

10 January 2022

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

Sent by Email

Dear Sir / Madam

APPLICATION FOR SHOPFRONT CHANGES - 107 MARKET STREET, MANCHESTER, M1 1NN
PLANNING PORTAL REFERENCE: PP-10519257

This letter accompanies a planning application for shopfront amendments at 107 Market Street, Manchester M1 1NN and is submitted on behalf of TH UK & Ireland Ltd, the prospective occupier of the unit, trading as Tim Hortons.

The application is being submitted following feedback from the case officer for an advertisements application (Ref: 131882/AO/2021) which is currently being considered by the Council and seeks permission for a change to the existing fascia on both the Market Street and High Street elevations of the premises to accommodate the proposed signage.

APPLICATION SUBMISSION

The application is seeking permission for '*External alterations to provide new fascia panel*' and the submission comprises:

- Application and ownership forms;
- Covering letter;
- Site location plan;
- Existing Elevations (Drawing ref: 0019-PL-02); and
- Proposed Elevations (Drawing ref: 0019-PL-03).

For the avoidance of doubt, the 'Proposed elevations' include details of the intended signage as well as the fascia panels, as we consider this is helpful in understanding the overall appearance of the proposed change. However, permission for the fascia and hanging signs is being sought separately as part of the advertisements application (Ref: 131882/AO/2021) and so do not form part of this application submission.

BACKGROUND

The application premises forms the south-eastern corner of the Arndale Shopping Centre and has frontages to both Market Street and High Street. Until recently, both elevations included the remnants of the original Arndale canopy feature, but this was removed following the approval of Planning Application Ref: 126864/FO/2020 in July 2020. In its place, a grey pressed steel capping panel has been installed, but with minimal other works undertaken.

The result is that some of the dated brickwork remains visible above the new panel and below the more modern advertisement panel that covers the upper levels of the premises (see Photographs 1 and 2).

**WILLIAMS.
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Photograph 1: High Street Frontage



Photograph 2: Market Street Frontage

The resulting 'banded' appearance is not in keeping with the detailing on the adjoining Market Street properties and results in an unattractive banding effect on both elevations. This is particularly noticeable on the corner of the building which is especially prominent (see Photographs 3 and 4).



Photographs 3 and 4: Market Street / High Street Corner

The result is that the building continues to look dated and detracts from the more modern shop frontages provided to the west and elsewhere on Market Street, which are generally bolder and of a more simplified design.

APPLICATION PROPOSAL

The current application seeks to address this by providing a more modern fascia treatment that is fitting for this prominent corner property. The new fascia would replace the existing two bands of steel cladding as well as cover over the older brick façade, resulting in a single panel extending from the existing shop windows up to the advertisement hoarding above. This will be painted red in keeping with Tim Hortons' corporate branding.

PLANNING POLICY

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise.

In this case the relevant Development Plan documents comprise the Manchester Core Strategy (adopted July 2012), and the saved policies from the Manchester City Council's UDP (July 1995). Material considerations include (but are not limited to), the National Planning Policy Framework (NPPF, updated 2021) and the Guide to Development in Manchester Supplementary Planning Document (adopted April 2007) (GDM SPD).

The planning application is only seeking to update the shop front fascia above ground level at 107 Market Street. Neither the use, access nor the shop windows will be affected. Thus, the key policies relevant to this application are limited to those related to design considerations, specifically:

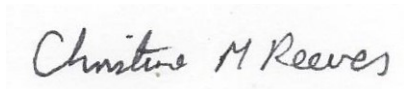
- **Policy DC14 'Shop Fronts and Related Signs'** of the UDP. This states that for shop fronts should be in accordance with the character of the building and adjoining buildings and shopfronts and the area in which the premises are located;
- **Policy RC20 'Area 3 Arndale Centre / Market Place'** of the UDP. This seeks, inter alia, to improve the attractiveness of the area; and
- **GDM SPD** which notes that shop fronts and signage are two elements which influence the visual appearance of the City Centre and their design will be important in enhancing the quality of the environment (paragraph 12.6)

It is considered that the proposed change to the shop front of 107 Market Street is in accordance with these policies. The new fascia on this prominent corner unit, will improve the attractiveness of the area, by replacing the existing dated panels and original brickwork with a single modern panel that will be more in keeping with the neighbouring retail properties on Market Street. There will be no detrimental effect on the existing property which is already screened at upper levels and the overall character of the building will be enhanced.

Further, the use of the red fascia panel will make a feature of this corner property at the entrance to the main pedestrianised shopping area.

We trust that the information provided is sufficient to allow the positive determination of this application, but should you have any queries or require any further information, please do not hesitate to contact me.

Yours sincerely

A handwritten signature in black ink that reads "Christine M Reeves". The signature is written in a cursive, flowing style.

Christine Reeves
WILLIAMS GALLAGHER