10th March 2025
L250310 - SAV Cover Letter Full PP

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SUBMITTED VIA THE PLANNING PORTAL REF: PP-13840925

Dear Sir / Madam,

SECTION 220 OF THE TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
APPLICATION FOR DISPLAY OF ADVERTISEMENTS
17-23 ST ANN'S SQUARE, MANCHESTER, M2 7PW
WATCHES OF SWITZERLAND COMPANY LIMITED

We write on behalf of our client, Watches of Switzerland Company Limited, to apply for advertisement consent for the display of advertisements at 17-23 St Ann's Square in Manchester City Centre.

In accordance with the Town and Country Planning (Development Management Procedure) Order 2015 (as amended), we enclose the following documents which comprise the application:

- This cover letter;
- The completed application forms;
- Drawing Ref: 1357.P.00.050 Rev A – 'Location Plan';
- Drawing Ref: 1357.P.00.060 Rev A – 'Site Plan';
- Drawing Ref: 1357.P.02.100 Rev B – 'Proposed Signage Details 01 – Shopfront Lettering';
- Drawing Ref: 1357.02.101 Rev B – 'Proposed Signage Details 02- Plaques';
- Drawing Ref: 1357.P.00.300 Rev A – 'Existing Front Elevation';
- Drawing Ref: 1357.P.01.300 Rev A – 'Proposed Front Elevation';
- Drawing Ref: 1357.P.01.350 Rev A – 'Existing and Proposed Shopfront Sections';
- Drawing Ref: 1357.P.01.400 Rev A – 'Proposed Signage Location Photos'.

The application has been submitted electronically via the Planning Portal website (Ref: **PP-13840925**) and the relevant fee (£235.00) paid electronically via the Planning Portal website

The Site & Planning History

The application site comprises the ground and basement levels of Mansfield Chambers at 17-23 in Manchester City Centre, which is located on the pedestrianised retail area of St Ann's Square.

On 30th July 2024, Planning Permission was granted for 'Installation of a new shopfront and permission for the floorspace to operate between the hours of 9am-6pm Monday to Saturday, and 11am-5:30pm on Sundays. (Ref: 139943/FO/2024) (the '**2024 Permission'**).

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East..

Savills (UK) Limited. Chartered Surveyors. Regulated by RICS. A subsidiary of Savills plc. Registered in England No. 2605138.
Registered office: 33 Margaret Street, London, W1G 0JD

The Proposed Advertisements

This application seeks advertisement consent for the display of advertisements associated directly with the commercial use of the premises at the Site. This advertisement consent is submitted in conjunction with a Listed Building Consent application.

Full detail of the signage to be displayed on the front facade is provided on the drawings submitted as part of the application.

To summarise however, the proposals will comprise the following:

- Installation of four back-lit signs - one fixed to the rear of the glazed fanlight to each shopfront; and
- Replacement of four plaque signs set within recesses in the stone base of the intervening pilasters with stainless steel plaques

A Heritage Statement has been submitted as part of the LBC application which assesses the proposals in the context of the Listed Building and wider Conservation Area.

Planning Policy and Assessment of Proposed Advertisements

The statutory development plan for the Site consists of Manchester's Local Development Framework – Core Strategy Development Plan Document 2012 (the 'Core Strategy').

Below we assess the proposed development against the relevant local policies that comprise the development plan and the national planning policies contained within the National Planning Policy Framework ('**NPPF**') where appropriate.

Paragraph 141 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The proposed design accords with Policies CC9, EN1 and EN3 in relation to design and heritage.

The proposal comprises signage which is appropriate having regard to the established role and commercial function of the Site. The proposed signage is of an appropriate scale having regard to the scale of the shopfront and pallet of materials and the colour is sensitive and respectful of the wider local context.

Conclusion

This application seeks consent for the display of advertisements on the facades at 17-23 St Ann's Square in Manchester City Centre.

This cover letter has assessed the proposed signage against the guidance contained within the development plan and the NPPF.

Overall the design of the signage is considered to be appropriate and there will be no unacceptable impacts on the wider setting of the Conservation Area or any of the nearby listed buildings.

We trust that the information provided above and on the enclosed drawings is sufficient for the Council to register and consider this application. We will endeavour to contact you within the next few days to establish your timetable for decision making.

In the meantime, should require any clarification or additional information, please do not hesitate to contact Katie Parfett-Bass or Matt Sobic at these offices.

Yours faithfully



Savills (UK) Limited
Planning