EM/P23-1057

18 October 2024

Planning
Manchester City Council
PO Box 532
Manchester
M60 2LA

Dear Sir/Madam

Town and Country Planning (Control of Advertisements) (England) Regulations 2007
Application for Advertisement Consent for the Installation of New Signage
46 Cross Street, Manchester M2 7AR
Planning Portal Ref. PP-13457359

Pegasus Group is instructed to submit an application for Advertisement Consent for the installation of new signage in connection with the retail unit (Class E) on the ground floor of 46 Cross Street, Manchester.

A separate application for Listed Building Consent (ref. PP- 13458254) has been submitted for consideration in tandem with this application.

To support this application for Advertisement Consent, the following documents have been submitted online via the Planning Portal (ref. PP-13457359):

1. Completed application form and relevant ownership certificate
2. Site Location Plan (drg. no. P24-1071_DE_01_01)
3. Proposed Elevations (drg. no. 900525_201)
4. Proposed Signage Detail (drg. no. 900525_308)
5. Examples of Proposed Signage (drg. no. 900525_308A)
6. Images of existing site (within this letter)
7. Design and Access Statement, including Heritage Assessment (included within this letter)

Payment of the application fee will be made via the Planning Portal on submission of the application.

Design and Access Statement (including Heritage Assessment)

Site and Surroundings

The application site comprises the ground floor of a four-storey building. The unit is currently vacant but has a lawful retail (Class E) use. This application seeks advert consent for new signage to serve the incoming occupier (Utility Retail).

The site is located within National House, a Grade II Listed Building. The unit has a full-height glazed frontage with central entrance door (approved in 2016 ref. 114250/FO/2016 and 114251/LO/2016). The site formerly displayed an internally applied vinyl logo above the entrance doors and a projecting sign above the shopfront. The signage associated with the previous use is shown in the image below.

Signage associated with the previous use (Google Streetview c. 2023)

There is a mix of signage types displayed on the commercial frontages around the site. This includes internally suspended illuminated and non-illuminated fascia signage, timber and aluminium fascia boards with acrylic or applied lettering and a mix of internally and externally illuminated fascia and projecting signs.

The application site has a modern shopfront which is continued across the neighbouring unit and this has been reflected in the design of the proposals.

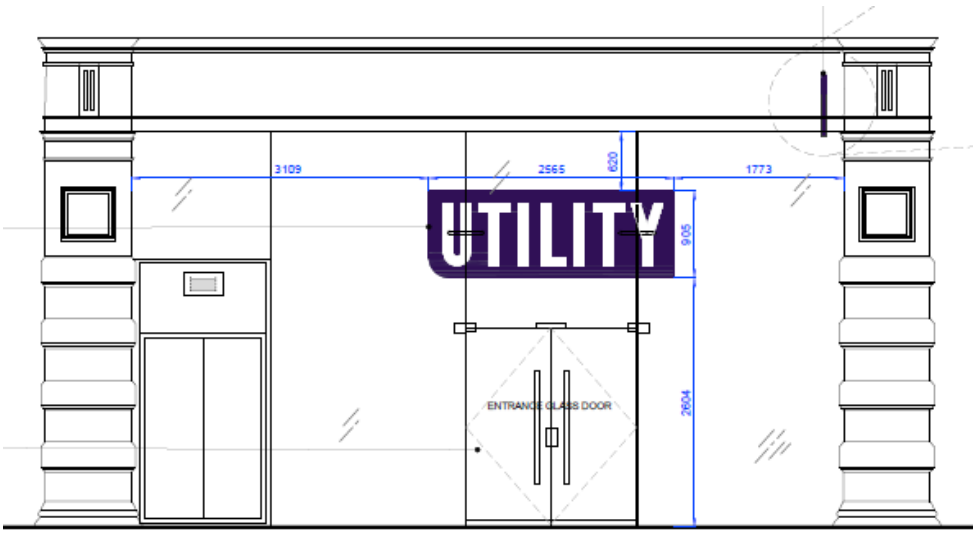
The Proposal

The application seeks advertisement consent for the installation of the following signs:

- 1 no. internally illuminated suspended fascia sign to be suspended behind shopfront glazing. Sign to be constructed of aluminium with cut-out letters faced with opal acrylic.

- 1 no. internally illuminated projecting sign with cut-out letters faced with opal acrylic.

The illumination will be provided by way of LED at a luminance no greater than 500 cd/m^2. An extract from the Proposed Signage Elevations is shown below. All signs will have a matte finish.



Planning Policy

National Planning Policy Framework (NPPF)

National policy and guidance are set out in the Government's National Planning Policy Framework (NPPF) updated as published in December 2023. The NPPF needs to be read as a whole and is intended to promote the concept of delivering sustainable development.

Additionally, it states at Paragraph 136 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 term 'amenity' is not exhaustively defined within the regulations but is a term for interpretation by the local planning authority as it applies in any particular case.

Paragraph 205 states *"when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation… irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance."*

Paragraph 208 states that where a development proposal will lead to less than substantial harm, this should be weighed against the public benefits of the proposal including, where appropriate securing its optimum viable use. No harm is alleged as a result of the proposed works.

Places for Everyone Joint Development Plan 2022-2039 (2024)

Policy JP-P2 relates to heritage and states that particular consideration will be given to ensure that the significance of key elements of the historic environment which contribute to Greater Manchester's distinctive identity and sense of place are protected from harm. These include, among others, historic town centres.

Manchester Core Strategy (2012)

Policy CC9 – Design and Heritage states 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.

Shopfronts and Signage SPD

The shopfronts and signage SPD sets out the detailed guidance for shopfront alterations and the display of signage in Manchester. The SPD states that new signage should:

- be limited to one fascia signage or internal hanging signage per elevation;
- be located below the first-floor cills, unless there is historic evidence of signage above;
- have a maximum depth of 30mm;
- not be in the form of internally illuminated lightbox signage;
- not conceal, obscure or damage any elements or detailing of a shopfront that positively contribute to its appearance, historic interest and appreciation.

The provisions of the SPD have been taken into account in the design of the signage proposals.

Design and Heritage

The application site comprises a commercial building in a prominent city centre location. The unit is currently vacant but previously had fascia and projecting signage in a similar position to that proposed. In addition, illuminated signage has previously been approved at the site, under application ref. 066558/LO/CITY1/02 and 066539/AO/CITY1/02.

The proposed signage is in an established signage zone above the entrance doors. The fascia sign will be installed behind the shopfront window, below first floor level and above the entrance doors. It will not project forward of the shopfront and is scaled appropriately so that it does not appear dominant in the streetscene.

The projecting sign will be installed at the same height, and will be a similar size to the previously installed signage. The sign will be relocated to the fascia (from the pilaster) to avoid obscuring the decorative architectural detail above the shopfront and will ensure that the signage is limited to the established zones.

The proposals include only one internal hanging sign to the principal elevation with the projecting sign above the shopfront in a location where there will be no cluttered appearance and all signage will be below the first floor windows.

The illumination will be limited to the lettering only and will not give the appearance of 'lightbox' signage. The limited amount of discreet illumination will not alter or harm the significance of the Listed Building or wider Conservation Area.

The fascia sign will be contained within the modern shopfront. The projecting sign is of modest size and will not obscure any architectural features of the Listed Building.

The proposed use of illuminated signage within the modern shopfront is acceptable and would not appear at odds with the Listed Building or the wider Conservation Area. The use of illuminated signage is well established in the area, including at Grade II Listed 36 Cross Street where 4 no. internally illuminated signs were approved in 2020 (ref. 128548/LO/2020 and 128511/AO/2020). The signage at this unit included multiple illuminated signs on the Cross Street and St Anns Street frontages. An image of the site is provided below:

The proposed signage is therefore appropriate in this location in terms of its design and in terms of the heritage constraints.

Access

The signs will be displayed at or above fascia height in established signage zones. The projecting sign will be at a height and distance from the carriageway where it cannot cause a hazard to passing vehicles.

Illumination is proposed at a luminance no greater than XX cd/m^2 which is below the industry standard. As such, there will be no dazzling effect on passing traffic.

Therefore, there are no concerns relating to access.

Summary

It has been demonstrated that the proposed signage is appropriate in terms of amenity and access and that there will be no harmful impact on the Listed Building. Therefore, Advertisement Consent and Listed Building Consent should be granted.

I trust that the above is acceptable and look forward to receiving confirmation that the application has been registered and validated shortly. However, if you have any queries, then please do not hesitate to contact me.

Yours faithfully

Emma Morrison

Planner
emma.morrison@pegasusgroup.co.uk

Enc.