MANCHESTER CITY COUNCIL

Important – Advertisement consent

Compliance with conditions

- Your advertisement consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions.
- If you fail to comply with the conditions this may result in a breach of the advertisement regulations and this may lead to formal action.
- Failure to comply with conditions may also result in the advertisement not being lawful.
- A fee is payable for each request to discharge conditions.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email planning@manchester.gov.uk

MANCHESTER CITY COUNCIL

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Advertisement Consent

Applicant

Llewellyn
Arc'teryx
C/o Agent

Agent (if used)

Miss Gosia Pieczonka
Fresh Design International
Warehouse 6
Princes Dock Street
Kingston Upon Hull
HU1 2LP

Part 1 – Particulars of the application

Proposal: Installation of 1no internally illuminated projecting sign and 1no internally illuminated fascia sign.

Location: Unit 6, New Cathedral Street, Manchester, M1 1AD

Date of application: 19 March 2025

Application number: 142478/AO/2025

Part 2 – Particulars of decision (a)

Manchester City Council gives notice that the **following element(s)** of the application referred to in Part 1 Proposal:

Approve the installation of the following:
- 1 no. non-illuminated projecting sign

has/have been **granted** consent in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Condition(s) attached to this decision

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

The Location Plan referenced 2715 100 received by the City Council as local planning authority on 19 March 2025

The drawings referenced:

2715 201 Rev A
2715 202 Rev A

received by Manchester City Council as the Local Planning Authority on 9 May 2025

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN1, EN3, CC9, SP1 and DM1 of the Core Strategy, and saved policies DC14, DC18.1 and DC19.1.

3) The illumination level of the illuminated projecting sign hereby approved shall be limited to 300 cd/m2.

Reason - To not affect public safety, in particular highway safety in accordance with policies SP1, T1, T2 and DM1 of the Manchester Core Strategy (2012), saved policies DC14.1 and DC14.5 of the Unitary Development Plan for the City of Manchester (1995) and the NPPF

Part 2 – Particulars of decision (b)

Manchester City Council gives notice that the **following element(s)** of the application referred to in Part 1 Proposal:

Refuse the retention of the following:

-1 no. internally illuminated fascia sign

has/have been **refused** consent in accordance with the application and plans submitted for the reason(s).

Reason(s) for decision

1) The externally mounted individual letter fascia sign, by virtue of its position external to the shop frontage within this highly glazed double height façade, would create an incongruous feature within the shopfront and wider street scene. The resulting

appearance would have an unduly harmful impact on established high quality architectural language, features and character of the shop front and its wider position within the New Cathedral Street frontage and would incrementally degrade the established design quality of this high-profile city-centre location as a result of further diluting the strategy for signage at the building. The fascia sign is therefore harmful to the amenity of the building and the local area and therefore contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1, EN3, CC9 and DM1 of the Manchester Core Strategy (2012), Saved Policy DC14, DC18 and DC19 of the Unitary Development Plan for the City of Manchester, the Section 12 of the NPPF and Town and Country Planning (Control of Advertisements) Regulations 2007.

Informatives

- Operatives undertaking installation / servicing / maintenance will be expected to comply fully with the relevant traffic laws, including any local parking and movement restrictions.
- The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk
- The applicant is required to discuss and agree any requirements for temporary traffic and pedestrian management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk

Date: 6 June 2025

Signed:

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 (as amended) does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent, or to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet. Alternatively If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.