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7 August 2026

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

FAO Lucy Harrisson
Dear Lucy

**Application for Advertisement Consent to display externally mounted illuminated sign– Old Granada Studios, St John's, Manchester.**

Please find enclosed an application for Express Advertisement Consent for the installation of externally mounted illuminated sign 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 one internally illuminated wall-mounted sign on the northern elevation"***

**Site Location and Context**

The Site comprises part of the approved Old Granada Studios development within the St John's neighbourhood of Manchester. The proposed advertisement would be positioned on the northern elevation of the building, on the corner wall below the entrance canopy facing New Quay Street. It would provide identification and wayfinding for Studio IV, a bar and hospitality venue within Mollie's Hotel development.

The sign occupies a prominent position within a predominantly commercial environment and would be visible from Quay Street, New Quay Street and Gartside Street, together with the surrounding St John's neighbourhood. The proposal is intended to provide clear identification for Studio IV and assist visitor wayfinding within the wider Old Granada Studios development.

The Site is located within the St. John's Strategic Regeneration Framework (SRF) area and also within the Castlefield Conservation Area.

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The proposal relates to the wider approved Old Granada Studios development, which was granted planning permission under application ref. 127612/FO/2020, as subsequently amended by applications ref. 130796/JO/2021, 135968/JO/2023 and 138820/JO/2023. A signage strategy for the development was approved pursuant to Condition Discharge application ref. CDN/22/0338, and the proposed sign accords with the principles established through that approved strategy.

**Proposed Advertisements**

The proposed advertisement comprises a single internally illuminated wall-mounted sign mounted on an aluminium backing tray and fixed to the northern elevation of Old Granada Studios. The sign has been designed to accommodate the as-built cladding arrangement, allowing it to sit forward of an existing cladding fin whilst maintaining a modest overall scale and projection. The proposed sign comprises:

Table 1- Dimensions and Metrics of Proposed Advertisement

| Sign | Dimensions | Max Height and Projection | Illumination | Illuminance | Materials |
|---|---|---|---|---|---|
| **Mollies / Soho House** | | | | | |
| **Wall Mounted Sign (Northern Elevation)**<br><br>**Studio IV External Sign** | <u>Logo element</u><br><br>Width: 980mm<br><br>Height: 760mm<br><br>Depth: 40mm (10mm black acrylic letterform, 30mm translucent opal acrylic backing section)<br><br><u>Aluminium backing tray</u> measuring 1100mm (width) x | Max Height from Ground to Base: 1.79m<br><br>Max Projection from face of building: 121mm (including spacer supports) | Internally illuminated by embedded LEDs. Face and edge of lettering illuminated with cool white 6500K LEDs. | Maximum 300 cdl sq/m<br><br>The sign will feature a frosted opal diffuser, resulting in a low level of illumination and a reduced visual impact. | Built-up premium 10mm black acrylic letterforms with 30mm translucent opal acrylic backing section. This is mounted on a fabricated aluminium backing tray (1100mm x 900mm) with 30mm returns.<br><br>Concealed mechanical screw fixings with spacer supports fixed through the |

| Sign | Dimensions | Max Height and Projection | Illumination | Illuminance | Materials |
|---|---|---|---|---|---|
| | 900mm (height) x 30mm (depth)<br><br>Max height of letters: 760mm | | | | cladding system.<br><br>Black gloss letterforms with illuminated opal acrylic backing section. Backing tray finished in RAL 9005 Black |

An image of the proposed sign is provided within Appendix 1 (Figure 1) for ease of reference, alongside the full scaled drawings submitted in support of this Application.

The sign is proposed on the external elevation facing Atherton Street and Quay Street and is intended to provide identification and wayfinding for Studio IV. The location of the proposed sign is shown within Appendix 1 (Figure 2) and on the submitted External Signage Strategy drawing.

The submitted Proposed Signage Strategy (*doc ref: 11700.1 Mollies Hotel Internals - LGF & GF P02*) provides plan, elevation and sectional drawings illustrating the sign's relationship with the building façade and entrance canopy, together with details of the proposed fixing arrangement and the as-built cladding finish.

**Planning Practice Guidance**

The Planning Practice Guidance (PPG) advises that applications for Advertisement Consent should be assessed having regard to the effects of the proposed advertisement on amenity and public safety. In considering amenity, regard should be had to the character of the surrounding area and whether the proposed advertisement is appropriate to its setting. In terms of public safety, advertisements should not prejudice highway safety, obstruct visibility, or cause distraction to road users.

**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 two key considerations for the proposed advertisement: its impact on amenity and its implications for public safety.

### Appropriateness for Setting and Design

The proposed advertisement comprises a single wall-mounted illuminated sign located on the external northern elevation of Old Granada Studios within the St John's neighbourhood of Manchester. The sign comprises black acrylic lettering with an illuminated opal acrylic backing section mounted on an aluminium backing tray. The tray has been designed to accommodate the as-built cladding arrangement whilst ensuring the sign remains subordinate to the host building and does not detract from its architectural composition. The scale, materials and limited projection ensure that the sign remains subordinate to the host building and does not detract from its architectural composition. The signage is also in in line with the signage strategy agreed by way of condition discharge application ref. CDN/22/0338.

The proposal would provide clear identification and wayfinding for Studio IV and would not interfere with the operation or use of the building. Given its modest dimensions and discreet siting below the entrance canopy, the sign is proportionate to both Old Granada Studio and the surrounding St Johns area.

The Site is located within the Castlefield Conservation Area. However, the proposed sign is modest in scale, integrated into the contemporary design of the approved development and intended solely for identification and wayfinding purposes. As such, the proposal would preserve the character and appearance of the conservation area and would not result in harm to visual amenity.

It is therefore considered that the proposed advertisement is appropriately designed and is suitable for its location.

### Public Safety and Local Amenity

The proposed sign will be securely fixed to the building façade using concealed mechanical fixings and installed in accordance with relevant industry best practice. The sign is intended to provide building identification and wayfinding and does not incorporate any moving, flashing or intermittently illuminated elements. 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.

Illumination would be provided through internally mounted LEDs and diffused through an opal acrylic backing section. The maximum luminance would not exceed 300 cd/$m^2$, resulting in a low level of illumination and reducing the potential for glare or visual intrusion. The illumination is static, internally contained and proportionate to the surrounding built environment.

The proposal would not obstruct pedestrian movement, interfere with highway signage or visibility, or otherwise prejudice the safe operation of the surrounding highway network. Owing to its limited scale, limited projection and identification function, the sign would not be unduly distracting to road users. It is therefore considered that the proposal would not adversely affect public safety.

**Summary**

The proposed signage is proportionate to Old Granada Studio and the surrounding built environment, preserves visual amenity and the character and appearance of the Castlefield Conservation Area, and would not adversely affect public 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**

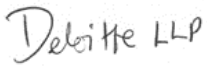
The Application comprises this letter and the following:

- Completed Application Form, prepared by Deloitte;
- External Signage Strategy (doc ref: 240094-3DR-ZZ-XX-DR-A-71600P02), prepared by 3D Reid;
- Mollie's Proposed Signage Strategy (doc ref: 11700.1 Mollies Hotel Internals - LGF & GF P02), prepared by Ascot including updated plan, elevation and sectional drawings.

The Application has been submitted via the Planning Portal (Ref. PP-15120749) alongside the requisite Application Fee of £265.00 (including associated administrative fee of £91). We trust that you have all the information you need to validate the Application, and we look forward to receiving written confirmation of its registration.

Please do not hesitate to contact my colleagues Rachel Poole (rpoole@deloitte.co.uk/ +44 161 455 6272) or Ragini Dutta (raginidutta@deloitte.co.uk / +44 7900 765494) if you have any questions or require any further information.

Yours sincerely




Deloitte

# Appendix A

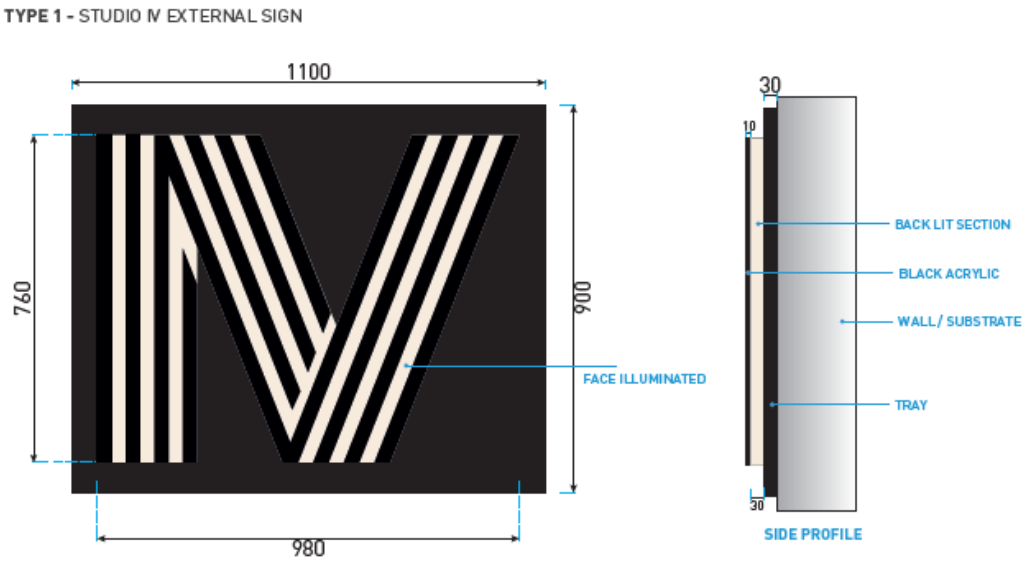



Figure 1- Proposed Signage

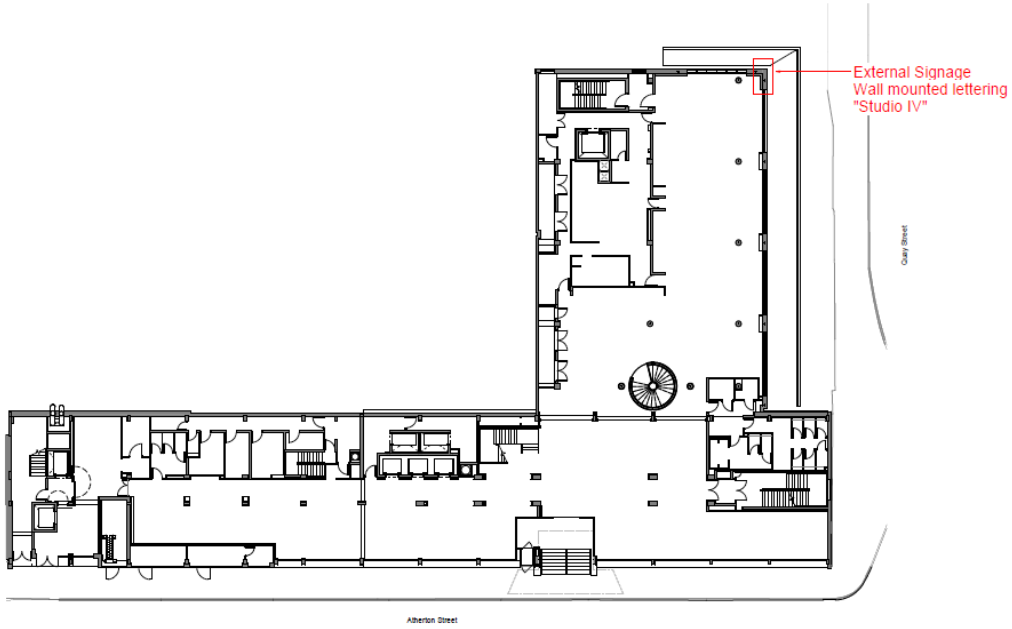



Figure 2- Location of Sign