Planning
Manchester City Council
P O Box 532
MANCHESTER
M60 2LA

Date: 31st October 2018
Planning Portal Reference: PP-07233656

Ref: Advertising consent for non-illuminating fascia sign, hanging sign and decorative vinyl window stickers

To whom it may concern

I am pleased to submit an application to grant advertising consent to display a fascia sign fitted within the confines of an exterior entrance door with a non-illuminated hanging sign attached to it as well as an inclusion of decorative vinyl window stickers.

The completed application form was submitted via the Planning Portal (Reference No. PP-07233656) on 1st November 2018 along with the following supported documents:

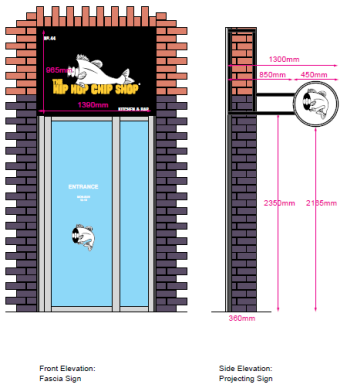
- Cover letter
- Site plan (Redline Boundary Drawing)
- The location plan
- Technical specification for proposed signage
- Visual mock-up of the property exterior including signage and decorative vinyl stickers

Planning Considerations

The following application has been put together with the following documents in mind and the understanding that advertisements should be assessed on their impacts on amenity and public safety.

- Local Development Framework (LDF)
- Unitary Development Plan (UDP)
- National Planning Policy Framework (NPPF)

Particular attention has been paid to LDF policies DM1 and SP1, UDP policies DC14 and DC15 and the NPPF paragraph 67.



Proposals

Fascia & hanging signage

We aim to install a tray sign and projecting sign, both signs mounting to a custom-built metal frame. The frame will affix to the existing door framework via techbolts. All fixings to be applied to the existing metal framework, with no need to drill into the surrounding brickwork – as per landlord request.

The black fascia sign is complete with our business logo in black/white/yellow and informative text with address “No.44” to help with customer navigation and “Kitchen & Bar” in white, it will be externally fitted within the entrance walls of the property. The hanging sign is attached to the fascia sign. The logo sign is a picture of a black “jumping” fish with a record for a head on a white background, it’s 450mm x 450mm in size around 400mm from the wall. The bottom of the projecting sign sits 2165mm above ground level.

Neither the fascia or hanging sign will be illuminated in keeping with other business signs in the Ancoats and Beswick ward. They are appropriately scaled, positioned and designed.

Vinyl Window Stickers



Visuals are incredibly important for us to stand out, the large window length vinyl stickers will be applied to the inside of the property using a translucent vinyl film resulting in a unique colour cascading into the venue. It is a major coup that we have secured the license from a world-renowned artist, Dan Lish to use his designs for the window – it'll be the first of its kind in the world.

The black strip and text across the top of the windows allows us to have continuity in design so it is clear what space our business will occupy and reiterate the use of the space. The cassette tape stickers portray strong links to the hip-hop community, honouring its rich history and culture, certainly creating a talking point for visitors.



Assessment

In line with the vision for Ancoats, it has been earmarked as a haven for independent businesses, like ours, to flourish. Our designs have taken into considerations the building features and character fitting seamlessly into its shapes and contours.

The non-illuminated hanging sign is positioned high enough off the ground to prevent harm to the safe use of the public highway. The facia sign is set in to the façade of the building with no protruding elements into the public highway. The signage is in keeping with other local business, appropriately scales, positioned and designed as per policy requirements.

Conclusion

It is with all these considerations in mind that we believe the consent for advertisements should be granted because the proposed adverts:

- will cause no obstruction or harm to the safe and convenient use of the public highway
- will have a positive impact in regard to amenity
- are in keeping with the building characteristics
- are in keeping with signage from neighbouring businesses
- are appropriately scales, positioned and designed as per policy requirements

These changes will have a positive impact in regard to amenity. The proposed signage is causing no obstruction to the convenient use of the public highway. Our designs are in keeping with the building, neighbouring businesses signs and in line with the intentions for the area to be a haven for independent businesses to flourish.

Yours sincerely

Jonathan Oswald
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