                                                                                                 |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                          |                                                                                               |                                                                                        |                                                                                                                                 |                        | black/grey RAL 7021.<br><br>Front illuminated letters from red Altuglas acrylic.                                                                                                                                                          |
| <b>Canopy (Northern Elevation)</b><br><br><b>Sign 4</b>  | Length: 6000mm<br><br>Height: 1052mm<br><br>Depth: 140mm<br><br>Max height of letters: 79.8cm | Max Height from Ground to Base: 2.6m<br><br>Max Projection from face of building: 3m   | RGBW colour changing LEDs, IP67 rated, housed in bespoke cut acrylic letter shapes. Fixing to structure is all as per drawings. | Maximum 1,500 cdl sq/m | Bracketwork from steel painted RAL Black/grey RAL 7021.<br><br>Letter backs and returns from aluminium painted internally<br><br>Red RAL 3028, externally black/grey RAL 7021.<br><br>Front illuminated letters from red Altuglas acrylic |
| <b>Fascia (Northern Elevation)</b><br><br><b>Sign 4a</b> | Length: 871mm<br><br>Height: 900mm<br><br>Depth: 110mm<br><br>Max height of letters: 90cm     | Max Height from Ground to Base: 7.5m<br><br>Max Projection from face of building: 0.1m | RGBW colour changing LEDs, IP67 rated, housed in bespoke cut acrylic letter shapes. Fixing to structure is all as per drawings. | Maximum 350 cdl sq/m   | Logo backs and returns from aluminium painted internally<br><br>and externally black/grey RAL 7021.<br><br>Front illuminated logo from red Altuglas acrylic.                                                                              |

| Sign                                           | Dimensions                                                                    | Max Height and Projection                                                            | Illumination    | Illuminance | Materials                                             |
|------------------------------------------------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------|-------------|-------------------------------------------------------|
| Granada Cube Space                             |                                                                               |                                                                                      |                 |             |                                                       |
| <b>Fascia / Billboard (Northern Elevation)</b> | Length: 4880mm<br>Height: 13000mm<br>Depth: 5mm<br>Max height of letters: N/A | Max Height from Ground to Base: 0.37m<br>Max Projection from face of building: 0.05m | Non-illuminated | N/A         | Large-scale super graphic – printed rigid PVC panels. |
| <b>Fascia / Billboard (Western Elevation)</b>  | Length: 4880mm<br>Height: 13000mm<br>Depth: 5mm<br>Max height of letters: N/A | Max Height from Ground to Base: 0.37m<br>Max Projection from face of building: 0.05m | Non-illuminated | N/A         | Large-scale super graphic – printed rigid PVC panels. |
| <b>Projecting (Western Elevation)</b>          | Length: 600mm<br>Height: 3000mm<br>Depth: 75mm<br>Max height of letters: N/A  | Max Height from Ground to Base: 2.6m<br>Max Projection from face of building: 0.075m | Non-illuminated | N/A         | PPC Metal Flag Signage                                |

Images of each sign are contained within Appendix 1 (Figures 1 and 2) to this letter for completeness, alongside full scaled drawings submitted with this Application.

## **Planning Practice Guidance ('live' document)**

The Planning Practice Guidance (PPG) provides 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: 06 03 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: 06 03 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: 06 03 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.

## **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 (UPD), a number of policies were 'saved' in 2012 and remain in effect today. 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 assessing 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.'*

## Compliance with Planning Policy and Guidance

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

### Appropriateness for Setting / Design

The proposed signage will be erected upon Old Granada Studios within St. John's. It aims to be a best-in-class commercial regeneration area with signage and wayfinding to complement that ambition. From a visual perspective, this area is contemporary with a modern, high quality and cohesive approach.

As such, the proposed signage will sit comfortably within this modern and contemporary setting with full consideration to its surroundings regarding scale, materials, and siting. Some of the advertisements will be located on the northern elevation of Old Granada Studios to help provide a visual marker along Quay Street.

The high-quality signage for the hotel is in line with the signage strategy agreed by way of condition (Ref. CDN/22/0338). It is considered that the proposed advertisements are appropriately designed and are suitable for the location.

## Public Safety and Local Amenity

The construction and installation of the proposed signage will take place with reference to the latest best practice. The signage proposed on the northern elevation will be intentionally visible from the north entrance to Enterprise City as a means of identification and wayfinding.

The location and illumination of these have been supported as part of the condition discharge application approved in October 2022 (Ref. CDN/22/0338) and are considered appropriate. The nature of illumination is proportionate for the location near to the highway and would not be distracting or cause safety issues to road users.

The projecting signage is above ground level and will be out of reach, with the letters individually secured to the elevation. It is therefore considered that the signage will not adversely impact public safety and amenity within the area.

## Summary

The proposed signage are of a suitable scale and form, and have no adverse effect on local character, amenity, or safety. The proposed signage will act to improve wayfinding across the Enterprise City, supporting St John's as a key destination.

Therefore, the proposals 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.

## Submission

The Application comprises this letter and the following:

- Completed Application Form and Certificates, prepared by Deloitte;
- Cube Space Proposed Signage Elevation (22-049-SI-01 Rev P1 and 22-049-SI-02 Rev P1), prepared by Allied London; and
- Mollie's Manchester Signage Design Pack, prepared by Mollie's Motels Ltd.

The Application has been submitted via the Planning Portal (Ref. PP-12101808) alongside the requisite Application Fee of £132.00 and associated administrative fee 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 colleague Cameron Radford ([cameronradford@deloitte.co.uk](mailto:cameronradford@deloitte.co.uk) / +44 161 455 6768) if you have any questions or require any further information.

Yours sincerely

*Deloitte LLP*

Deloitte LLP

Figure 1 – Proposed Signage at the Cube Space

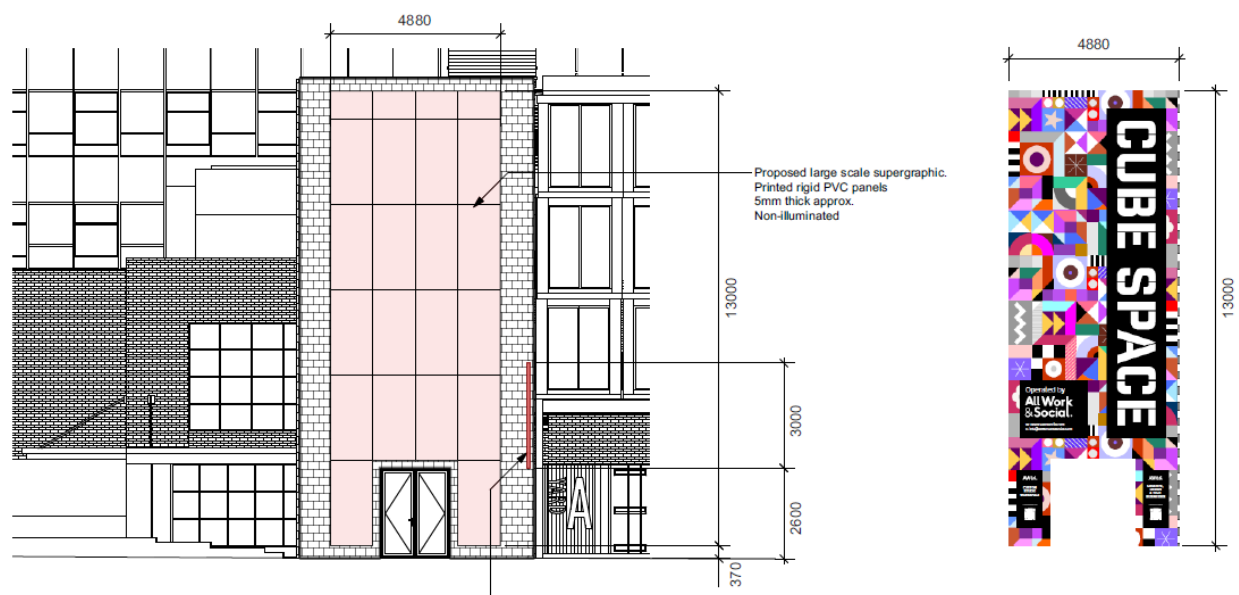


Figure 2 – Proposed Signage at Mollie’s Motel

