

20th January 2025

Manchester City Council,
Planning,
PO Box 532,
Town Hall,
Manchester
M60 2LA

Dear Sir or Madam,

Retrospective Advertisement Consent for External Signage

86-88 Market Street, Manchester, M1 1PD.

On behalf of Barclays Bank Plc ('the Applicant', hereafter referred to as Barclays), please find enclosed a Retrospective Full Advertisement Consent Application. The description of development is as follows:

'Retrospective Advertisement Consent for the display of external signage consisting of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign at 86-88 Market St, Manchester M1 1PD'

86-88 Market St, Manchester ('The Site') is located within the administrative boundary of Manchester City Council ('the Council' or 'MCC').

The application has been submitted today via the planning portal (PP- 13628917) and comprises the following supporting information:

- Location Plan-Manchester Mkt Street
- 144012 - Barclays Manchester Market St - Issue 07
- RPT5396_2024_Manchester Market St ELV1 Front RevI
- RPT5396_2024_Manchester Market St_MWOO_3FSD_ELV1_RevB_Existing

The statutory application fee of £235.00 has been made to Manchester City Council.

Site Description

The Application Site

The Site is located within the administrative boundary of Manchester City Council.

The Site comprises a retail unit which fronts onto Market Street in the centre of Manchester. The retail unit is currently occupied by Barclays Bank which has a framed glazed frontage.

The Arndale Centre is located to the north of the site and further retail premises fronting onto Market Street abut the Site to the east and west. Market Street lies within the Primary Shopping Area and as such, the unit occupies a prominent position along a street with heavy footfall.

Site Designations

The Site is located within Manchester City Centre and as such a number of City Centre Policies (CC1-CC10) are relevant to this application. The Site is located within the designated City Centre Primary Shopping Area and as such Policy CC2 is relevant. The Site is also located within City of Manchester (UPPER KING STREET) Conservation Area 1985 and as such Policy CC9 and Policy EN3 are relevant.

Site Planning History

A desktop review of the Site's planning history has been undertaken utilising Manchester City Council's Planning website. The planning history of relevance pertaining to the Site is set out below:

Application ref	Description of Development	Decision and Date
141230/FO/2024	Retention of alterations to existing shopfront, including conversion from frameless to framed shopfront, and replacement glazing and alterations to the 2no. ATMs.	Approved 24 th Oct 2024
138705/FO/2023	Installation of 2no. automated teller machines (ATMs) to replace existing automated teller machines.	Approved 12 Jan 2024
135305/NMC/2022	Non material amendment to planning permission 118823/FO/2018 to make elevational alterations	Withdrawn 14 Dec 2022
125558/AO/2019	Installation of 1no. internally illuminated fascia sign, fixed to scaffolding for a temporary period of 6 months.	Temporarily Approved 22 Jan 2022
123790/AO/2019	Existing Barclays fascia sign to be refurbished and re-lamped, removal of existing projecting sign and installation of 1no. internally illuminated slimline projecting sign, and 2no. illuminated QSP surrounds.	Approved 27 Nov 2019
123789/FO/2019	Main shopfront to be retained and refurbished. Right hand section of glazing and existing 2no. ATM's to be removed and glazing replaced to enable the installation of 2no. QSP machines, with associated CCTV.	Approved 27 Nov 2019

Application Proposal

The application seeks retrospective permission for full advertisement consent for external signage at 86-88 Market Street. The external signage includes the following:

- 1 x internally illuminated logo fascia sign
- 1 x internally illuminated projecting sign

Fascia Signage

The fascia signage has been placed on the front elevation above the shopfront entrance doors. The signage comprises an internally illuminated Barclays logo and 'Barclays' lettering on runners in the company colours. The illumination level is 200 Candela/sqm which is illuminated on a 24/7 basis.

A pre application conversation with the Council on the 18th September 2024 indicated that they were not supportive of the runners for the fascia signage, however, the signage could not sit on the front elevation without the use of runners due to the new framed system that has been put in place as the result of planning application ref: application ref: 141230/FO/2024. The aluminium bars, which are part of the framed system, means that the glazing no longer sits flush, therefore the runners have been put in place so that the signage can sit on top of the framed glazing (see photo images below of before and after framed system).



Figure 1: Fascia Signage before Framed System



Figure 2: After Framed System (with runners)

Projecting Signage

The projecting signage has been placed on the front elevation of the existing building. The signage comprises the Barclays logo in the company colours with an illumination of 200 Candela/sqm which is illuminated on a 24/7 basis.



Figure 3: Fascia and Projecting Signage

Policy Considerations

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning decisions to be made in accordance with the development plan unless material considerations indicate otherwise. Section 38(5) states that where there is a difference in policy then the most recently adopted policy takes precedence.

The Statutory Development Plan relating to the Site comprises:

- Manchester Unitary Development Plan 'saved' policies (1995);
- Manchester Core Strategy (2012);

Regard should also be had to the following material considerations:

- The Government's National Planning Policy Framework (NPPF, 2023);
- The Government's National Planning Policy Guidance (NPPG, 2014 as amended); and
- Supplementary Planning Documents and Guidance

Manchester City Council Core Strategy

Manchester's Core Strategy was adopted on 11 July 2012 and is the key Development Plan Document in the Local Development Framework (LDF). The policies relevant to the proposals are set out below:

Policy CC1 'Primary Economic Development Focus' sets out that *'provision of a range of economic development uses, such as retail, leisure, entertainment, cultural and tourism facilities will be encouraged in the City Centre, in line with Policy C1, to support the development of a vibrant employment location attractive to businesses, employees and visitors to the City Centre'*.

Policy CC7 'Mixed Use Development' sets out that *'active ground floor uses (shops, food and drink and leisure) will be appropriate in locations which have an established public function, or as part of a development which will create such an environment'*.

Policy CC9 'Design and Heritage' sets out that *'development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments'*.

Policy EN1 'Design Principles and Strategic Character Areas' sets out that *'all development in Manchester will be expected to follow the seven principles of urban design and have regard to the strategic character area in which the development is located'*. The policy sets out that the *'City Centre contains a rich legacy which reflects its urban evolution to the current day and includes listed buildings, conservation areas, archaeological remains and an historic street pattern. Its core area presents a particularly dense environment that accommodates a wide and closely integrated range of uses including commercial, civic and residential activities'*.

Policy EN3 'Heritage' sets out that *'the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre'*.

DM 1 'Development Management' sets out that development should have regard to the character of the surrounding area. *'Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.'*

Manchester Unitary Development Plan 'saved' policies

The Unitary Development Plan for the City of Manchester (the UDP) was adopted by the Council on 21 July 1995 as the statutory document which set out guidelines for all development in Manchester and provided a framework from which to base decisions about planning applications.

However, Manchester 's Core Strategy was adopted on 11 July 2012 which is the key Development Plan Document in the Local Development Framework (LDF). It replaces significant elements of the UDP. A number of policies have been 'saved' and those relevant to the proposals are set out below.

DC18.1 'Conservation Areas' sets out that *'the Council will give particularly careful consideration to development proposals within Conservation Areas.*

a. The Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering the following issues:

- i) the relationship of new structures to neighbouring buildings and spaces;*
- ii) the effect of major changes to the appearance of existing buildings;*
- iii) the desirability of retaining existing features, such as boundary walls, gardens, trees, (including street trees);*
- iv) the effect of signs and advertisements;*
- v) any further guidance on specific areas which has been approved by the Council...*

Advertising Regulations - The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

The regulations define those applications for advertisement consent can only be assessed in respect of the interests of amenity and public safety. In respect of amenity and public safety, Regulation 3 sets out the following:

"(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account –

- (a) The provisions of the development plan, so far as they are material; and*
- (b) Any other relevant factors.*

(2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest; (b) factors relevant to public safety include—

- (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);*
- (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;*
- (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.*

(3) in taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed."

NPPF (2024)

The revised National Planning Policy Framework (2024) sets out the Government's planning policies for England and how these are expected to be applied.

Paragraph 11 of the NPPF sets out that 'Plans and decisions should apply a presumption in favour of sustainable development'.

Section 6 is entitled '*Building a strong, competitive economy*' and sets out in paragraph 85 that '*Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future*'.

Paragraph 131 of the NPPF sets out that '*the creation of high-quality, beautiful, and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.*'

Paragraph 141 of the NPPF sets out 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*'.

Planning Merits of the Proposed Development

Principle of Development / Land Use

The use of the premises is established as a bank; Barclays have been operating from the branch for a number of years. The proposed development does not seek to alter the use of the premises from Class E(c)(i) (financial services).

The planning history demonstrates that there are a number of recent frontage alterations and advertisement alterations demonstrating Barclays' commitment to improving and maintaining the vitality of the branch.

Design Consideration

As the Advertisement Regulations indicate, applications for advertisement consent can only be assessed in respect of the interests of amenity and public safety.

The internally illuminated Barclays fascia sign is located above the entrance door and the internally illuminated projecting sign is located to the front elevation above the ATM machines. The illumination on the fascia sign is static and measures 200 candela per sqm. The illumination on the projecting sign is also static and measures 200 candela per sqm. The new signage is a very similar replacement to what was existing, except that the location of the projecting sign has moved from the left hand side of the front elevation to the right hand side (if looking at the building from Market Street).

Due to the scale of the advertisement it is considered that the impact on amenity is negligible and there has been no impact on the safety of the public – the signage is not located on a narrow footpath or at a size and scale that would otherwise interfere with the safe passage of pedestrians. The signage is considered to be proportionate in size and scale given the commercial location of the Site so as to not visually dominate either the shopfront or the local area.

Heritage

The Site is located within City of Manchester (UPPER KING STREET) Conservation Area 1985. Overall, the signage maintains the active frontage by the retention of advertisement of the company. It is considered that the signage works are limited in scale and do not impact the function and integrity of

the conservation area. As such it is considered that the proposals are inline with local policy CC9, EN3 and DC18.1

Conclusion

In conclusion, the retrospective application for advertisement consent at 86-88 Market Street, Manchester, is considered appropriate and in line with relevant local and national policies. The proposed signage, including the internally illuminated fascia sign and projecting sign, is proportionate to the commercial nature of the location and does not negatively impact public safety or amenity.

The signage maintains an active frontage and is consistent with the established use of the premises as a bank. While located within a Conservation Area, the limited scale of the works does not adversely affect the integrity or character of the area. The illumination levels are appropriate, and the design is in keeping with the surrounding commercial environment.

The application aligns with Manchester City Council's Core Strategy policies, particularly CC1, CC7, CC9, EN1, and EN3, as well as the saved UDP policy DC18.1. It also adheres to the principles set out in the NPPF regarding economic growth, high-quality design, and appropriate advertisement control.

Given these considerations, it is recommended that retrospective advertisement consent be granted for the external signage at 86-88 Market Street, Manchester.

Should you have any questions, please do not hesitate to contact the planning team at Barclays.planning@jll.com.

Yours Sincerely,

Barclays Planning.