

Jennifer Atkinson
Planning
Manchester City Council
Town Hall Extension
Manchester
M60 2LA

16 December 2025

Dear Jennifer,

**ADVERTISING CONSENT APPLICATION FOR NEW SIGNAGE AT CASTLEFIELD HOUSE, LIVERPOOL ROAD
PLANNING PORTAL REF: PP-14567449**

On behalf of the applicant (Castlefield House Properties Limited), we hereby submit an application to display an advertisement consent at Castlefield House, Liverpool Road, M3 4SB. This submission aligns with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

This advertisement application follows planning application ref 141586/FO/2024 which was approved on 4th March 2025 for exterior alterations to elevations and public realm improvements to Castlefield House, and the wider emerging Campfields Campus, which comprises the two listed market halls and Castlefield House which sits between them.

Taken together, they will comprise a workspace development of offices, a technology incubator hub, recording studios and events space. The signage is of the utmost importance:

- in making known the new function of Castlefield House;
- in highlighting its role within the Campfield campus;
- in attracting a new generation to participate in and enjoy the spaces offered;
- in highlighting the key access point into the building; and
- in ensuring ease of access for all.

Please note, the applicant requires the signage to remain permanently as the signage is complementary to the site's use and functionality. We therefore request that consent is granted for a minimum of five years, and for the advertisements to continue to be displayed under Class 14 deemed consent, for all year-round use. Signage will be regularly maintained.

Additionally, the signage included within this submission has been subject to pre-application dialogue with officers and reflects advice received through that process.

Planning History

Planning consent was granted on 4th March 2025 for the following:

Exterior alterations to elevations and public realm improvements, including alterations to parking at Castlefield House

This follows earlier consents relating to the change of use of the former market halls.

Proposed Development

The application seeks advertisement consent to display the following:

1. New Large Format Signage (West Elevation)
2. New Entrance Door Signage (Liverpool Road Entrance)
3. New Lamp-Post Banners (Liverpool Road Public Realm)

Large Format Sign

The large-format signage to the west elevation will say 'CAMPFIELD' and attached to the west elevation of the building. The individual letters will be 1200mm high and the overall size of the signage will be 1.2m x 9.3m.

The letters will be extruded/3D black aluminium letters (RAL 9005) with white frosted plastic diffuser to the front faces. They will project 120mm from the face of the building. Each letter will be internally illuminated, and the font used is 'Cubano Sharp'.

Please refer to 'Castlefield House Signage – Rev C' (page 6) dated September 2025 for further information.

Entrance Door Signage

The signage above the main building entrance on the south elevation will say 'CASTLEFIELD HOUSE'. The individual letters will be 160mm high and the overall size of the lettering will be 1350 x 370mm. The letters will be white vinyl letters mounted on a matte black panel (530 x 2200mm). The signage is not illuminated, and the font used is Cubano Sharp.

Please refer to 'Castlefield House Signage – Rev C' (page 8) dated September 2025 for further information.

Lamp-Post Banners

The signage on the lamp-post banners will say 'CAMPFIELD CAMPUS'. The individual letters will be 150mm high and the overall size of the lettering will be 1200 x 385mm. The letters will be black, on a white banner (500 x 1600mm). The font used is Cubano Sharp.

Please refer to 'Castlefield House Signage – Rev C' (page 10) dated September 2025 for further information.

Signage Strategy

In formulating the strategy, a balanced approach has been taken, and the building signage has been pared back than what was originally proposed. The proposed strategy provides clear wayfinding to those coming from both westerly and south-easterly directions, with the large format sign making clear to people that Castlefield House forms part of the wider 'Campfields Campus.' The entrance door sign is important for identification purposes, and the lamp-post banners assert the building's presence to those passing by, particularly those making use of the other Campfields buildings. For this reason, the banners and the large format sign to the building's side elevation both read 'Campfield'. The sign over the building entrance reads 'Castlefield House'.

The only illuminated sign is the signage to the building's western elevation. The letters will be internally illuminated and the proposed maximum lux level will be 300 cd/m2.

The submitted plans and 'Castlefield House Signage – Rev C' provide further details of materials, placement, colours and letter size.

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Regulation 3 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the development plan and other relevant factors insofar as they are material.

Amenity

Amenity is understood to relate principally to visual impact, and is specific to its location. The signage approach is sufficient to highlight the role of the building and to tie it together with its neighbours. This is vital if the city is to reap the full benefits of this 'best in class' workspace campus. The economic and social benefits have been demonstrated to be highly significant for the city centre and the wider region.

By supporting the building's new role as part of the wider Campfield campus and advertising its function, the proposals will support the locality and enhance the environment. In this way, they will contribute modestly to the vibrancy and amenity of this part of the city centre.

There is a modest level of internal illumination to the signage on the building's western elevation. This is necessary to highlight the building's presence particularly on short winter days when darkness draws in while people are still going about their working day. The level of lighting is sufficient to highlight the building and provide a sense of the activity within.

The closest residential dwelling is at an oblique angle from the signage at a distance of approximately 44m. No negative impact on amenity is anticipated.

Heritage and Townscape Impact

The building is located within the Castlefield Conservation Area and within the setting of several listed buildings, principally the Grade II listed Campfield former market halls.

Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires decision-makers to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest which it possesses. Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires decision-makers to pay special attention to the desirability of preserving or enhancing the character or appearance of the area.

The assessment instructed by the applicant in relation to the consented improvement works to Castlefield House found that the building made a negative contribution to the Conservation Area and to the setting of nearby heritage assets. Its sensitive redecoration and the removal of visual clutter was found to have a minor positive impact on the relevant heritage assets. Incorporation of large format signage to the western elevation was found fully acceptable as part of these proposals.

The proposed signage is a proportionate and sensitive response to the challenges of grouping together the Campfield campus while avoiding clutter or distraction within the setting of the listed building and the Conservation Area. It strikes the correct balance and will attract potential users to the building whilst upholding the high-quality aspects of the existing townscape.

The relevant heritage assets and their significance will be preserved in line with the legislative requirements, the NPPF and local policies. No harm will be caused. The proposal thereby complies with local and national policy. There are no grounds to refuse consent on the basis of heritage impact.

Public Safety

There are no implications for public safety. The signs have been designed to highlight the presence and function of the building in a noticeable yet appropriate manner. They are in proportion to the building and are not distracting in any way. There will be no negative implications for passing traffic nor for any other party. The proposals are fully suitable in relation to their impact on public safety.

Conclusion

This letter has been prepared on behalf of Castlefield House Properties Limited, to support an advertisement consent application at Castlefield House, Liverpool Road, M3 4SB.

The proposed advertising scheme has been shown to align with the relevant policy and legislation, and to assist in the delivery of a scheme which will have great benefit for the city, whilst causing no harm to heritage assets, their settings or significance.

I trust the submitted application is satisfactory and I look forward to acknowledgement of its receipt. Should you wish to discuss the proposals or have any queries please do not hesitate to contact me.



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Yours sincerely,



Phoebe Threlfall
Associate Director