Planning Statement in Support of the Consent to Display Adverts Application
124 Market Street
Manchester

1.0 Introduction

1.2 Costa started in 1971 and have their own roastery in London. The care and special attention that goes into selecting, preparing and roasting their beans is what make the Costa Coffee distinctive and so popular. All stores have specially trained staff so that customers can enjoy a good product at its best.

1.3 At present Costa is the largest chain of branded coffee shops in the UK with over 500 outlets. Working in conjunction with Café Direct (the UK's leading Fairtrade Company) Costa is able to offer Fairtrade options to customers on all of its coffees.

1.4 The application site lies adjacent to the Upper King Street Conservation Area which lies in the heart of the city. Market Street is one of the oldest streets in the city, with impressive buildings that date from the mid-Victorian era.

1.5 The previous use of the premises was that of a bank, the design and style of the existing signage reflects this use. It is Costa's intention to update the shopfront and signage to reflect the use of the building as a coffee shop and to make the Market Street coffee shop a flag ship for the company. A separate application has been submitted for the shopfront.

1.6 This supporting statement is for an additional sign to the signs already included in the Consent to Display Adverts submitted on the 14. November 2008.

2.0 Planning Policy and History

2.1 The application site does not lie in a Conservation area nor is the building listed.

2.2 The shop front was first altered in 1995 (048346/FU/CITY1/95) when Woolwich occupied the building. The shop front was again altered in 1999 (049123/FO/CITY1/99) when the building was taken over by Barclays Bank.

2.3 In November 1995 Manchester City Council together with the Piccadilly Partnership prepared a Commercial Frontage Design Guide with the aim of providing a framework within which to improve the quality of the commercial street frontages in the Piccadilly area

3.0 The Proposal

3.1 The Commercial Frontage Design Guide sets quality thresholds that are expected of the shopfronts within the Piccadilly area. The following principles have been used in determining the most appropriate signage for the location;

- Be eye-catching, to attract potential customers into the store;
- Be sympathetic in design to the rest of the building and
- Sit comfortably within the wider streetscene.

Description – Sign.

3.2 The sign is ornamental in nature and sits between the two external columns to the front of the shopfront. The sign consists of a 1000mm diameter Costa roundel suspended between two stainless steel cross bars. The Costa roundel will be internally illuminated.

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4.0 Assessment

4.1 The proposed sign is simple in design and will help to emphasis the corner splay.

4.2 The sign sitting between the two existing columns will not inhibit the pedestrian walkway in that area.

4.3 The siting of the sign; that is in effect beneath the fascia canopy will mitigate any effect the sign has upon the character of the building. The application site lies within a vibrant part of Market Street. The surrounding existing signage is in terms of character are very much vibrant and individual, and as such the proposed Costa ornamental sign will sit comfortably aside them.

4.4 The Costa Coffee shop will occupier the ground floor of a five storey building. The existing building has ornate external decoration which gives the building a fairly cluttered and fussy appearance. The simple design of the ornamental sign will not compromise the integrity of the existing building façade.



Photographs to show corner splay – location for the sign

5.0 Conclusion

5.1 The sign will sit comfortably within the existing streetscene and as such there will be no material effect upon the character of the existing streetscene.

5.2 The scale of the proposed sign will not material affect the appearance or character of the existing building façade.

5.3 The proposed sign will add to the vibrancy of the streetscene without affecting the overall appearance or character of the surroundings.

5.4 On this basis consent should be given to display the proposed sign.