

Ref: KH/01(08October21)ManchesterCC

Manchester City Council, Planning
Town Hall
Manchester
M60 2LA



08 October 2021

Dear Sir/Madam,

APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS AT 18 MARKET STREET, MANCHESTER, M1 1PT

We have been instructed by our client, Origin Kicks Ltd, to submit an application for advertisement consent for the display of advertisements at 18 Market Street, Manchester, M1 1PT.

This application seeks permission for 1 no. external building signage above store entrance, 1 no. internally illuminated 'ORIGINKICKS' LED neon sign and 1 no. projecting sign.

The submitted plans confirm the precise location and details of the signs.

Context

The site is situated on Market Street, and is part of the Royal Exchange Manchester building. The site extends to the ground floor unit, which is occupied as a retail unit, which is to be occupied by our client, Origin Kicks (formerly Irregular Choice).

The site is within the defined limits of Manchester City Centre, as defined on the adopted Policies Map, as well as being within the City Centre Primary Shopping Area. The Royal Exchange Building is Grade II listed (List UID: 1200826). The site is within the City of Manchester (St Anns Square) Conservation Area.

Proposal

This application seeks permission for 1 no. external building signage above store entrance, 1 no. internally illuminated 'ORIGINKICKS' LED neon sign and 1 no. projecting sign. These are like-for-like replacements of the existing signage. The signage simply represents the new operator's branding. The only change made to the projecting (blade) sign is in relation to the text. All other aspects of the projecting sign remain the same.

Relevant Planning History

There is a vast amount of planning history associated with the wider Royal Exchange building. However, relevant planning history for the site is set out as follows:

109237/LO/2015/C1 - Approved 21 October 2015

'LISTED BUILDING CONSENT - for internal alterations associated with a shop refit, minor external alterations and the installation of replacement signage.'

109173/AO/2015/C1 - Approved 21 October 2015

'Installation 1no. internally illuminated brand sign fixed behind the glazing, and 1 no. externally illuminated projecting sign.'

109172/FO/2015/C1 – Approved 21 October 2015

'Minor external alterations associated with a shop refit.'

Planning Policy Context

Manchester City Council's Statutory Development Plan comprises the Manchester Core Strategy (adopted July 2012) and the Extant UDP policies (adopted 1995). The National Planning Policy Framework (July 2021) represents a material consideration in determining the application.

The Council adopted in 2007 a 'Guide to Development in Manchester Supplementary Planning Guidance' document.

Peacock + Smith have also considered The Royal Exchange Manchester Shopfront & Signage Design Guide (October 2018) in its appraisal.

Manchester Core Strategy

Policy CC 9, 'Design and Heritage' requires that development preserves or enhances heritage assets, including listed buildings, conservation areas and scheduled ancient monuments.

'Saved' UDP Policies

Section 14 of the Citywide Development Control Policies is entitled 'Shop Fronts and Related Signs'. This policy applies to all retail premises and sets out guidance in **Policies DC14.1 to DC14.5**. The Council wishes to ensure that the design of shop fronts and associated signs respect the characteristics of the building on which they are located, and the character of the area.

Section 15 of the Citywide Development Control Policies is entitled 'Advertisements, Hoardings and Posters'. **Policies DC15.1 to DC15.3** set out the Council's expectations for advertisements, which are in terms of amenity and public safety.

National Planning Policy Framework (2021)

Section 12 addresses considerations for achieving well-designed places. **Paragraph 136** states that the quality and character of places can suffer when advertisements are poorly sited and designed. It elaborates that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Guide to Development in Manchester SPD (2007)

We consider that no aspects of 'Guide to Development in Manchester' Supplementary Planning Document are of relevance to the proposal.

The Royal Exchange Manchester Shopfront & Signage Design Guide (October 2018)

The design guide sets out that all new shopfronts are to be slim-framed and bronze-finished with laminated glass; the intention is to maximise active frontages and shopfront glazing and to minimise fittings, wiring or other equipment from facades; no louvres or other external plant will be permitted on shopfront facades; roller shutters when required must be internally mounted, concealed, dark-coloured and of a type to give a high level of transparency; external signage should be individual letters, anodized bronze, pin-mounted to the masonry string course above the shopfront; and signage internal to the glazing should be illuminated and centrally located over the entrance of the shopfront.

Detailed guidance is available within The Royal Exchange Shopfront & Signage Design Guide.

Assessment

This application seeks advertisement consent for 1 no. external building signage above store entrance, 1 no. illuminated 'ORIGINKICKS' LED neon signage and 1 no. projecting sign associated with the retail unit at 18 Market Street, M1 1PT.

The signage proposed is entirely consistent with the guidance set out in The Royal Exchange Manchester Shopfront & Signage Design Guide. In this respect, the signage proposed respect the character of the building, as well as the surrounding area.

The proposed signage constitutes 'like for like' replacements of the currently approved façade of the unit, and is in line with all neighbouring units. The signage respects the built heritage surrounding it through its high-quality nature. It accords with all relevant policy, as set out in the Core Strategy, 'Saved' UDP Policies and NPPF.

We trust the above is clear and that you have sufficient information with which to register and consider the application at your earliest convenience. Please do not hesitate to contact Steve Buckley or Katie Hutchings should you require further information.

Yours faithfully,



PEACOCK + SMITH