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DRIVERS JONAS

Drivers Jonas LLP
5 New York Street
Manchester
M1 4JB
Tel 0161 247 7373
Fax 0161 236 8420
www.driversjonas.com

Our ref AB/LW/067185

Manchester City Council
Planning Department
Chief Executive's Department
PO Box 463
Town Hall Extension
Manchester
M60 3NY
United Kingdom

15th April 2009

Dear sir or madam

Application for Advertisement - Clas Ohlson, Manchester Arndale Centre: 1st Floor, Corporation Street Elevation

On behalf of our client, Evolve (Design) Limited, please find enclosed the relevant documentation in respect of an Application for Advertisement Consent at the above retail unit.

The Application seeks *"permission for one no. advertisement, located on the first floor of the Corporation Street elevation of the Manchester Arndale Centre (in the former Topshop unit), for the new operator Clas Ohlson"*.

The Application

Enclosed with this letter is the following supporting information:

- Application Forms (3 *Copies*);
- Plan showing the location of the advertisement with the application site edged in red and adjacent land ownership in blue (3 *copies*);
- Elevation Drawing [Dwg no. CL-ARN-005-04(AP1) rev J] (3 copies); and
- Application Cheque for £95.

Please note this application is submitted in conjunction with two other, separate applications for advertisement consent on this unit and a planning application for minor alterations to the shop front on Market Street.

Background to Proposals

The former Topshop unit (Unit A/B/C/D) has been vacant for a number of years. It is a first floor unit within the Arndale Centre with access internally from within the Arndale Centre and externally from Market Street via an escalator.

The Scandinavian based retail operator Clas Ohlson wish to open a second retail unit in the UK and have chosen to locate at the Manchester Arndale Centre, within the former Topshop Unit (Unit A/B/C/D). They are one of Scandinavia's most well known chain stores and sell a wide range of household products. Opening this store will create several new jobs and bring a currently vacant city centre unit back into beneficial use.

Access to the unit lacks prominence and visibility from external street level, therefore Clas Ohlson are keen for the opportunity to highlight their presence in the centre externally, as they are not a widely known brand in the UK (this being their second location).

Drivers Jonas LLP is a limited liability partnership registered in England and Wales (with registered number OC336200) and is regulated by the RICS. A list of members' names is open to inspection at our registered office, 85 King William Street, London EC4N 7BL

Description of Proposals

It is proposed that an advertisement is located on the first floor on the Corporation Street elevation of the former Topshop unit (unit A/B/C/D), opposite the Marks & Spencers store. It consists of the "Clas Ohlson" logo in white vynil lettering. It will be applied internally and the lettering spaced to avoid clashing with the mullions.

Views into the unit will be filmed out with frosted blue film internally applied. Please refer to the accompanying plans for further details.

Planning Policy Context

The proposals will allow a currently vacant retail unit to be brought back into use, maintaining an active frontage along Corporation Street, one of the most prominent shopping routes in Manchester City Centre. Policy DC15.2 of the Manchester Unitary Development Plan (1995) sets out "amenity" and "safety" as key considerations in review of advertisement applications. Therefore, 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.*

The proposals comply with these criteria in the following ways:

> *Character:* as part of the Arndale Centre and central retail district, there is a high concentration of shops within this area and accompanying advertisements. Many of the existing retail units already advertise their brand externally both along Market Street and Corporation Street. Therefore, the proposals are fully consistent with the designated use of the building and the existing signage/advertisements in the area.
>
> *Scale*: the size of the advertisement is at a scale appropriate for this location so it can be seen from the street level to draw attention to the new operator but does not impose on the character or amenity of the surrounding locality.
>
> *Design:* it is a simplistic design reflecting the logo of the new operator while not cluttering the street form. It will be applied internally and therefore will not intrude or project over the public highway. The proposals are of modern design reflecting the architectural style of the Arndale Centre and adjoining Marks & Spencers unit.
>
> *Public Safety*: the design, position and size of the advertisement will not have an adverse impact on public safety. The static nature of the adverts means they do not distract or cause potential risks to users of the surrounding road network.

In addition the proposed changes compliment Regional Policy DP7 Promote Environmental Quality (North West Regional Spatial Strategy 2008), which 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.*

The proposed advertisement uses high quality design and materials to create an active external front to this unit, as exists in the surrounding setting. It takes into account both safety and amenity in the design and therefore should be acceptable in policy terms.

Additional design guidance has also been considered, 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 *Outdoor Advertisements and Signs: a guide for advertisers* (Department of Communities and Local Government), which have further influenced the nature of the proposals.

Overall, it is considered the application complies with national, regional and local planning policy and does not conflict with any other policy in the Development Plan or relevant Design Guides. The proposal is in keeping with the character of Corporation Street and would not have an adverse impact upon amenity or safety within the locality as required by National, Regional and Local Planning Policy. It should therefore merit the support of the Council.

Please contact Alexa Brain or Lydia Whitaker at the earliest opportunity should you have any queries or require any further information. We would be grateful if you could confirm receipt and registration of the application.

Yours faithfully

Lydia Whitaker
for DRIVERS JONAS LLP

lydiawhitaker@driversjonas.com
Tel: 0161 2477237