

20 June 2022
L 220620- SAV Cover Letter

The Savills logo consists of the word "savills" in a red, lowercase, sans-serif font, positioned on a yellow rectangular background.

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SUBMITTED VIA PLANNING PORTAL REF: PP-11322195

Dear Sir or Madam

**SECTION 220 OF THE TOWN AND COUNTRY PLANNING ACT (1990) AS AMENDED
APPLICATION FOR ADVERTISEMENT CONSENT
THE HIVE, 51 LEVER STREET, MANCHESTER, M1 1FN
GROSVENOR OEI LIMITED**

We write on behalf of our client, Grosvenor OEI Limited, to apply for advertisement consent for signage on the elevations of The Hive at 51 Lever Street in Manchester.

In accordance with the Town and Country Planning (Development Management Procedure) Order 2015, the application comprises the following documents:

- The completed application forms;
- This covering letter;
- The following drawings:
 - Ref: 2125-INC-EX-XXX-DR-I-00-1001 – ‘Site Location Plan’;
 - Ref: 2125-INC-EX-XXX-DR-I-70-1001 – ‘Signage Location Plan’;
 - Ref: 2125-INC-EX-XXX-DR-I-00-4001 – ‘Existing Lever Street Elevation’;
 - Ref: 2125-INC-EX-XXX-DR-I-00-4002 – ‘Existing Faraday Street Elevation’;
 - Ref: 2125-INC-EX-XXX-DR-I-00-4003 – ‘Existing Warwick Street Elevation’;
 - Ref: 2125-INC-EX-XXX-DR-I-70-3001 – Existing Section A’;
 - Ref: 2125-INC-EX-XXX-DR-I-00-4005 – ‘Proposed Faraday Street Elevation’;
 - Ref: 2125-INC-EX-XXX-DR-I-00-4006 – ‘Proposed Warwick Street Elevation’;
 - Ref: 2125-INC-EX-XXX-DR-I-00-4004 – ‘Proposed Lever Street Elevation’; and
 - Ref: 2125-INC-EX-XXX-DR-I-70-3002 – ‘Proposed Section A’.

The application has been submitted electronically via the Planning Portal website (**PP-11322195**). The relevant application fee of £132.00 has also been made electronically.

The Application Site

The application site comprises The Hive, a 79,000 sq.ft Grade A office building in the heart of the Northern Quarter. The Hive comprises a hub for creative and tech businesses, and is arranged across six floors.

The extent of the application site is illustrated on the drawings submitted as part of this application.

Proposed Adverts

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East..

Savills (UK) Limited. Chartered Surveyors. Regulated by RICS. A subsidiary of Savills plc. Registered in England No. 2605138.
Registered office: 33 Margaret Street, London, W1G 0JD



This application seeks advertisement consent for signage to be displayed on the elevations of The Hive building. Full detail of the proposed signs are illustrated on the drawings submitted as part of this application, and summarised below:

ES02 (Shopfront):

- The dimensions of the sign will be: 1915mm (height) x 2950 mm (width) x 100mm (depth)
- The sign will comprise rimless letters on a ladder frame reading 'The Hive'
- The letters are to be internally illuminated using static white LED letters (max 300 cd/m²)
- The maximum height of any letter will be 550mm

ES03 (Bus Stop Signs)

- The dimensions of the signs will be 475 mm (height) x 140 mm (width) x 740 mm (depth)
- The signs will comprise a mini lightbox with new branding 'The Hive' to be housed within the body of the existing double-sided glass fronted projecting sign
- The signs will be internally illuminated (max 300 cd/m²)

ES05 (The Hive individual letters)

- The dimensions of the sign will be 2460 mm (height) x 385 mm (width) x 20 mm (depth)
- The sign will comprise 20mm thick laser cut acrylic individual letters reading 'The Hive'
- The maximum height of any letter will be 500mm

ES09 (The Arcade and arrow individual letters)

- The dimensions of the sign will be 3280 mm (height) x 295 mm (width) x 20mm (depth)
- The sign will comprise 20mm thick laser cut acrylic individual letters reading 'The Arcade'
- The maximum height of any letter will be 300mm

ES02A (Shopfront- The Hive rimless letters on ladder frame)

- The dimensions of the sign will be 1915mm (height) x 1615 mm (width) x 100 mm (depth)
- The sign will comprise 2.5mm built up rimless aluminium letters reading 'The Hive' with opal acrylic faces
- The maximum height of any letter will be 300mm
- The sign will be internally illuminated using static white LED letters (max 300 cd/m²)

Assessment of Proposed Signage

The National Planning Policy Framework ('NPPF') and The Town and Country Planning (Control of Advertisements) Regulations 2007 permit local authorities to only consider amenity and public safety matters when determining applications for Advertisement Consent.

Amenity

Issues of amenity tend to centre both on the harm of advertisements, as a result of their scale, location and illumination on the residential amenity of nearby residential dwellings. Other considerations may include whether the proposals cause visual clutter that is out of character with the host building or wider setting.

As noted above, the application site is located within an established commercial area. The proposed signage is consistent with the primary commercial function of the application site and wider site, and is also consistent with the scale of development and existing signage in the immediate locality.

The proposed signage will not be visible from any residential properties. There will therefore be no impact on residential amenity as a result of the proposed signage.

Public Safety

The proposed advertisements in terms of appearance, colour, size and distance from the public highway is not considered to compromise the safe use of the public highway.

As above, the proposed signage is located on 'The Hive' building and is entirely related to the operation of that business. As such, we consider the proposed advertisements to be non-contentious with relation to the requirement to protect public safety. Furthermore, the proposed advertisements lie in keeping with the surrounding nature of the area, which comprises a predominantly commercial area.

Summary

The application seeks advertisement consent for signage on the elevations of The Hive building in Manchester City Centre.

Neither signage style nor the entire proposal when taken as a whole will have a negative impact on public safety, or amenity.

This cover letter has considered the proposed advertisements against guidance set out in the NPPF, concluding that the proposals will be compliant with this policy document.

We trust the information provided above and within the enclosed documents are sufficient for the Council to register and consider the application. We will endeavour to contact you within the next few days to establish your timetable for decision making.

Should you require any clarification or additional information, please do not hesitate to contact Katie Parfett or Brad Wiseman at these offices.

Yours faithfully

A handwritten signature in black ink, appearing to read "Savills", written in a cursive, stylized script.

Savills (UK) Limited
Planning