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10 July 2026

Planning Department
Manchester City Council
PO Box 532
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FAO Jack Naven

Dear Jack,

**Sandra Burslem Building, Manchester Metropolitan University, Lower Ormond Street, Manchester – Advertisement Consent Application for the Installation of External Signage**

Please find enclosed an application (the "Application") submitted under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (hereafter referred to as the 'Advertising Regulations'). This Application is submitted by Manchester Metropolitan University (the "Applicant").

The Application is for Advertisement Consent comprising the replacement of the existing MMU vinyl signage located on the upper glazed plant room sections of both the north and south elevations with new non-illuminated corporate branding. Further details are provided under the "Proposed Advertisements" section of this Letter.

## The Site

The Sandra Burslem Building is located within Manchester Metropolitan University's All Saints Campus, immediately south of Trinity Way and within a prominent gateway location on the northern edge of the University estate (see Figure 1). The building occupies a highly visible position within the campus and forms part of a wider cluster of University buildings including the Business School, All Saints Building, John Dalton Building, and the future new library.

The surrounding area is characterised by large-scale educational buildings, associated campus facilities, public realm spaces and strategic transport infrastructure. Trinity Way forms a major vehicular route to the north, providing extensive views of the upper parts of the building, whilst Oxford Road is located to the east and acts as a principal movement corridor through the city. The site lies within an established urban environment where signage and institutional branding are commonplace features associated with the university campus.

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As a key campus building situated at an important arrival point, the Sandra Burslem Building contributes to the identity and legibility of the wider University estate, particularly when viewed from surrounding roads and pedestrian routes.

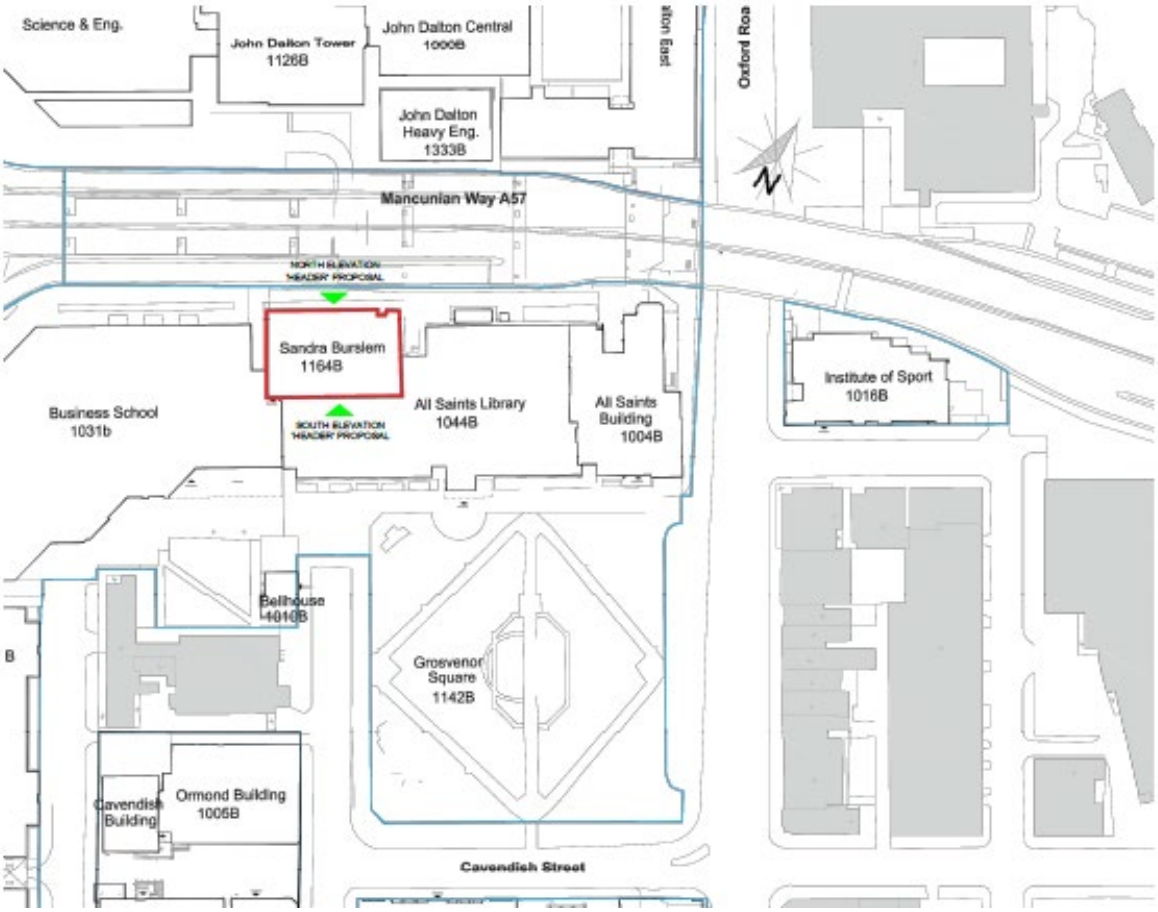


Figure 1: Site Location Plan

The existing signage on the Sandra Burslem Building currently comprises non-illuminated light blue vinyl "MMU" lettering measuring approximately 4,000mm wide by 1,100mm high, applied to reverse-decorated glazing incorporating teal-coloured vinyl. The proposals will remove this outdated branding while retaining the overall appearance of the glazed plant room enclosure.

## Background

Manchester Metropolitan University is pursuing a long-term programme of estate investment and improvement aligned with its "Road to 2030" Strategy. This Strategy seeks to enhance the student experience, improve accessibility and connectivity across the campus, and create a coherent civic university environment through new development, refurbishment projects, public realm enhancements and conservation initiatives.

As part of this programme, the Applicant undertook a comprehensive review of its campus signage and wayfinding strategy. The review identified several issues, including inconsistent signage design, poor visibility at key gateways, weak campus identity, outdated branding, inadequate wayfinding and a lack of coherent visual connection between different parts of the estate.

In response, the Applicant developed a programme of signage improvements intended to create a unified and recognisable brand presence throughout the campus. The Sandra Burslem Building forms one element of the wider building entrance signage project, which seeks to update both existing and new campus buildings in accordance with the Applicant's current branding and wayfinding standards.

## Pre-Application Consultation

A previous signage proposal was submitted in 2025 (142168/AO/2025) but subsequently withdrawn following comments from the Local Planning Authority (LPA). The Council's main concerns related to the appearance and fixing method of the proposed signage. The current proposals adopt a revised approach which retains the majority of the existing glazed façade and introduces new aluminium-built lettering and logo elements fixed to carrier rails, thereby reducing alteration to the existing building envelope, whilst achieving the Applicant's branding objectives.

Pre-application engagement took place with the LPA's planning officer via virtual meetings and emails over several months in 2026. Following a brief exchange on 25 and 30 June 2026, the case officer advised that the proposals represent a significant improvement over the existing signage and result in a higher-quality solution more befitting the Applicant's and the building's prominent location on a major arterial route into the city.

## Proposed Advertisements

The application therefore seeks advertisement consent for two identical non-illuminated signs located at high level on the north and south elevations of the Sandra Burslem Building. Both advertisements are positioned within the glazed plant room enclosure at roof level.

The proposed advertisements (see figure 2) will comprise:

- A non-illuminated "Manchester Metropolitan University" logo and lettering.
- Built-up aluminium letters and logo elements mounted to colour-matched aluminium carrier rails.
- Carrier rails fixed directly to the existing curtain wall mullions.
- Replacement of six existing glazed panels (three on each elevation) containing the current logo with matching reverse-decorated glazed panels.
- Retention of the existing teal-coloured glazing appearance across the wider plant room enclosure.
- No internal or external illumination.

The proposed sign specifications are:

- Overall sign width: approximately 8,500mm.
- Overall sign height: approximately 3,000mm.
- Lettering depth: approximately 125mm.
- Aluminium letters finished in RAL 9003 (white).

- Carrier rails finished in a teal colour to match the existing façade treatment.
- No illumination.




Figure 2: Advertisement Proposal

## Planning Policy Considerations

This Section sets out the key legislative requirements, local planning policies and material considerations for the Proposed Advertisement.

Legislative Requirements

Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires all advertisements to be installed subject to the following conditions:

- No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
- No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
- Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
- Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
- If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

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Relevant Planning Policy Documents and Material Considerations

- National Planning Policy Framework (NPPF) (2024, with minor updates introduced in February 2025).
- National Design Guide (2019)
- Places for Everyone Plan (2024).
- Manchester Core Strategy (2012) and addendum (2024).
- Saved policies of the Unitary Development Plan (UDP) (2006).
- Draft Manchester Local Plan (2025)[1].

Relevant Planning Policies and Material Considerations

Paragraph 141 of the NPPF notes the importance of the quality and design of advertisements in affecting the quality and character of places, with emphasis on the impact of advertisements on amenity and public safety.

Manchester Core Strategy Policy DM1 'Development Management' states that development proposals should have regard to appropriate siting, layout, scale, form, massing, materials and details, considering the surrounding context, character of the area and impact of the proposals.

Manchester Core Strategy Policy SP1 'Spatial Principles' states that development in all parts of the City should make a positive contribution to neighbourhoods through the creation of well-designed places that enhance or create character whilst protecting the built environment.

UDP saved Policy DC15 'Advertisements, Hoardings and Posters' states that applications for advertisement consent should have consideration for the safety and amenity of the public. Proposals should not harm the character or architectural features of a building and should be in scale with the locality and relevant building. Proposed advertisements should be unobtrusive and should not adversely affect traffic flow or public safety.

Draft Manchester Local Plan Policy DM6 'Advertisements' states that advertisements attached to buildings must comply with the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, with a primary focus on maintaining amenity and ensuring public safety.

Compliance with Planning Policy and Guidance, and Legislation

Design Quality and Suitability of the Setting

The Sandra Burslem Building occupies a prominent position within the Applicant's All Saints Campus and is highly visible from surrounding streets and key approaches to the University estate. The building forms an important part of the campus environment and acts as a significant landmark within the wider educational quarter.

[1] The Draft Manchester Local Plan (2025) completed its Regulation 18 consultation at the time this Letter is written. Given its current status as draft, it is of limited weight as a material consideration.

The proposed advertisements form part of a wider programme of signage improvements across the University estate, which has been developed to address inconsistencies in branding, strengthen campus identity and improve wayfinding. The proposals will replace outdated vinyl signage with a more contemporary, high-quality solution that aligns with the University's current branding guidelines.

The advertisements have been carefully integrated into the existing architecture by utilising the upper glazed plant room enclosure, retaining the majority of the existing glazing and introducing built-up aluminium letters fixed to colour-matched carrier rails. The design respects the proportions and composition of the host building whilst providing a more legible and coherent visual identity.

The proposed scale, materials and colour palette have been selected to ensure the signage is clearly visible from key viewing locations while remaining appropriate to the scale and architectural character of the building. The proposals therefore represent a high-quality design response that will enhance the appearance of the building and contribute positively to the wider campus environment.

### Public Safety and Amenity

The proposed advertisements will not adversely affect public safety. The signage is located at high level on the building façade and will not obstruct pedestrian movement, reduce visibility for road users or interfere with any transport infrastructure. The position and design of the advertisements ensure that they function solely as building identification and campus branding.

As the signage is non-illuminated, it will not create glare, distraction or light pollution. The advertisements are therefore considered to have no adverse impact on highway safety or residential amenity. Furthermore, the use of robust materials will ensure that the advertisements remain visually attractive and structurally sound over time.

The proposals are also supported by pre-application engagement with MCC, which confirmed that the revised signage represents a significant improvement over the existing arrangements and provides a higher-quality solution befitting the University's prominent location and status.

### Summary

The proposed advertisements have been designed to deliver a high-quality, contemporary branding solution for the Sandra Burslem Building whilst respecting the architectural character of the host building and its wider campus setting. The proposals will enhance the legibility of the Applicant’s estate, improve campus identity and contribute positively to visual amenity without giving rise to any public safety concerns. Accordingly, the application complies with the Advertisement Regulations and relevant national and local planning policy.

In addition to this Covering Letter, the Application also comprises the following supporting information:

- Application Form prepared by Deloitte.
- Site Location Plan (25-003-BSA-XX-XX-D-A-1000 – A) prepared by Bowker Sadler.
- Existing and Proposed Elevations (North & South Facing) (25-003-BSA-XX-XX-D-A-1001 – C) prepared by Bowker Sadler.

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- Existing and Proposed Elevations (East & West Facing) (25-003-BSA-XX-XX-D-A-1002-C) prepared by Bowker Sadler.
- Design and Access Statement (25-003 – DA-01) prepared by Bowker Sadler.
- Design Proposal (PLN 03) prepared by Ascot.

This Application is submitted via the Planning Portal under reference: PP-15074016.

A fee of £174 has been paid to Manchester City Council, in addition to Planning Portal administrative fees of £91, in respect of the requisite application fee.

We would be grateful if you could notify us of validation of the Application. Please do not hesitate to contact my colleague [redacted] at [redacted] or on [redacted]

Yours sincerely

[redacted]

For Deloitte LLP
Encl.