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Our ref EB/LW/070309

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Dear Lucy

Moss Bros, 1-5 St Ann's Square, Manchester M2 7EF – Application for Advertisement Consent

On behalf of our client Moss Bros Group PLC, please find enclosed the relevant documentation in respect of an Application for Advertisement Consent at the above mentioned retail unit.

The application seeks permission for *"three no. advertisements, located on retail unit 1-5 St Ann's Square, Manchester"*

The Application

Enclosed with this letter is the following supporting information:

- application forms, signed and date *(3 copies)*;
- plan showing location of the advertisements (*3 copies*);
- plans showing the signage proposals (produced by "Technical Signs") *(3 copies)*; and
- a cheque for application fee (£95).

Location

Unit 1-5 "Moss Bros" is located immediately to the south of the Royal Exchange arcade. It has shop fronts facing the street and internally within the arcade. The Royal Exchange is a Grade II Listed Building, occupying the space between St. Ann's Square, Exchange Street to the West, Cross Street to the east and Market Street to the north. It was built between 1914 and 1921. Moss Bros is one of a range of retail units which occupy the ground floor and basement levels of the building.

Background to Proposal

Moss Bros wish to alter the unit to modernise it and improve conditions within the shop for customers and staff. The alterations will make displaying stock more effective, therefore improving the shopping experience of customers.

Furthermore, it is proposed that the unit will be refurbished to become a flagship store, the design of which will be rolled out through the refurbishment of Moss Bros retail units nationwide. Therefore, these proposals are an important part of the Moss Bros business model and as such the design scheme is unique and of high quality to reflect their brand.

In order to gain approval for these proposals, an application for Listed Building Consent was submitted, received by Manchester City Council (MCC) on 10.03.2009 (App. Ref: 089246). A planning application for

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alterations to the shop front has also been submitted (ref: 090147/FO/2009). New external signage is proposed as part of the shop front alterations.

Description of the Proposals

There are a total of 3 advertisements proposed, replacing the existing signage. Descriptions of each type of advert can be seen in the table below:

	Sign 1	Sign 2	Sign 3
Location	The left-hand glass panel of the shop front over-looking St Ann's Square.	The right-hand glass panel of the shop front over-looking St Ann's Square	Located on the stone column between the two areas of glazing
Description	Individual Built Up Letters 'STG ' Logo, bonded to glass.	Individual Built Up Letters 'Savoy Taylors Guild ' Logo, bonded to glass.	Projecting sign consisting of a bracket with a panel (stating "STS Savoy Taylors, established in 1906") hanging from it
Height from ground to base of advertisement (m)	2382 mm	2706 mm	2716 mm
Dimensions (HxWxD)	959 x 908 x 45 mm	179 x 3889 x 45 mm	600 x 775 x 8 mm
Maximum size of any of the individual symbols	959 mm	179 mm	166 mm
Colour of text, background & materials	Stainless steel lettering mounted to blue live edge acrylic, bonded to shop front glazing	Stainless steel lettering mounted to blue live edge acrylic, bonded to shop front glazing	Aluminium finished satin black panel with applied brushed stainless steel text. Bracket finished in satin white.
Maximum projection from face of the building	45 mm	45 mm	900 mm
Illumination details	Internally illuminated via white LEDs for Halo illumination.	Internally illuminated via white LEDs for Halo illumination.	2 no. external trough lights

Planning Policy Context

We have reviewed the proposals in the context of National, Regional and Local Planning Policy and Guidance and believe they are fully compliant with this. We set out the reasoning below.

According to National regulations, Local Authorities have the right to control outdoor advertisements in the interests of "amenity" and "safety" (*Circular 03/07: Town and Country Planning (Control of Advertisements) (England) Regulations 2007)*. These terms are not defined in detail in the advertisement control rules, although some advice is given as set out below:

Section 3. "Powers to be exercised in the interests of amenity and public safety" states:

- *(2) (a) "factors relevant to amenity include the general characteristics of the locality including the presence of any feature of historic, architectural, cultural or similar interest"*
- *(b) "factors relevant to public safety include –*
  - *(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);*

- *(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway sign or aid to navigation by water or air;*
- *(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance measuring the speed of any vehicle."*

In addition, the *Outdoor Advertisements and Signs: a Guide for Advertisers* (2007, Department for Communities and Local Government) states

- *"In practice, 'amenity' is usually understood to mean the effect upon visual and aural amenity in the immediate neighbourhood of displaying the advertisement, or using an advertisement site, where passers-by, or people living there, will be aware of the advertisement. So...the planning authority will always consider the local characteristics of the neighbourhood."*

Manchester City Council's Local Planning Policy Documents reflect the objectives of national policy. Policy *DC15 Advertisements* in the Manchester Unitary Development Plan (1995) sets out "amenity" and "safety" as key considerations when reviewing advertisement applications. This policy identifies a number of matters that are considered in relation to these two issues including:

- the general location and effect on visual amenity;
- any positive contribution it makes to the locality;
- design and relationship to the premises;
- public safety from positioning of the design of the display;
- ease of maintaining the structure; and
- the number of advertisements in a locality and their cumulative effect on visibility.

In addition Policy DC15.2 states 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, nor 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.

Additional design guidance can also be seen, in the form of:

- the *Guide to Development in Manchester – Supplementary Planning Document and Planning Guidance (SPD)* prepared in partnership with Manchester City Council; and
- Piccadilly Partnership *Design Guide: Commercial Frontages* (Bruntwood and Manchester City Council 2005) which applies to the Piccadilly area but is relevant to this application as it represents good practice for signage in Manchester City Centre as a whole.

Furthermore Regional Policy DP7 Promote Environmental Quality (North West Regional Spatial Strategy 2008) encourages the enhancement and protection of environmental quality, through a number of measures including:

promoting good quality design in new development and ensuring that development respects its setting taking into account relevant design requirements.

Policy Compliance

Below we set out the specific benefits of the overall signage scheme as well as the individual signs in terms of the above mentioned policies and guidance.

Overall Scheme

High quality materials are used throughout the scheme to reflect the retail offer, making a positive contribution to the wider public realm, as required by Regional Policy DP7. There are three signs in total and they have been specifically designed to relate to each other, contributing to the overall appeal to the area but being of a size and scale which is proportionate to the relating historic architecture and does not obtrude or create clutter. We believe their cumulative impact provides a minimal, modern design concept whilst maintaining the historic character of St Ann's Square (in compliance with Local Plan Policy DC15).

The design and materials of the proposed signage are consistent with those of the adjacent Molton Brown unit.

In terms of safety, none of the proposals adversely impact upon the safety of persons using the area, nor do they obscure the interpretation of any other sign or hinder the operation of any security or surveillance devices in the area (as required by Policy DC15.2).

Signs 1 & 2

Signs 1 and 2 relate well to the site on which they are located being within the agreed signage zone and in scale with the locality (as required by policy DC15.2). As such they do not harm the character of the building or surrounding area on which they are situated.

As advised by the *Design Guide: Commercial Frontages* (page 11) the proposed sign consists of individual 3D lettering with each letter being mounted directly onto the glazing. In addition, the signs are designed to be internally illuminated to minimise clutter around the signage zone (*Design Guide*, page 18).

Removal of the existing, ageing signage and replacement with this high quality design solution contributes to significantly enhancing the visual amenity of this particular section of the Royal Exchange as well as the wider public realm.

Sign 3

The projecting sign consists of a panel attached to a bracket fitted to the central column by rawl bolts. To ensure the width and bulk are minimised (as advised by the *Design Guide*, page 13) the panel is limited to a width of 8 mm. It is illuminated externally and no flashing or strobe lights, exposed fluorescent tubes of surface wiring will be used (*Design Guide*, page 18).

The sign stands off the building and is at fascia level, in proportion with the signage zone and attached in an appropriate way to the building as required by the *Design Guide*, page 13. It is at ground floor level and relates well to the premises.

Therefore, the sign is unobtrusive, at a scale appropriate for its location and complementary of the historical architecture of the building on which it is situated. As such it complies with Policy DC15.

Conclusion

In summary the signage proposals presented in this application offer the following benefits:

- *They provide a consistent branding, raising awareness of the retail offer of the unit whilst being in proportion with the frontage.*

- *They provide significant improvements compared to the existing signage.*
- *The scheme incorporates the highest quality of design and materials reflecting the original objectives of the redevelopment of the area and compliments the historic architectural style with attractive and modern design solution.*
- *The individual signs relate well to each other without cumulating in clutter, rather reflecting the policy objectives for retail signage.*
- *There are no safety issues associated with this signage and due to the above reasons we maintain the proposals also fully comply with all aspirations of visual amenity.*

Therefore, these proposals fully comply with the relevant policies as set out in key national, regional and local planning policy and guidance documents. They should consequently merit the support of Manchester City Council.

We would be grateful if you could confirm receipt and registration of this Application. **Please contact Lydia Whitaker (0161 2477237, lydiawhitaker@driversjonas.com) or Eve Bailey (0161 247338, evebailey@driversjonas.com) in the first instance** should you have any queries or require any further information.

Yours sincerely

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for DRIVERS JONAS LLP

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cc: Peter Ramsden Edge Projects