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Manchester City Council
Planning Growth and Department
PO Box 532
Town Hall
Manchester
M60 2LA

Our ref: PIL.25-1
Your ref:

Date: 10th January 2025

Dear Sir/Madam

ADVERTISEMENT CONSENT APPLICATION FOR 2No ILLUMINATED FASCIA SIGNS WITH LETTERING, 2No ILLUMINATED REPLACEMENT HANGING SIGNS AND 2No PLANTING TROUGHS WITH APPLIED NON-ILLUMINATED LETTERING

SITE AT 105 – 107 DEANS_GATE, MANCHESTER, M3 2BQ

This Advertisement Consent application is submitted on behalf of Pizza Pilgrims ('the Applicant') and it relates to the display of 2No replacement illuminated hanging signs, 2No illuminated fascia lettering and 2No planting troughs with non-illuminated lettering at 105 – 107 Deansgate, Manchester, M3 2BQ (the 'Site').

This Advertisement Consent application is submitted alongside Planning and Listed Building Consent applications that include shop frontage alterations and internal reconfiguration bespoke for the new restaurant operator.

The application site premises is a ground and first floor commercial unit to a detached 4 storey Grade II Listed Building in mixed commercial use situated at the corner of Deansgate and South King Street. The application site premises is currently in use as a restaurant.



The original frontages to Deansgate and South King Street will be retained with existing window frames repainted (RAL 6005 green) and new timber panel and mouldings added in place of the upper display windows to form new fascias on which applied satin white lettering to read "PIZZA PILGRIMS" lit via recessed LED fascia illumination.



Existing hanging sign brackets are to be re-used for trough lit white finished aluminium signage to read in green lettering (RAL 6038) “PIZZA PILGRIMS” including silhouette of delivery van.

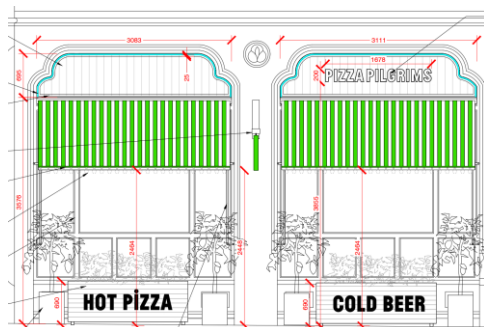
This Advertisement proposals as supported by an accompany Listed Building Consent application includes -

- 2No externally illuminated fascia signs comprising timber tongue and groove vertical panelling with moulding detail and LED illumination recessed within the fascia edging.

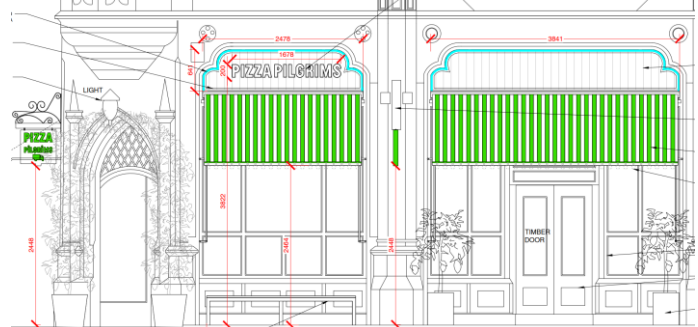
The fascia sign to Deansgate will measure 2478mm x 824mm coloured Moss Green (RAL 6005) with satin white aluminium lettering of 1578mm x 188mm with 50mm returns to read “PIZZA PILGRIMS”.

The fascia sign to South King Street will measure 3111mm x 909mm coloured Moss Green (RAL 6005) with satin white aluminium lettering of 1578mm x 188mm with 50mm returns to read “PIZZA PILGRIMS”.

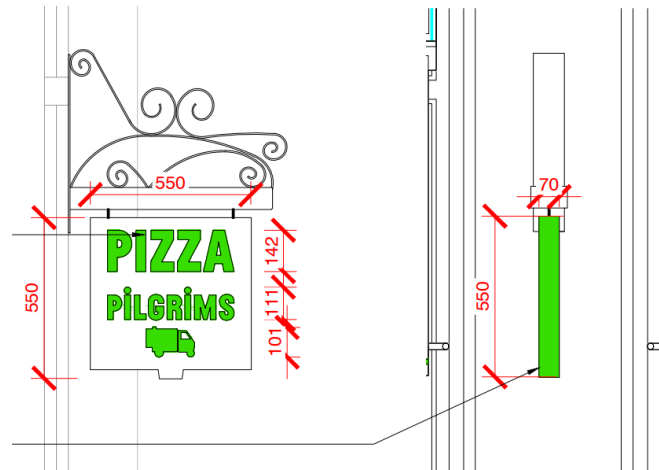
SOUTH KING STREET ELEVATION



DEANSGATE ELEVATION



- 2No replacement hanging signs to Deansgate and South King Street frontages re-using existing wrought iron decorative wall bracket with trough lighting and satin white finished aluminium sign of 550mm x 550mm x 70mm with 10mm applied acrylic Luminous Green (RAL 6038) lettering to read “PIZZA PILGRIMS” with delivery van logo and having 2448mm clearance above the pavement.



- 2No timber planting troughs set within window alcoves fronting South King Street each of 1900 mm x 690 X mm of natural stained timber finish with applied non-illuminated lettering to read “HOT PIZZA” and “COLD BEERS” coloured Moss Green (RAL 6005).

The proposed signage is compliant with national planning policy guidance set out in the NPPF (‘National Planning Policy Framework’) and relevant Supplementary Design Guidance. Regard is had to matters of



design, amenity and highway safety in relation to the character and setting of the host Listed Building and the Conservation Area setting.

NATIONAL PLANNING POLICY FRAMEWORK

Paragraph 138 notes that the character of an area can suffer when advertisements are poorly sited and designed.

In this instance the proposed signage is commensurate with the scale and articulation of the host building, the commercial frontage and conservation area setting.

CONFORMITY WITH THE DEVELOPMENT PLAN

For the purposes of Section 38 of the PCPA the statutory Development Plan comprises the adopted Manchester City Core Strategy and Supplementary Planning Guidance documents.

The adopted Shop Front & Signage Design Guide requires new signage should be –

- Limited to one fascia sign or internal hanging sign per elevation;
- Be located below the first floor eaves, (unless there is historic evidence of signage above);
- Have a maximum depth of 30mm;
- Not be in the form of an internally illuminated lightbox
- Not conceal, obscure or damage any elements or detailing of a shopfront that positively contribute to its appearance, historic interest and appreciation.

The Design Guide includes examples of appropriate hanging signs –



Figures 42: Good examples of hanging non-illuminated and illuminated signage in the City (Norfolk Street, Hilton Street and Port Street).

The replacement aluminium hanging signs re-using the existing traditional brackets follow the adopted guidance where the surface area of the sign is less than 75 sqm and provides 2448mm clearance above the pavement.

The details, scale and use of materials of the proposed signs are design-led and appropriate to the architectural context of the host building and in particular the fenestration detailing.



Applicant specifically instructed the services of a design company to produce high quality advertisements that retain brand identity whilst creating an aesthetic that both integrates with and is complimentary to the application site, the adjoining units and the context of the Conservation Area.

The proposed advertisements raise no amenity or public safety issues, where the signage is of a very modest scale and uses limited and subtle sources of static illumination therefore not causing annoyance to residents in the area of distraction to road users.

I hope this information and that attached to the submitted plans is sufficient to provide support for the Advertisement Consent application, however should you wish to discuss these matters further or require additional details please do not hesitate to contact me on 07970 711548 or via wattsplanning@live.co.uk

Kind regards

A handwritten signature in blue ink, appearing to read 'Andy Watts'.

Andy Watts – Director of Watts Planning

