

FC/P24-O251

6 September 2024

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

Dear Sir/Madam,

Town and Country Planning Act 1990 (as amended)
Town and Country Planning (Control of Advertisements) (England) Regulations 2007
26 Market Street, Manchester, M1 1PW
Planning Portal Ref. PP-13357609

Pegasus Group have been instructed by Nuoc Cham Ltd ('the Applicant') to submit an advertisement consent application for the following development at 26 Market Street, Manchester, M1 1PW ('the Site'):

"Installation and display of 1no. internally illuminated sign to the shopfront and display of 8no. signs to the barriers associated with the outdoor seating area."

Accordingly, the following documentation has been submitted via the Planning Portal (ref. PP-13357609):

1. Planning Application Form;
2. Suite of the following architectural drawings:
 - a. Site Location Plan (ref. PO13 Rev. D)
 - b. Existing Shop Front Elevation (ref. PO01 Rev C) ;
 - c. Proposed Shop Front Elevation (ref. PO02 Rev C) ;
 - d. Proposed Signage Detail (ref. PO03 Rev -);
 - e. Proposed Barrier Sign Plan and Detail (ref. PO03.1 Rev F);
3. Planning Assessment (included within this letter);
4. Heritage Assessment (included within this letter); and
5. Photographs, included within this letter.

Payment of the requisite application fee of £165 will be made under separate cover.

Site Description

The site is located within the Primary Shopping Area of Manchester City Centre and comprises a corner restaurant unit (Class E) which has recently been fitted out by the Applicant. Prior to this, it formed a vacant unit which was formerly occupied by Samsung.

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The unit is located on the far end of Market Street and benefits from two shopfront elevations, with the principal northern elevation facing onto Market Street and the western elevation onto Cross Street. Louvred panels are affixed above the Cross Street elevation.

Market Street is predominantly commercial in character, comprising a variety of retail shops. The street is covered at the location of the application site by the Manchester Arndale shopping centre above. Cross Street comprises a wide road, and is characterised by retail, food and drink uses at ground floor level.

The site is accessed via a main entrance on Market Street.



Figure 1: Photo of the site prior to fit out by the Applicant, showing elevations on Cross Street (right) and Market Street (left)

The site is not statutory or locally listed, nor is it located within a Conservation Area. The site is located adjacent to St Ann's Square Conservation Area, the boundary of which runs through the centre of Cross Street, and the Grade II listed Royal Exchange.

According to the Environment Agency's Flood Map, the site lies wholly within Flood Zone 1, which indicates a 'low' probability of flooding.

According to the Policies Map (2012), the site is located within the Manchester City Centre, Regional Centre and the City Centre Primary Shopping Area.

Planning History

The following planning history is of relevance to the application site:



No. 26 Market Street (Application Site)

139405/AO/2024 – Installation of 3no. internally illuminated fascia signs and 2no. internally illuminated projecting signs. Approved 28/05/2024.

139404/FO/2024 – Shopfront alterations, including installation of tiling. Approved 28/05/2024.

128715/AO/2020 – Installation of replacement fascia signage comprising new fascia signs including 2no. internally illuminated projecting blade signs and no.3 internally illuminated individual letter signs. Approved 26/01/2021.

105388/AO/2014/C1 – Retention of internally illuminated signage comprising 3no. fascia panels with individual letter signage attached and 2no. projecting signs with individual letter signage attached. Approved 14/07/2014.

062242/AO/CITY1/01 – 3no. illuminated individual letter fascia name signs and 2no. projecting signs. Approved 26/07/2001.

020694 – 2 x double sided illuminated projecting box signs 2 x illuminated fascia name signs 4 x illuminated information signs located behind shop window. Approved 15/12/1983.

Other applications of relevance include a number of units on Market Street and Cross Street:

- No. 19 – 21 Market Street (NatWest):
 - **116252/FO/2017** – Installation of 1no. ATM, new shopfront glazing and entrance. Approved 12/09/2017.
 - **116625/AO/2017** – Installation of signage. Approved 09/06/2027.
- No. 28 Market Street (Costa) – **110991/AO/2016/C1** – The installation of a individual lettered fascia sign and one internally illuminated projecting sign. Approved 18/04/2016.
- No. 30 Market Street (Tui):
 - **114617/FO/2016** – Installation of a new shop front. Approved 13/07/2017.
 - **114616/AO/2016** – Advertisement consent for individual letters applied to the glazing. Approved 13/07/2017.
- No. 32 Market Street (Boots) – **088750/AO/2009/C1** – Installation of fascia signage to Market Street, Cross Street, Pall Mall and 4 No. projecting signs. Refused 18/05/2008 and subsequently approved at Appeal (ref. APP/B4215/H/09/2107043).
- No. 1 Cross Street (Halifax) – **100830/AO/2012/C1** – New fascia and new projecting sign. Approved 24/01/2013.

Proposed Development

This application seeks advertisement consent to install 1no. sign to the west elevation of the restaurant, together with display of branding to the barriers associated with the outdoor seating area (approved under pavement licence ref. LC202407-530708).

The proposed signs will, together with the recently approved signage, facilitate occupation of this unit by the Applicant. Specifically, this advertisement consent application seeks consent for installation and display of the following advertisements:

- 1no. internally illuminated sign on the louvre to the Cross Street elevation; and
- 8no. "Hop" logo signs; one to each of the 8no. seating barriers.

Planning Policy

Section 38(6) of the Planning and Compulsory Purchase Act 2004 (as amended) requires planning applications to be determined in accordance with the Development Plan unless material considerations indicate otherwise. The Development Plan for Manchester City Council comprises the Manchester Core Strategy (adopted July 2012), and the saved policies from the Manchester City Council's UDP (1995).

Of note, the Places for Everyone (PfE) Joint Development Plan for Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan 2022 to 2039 was adopted on 21 March 2024. An Addendum to Manchester Core Strategy 2024 has been published, setting out which Core Strategy policies have been partially replaced by PfE policies. Any part of the policy that is not replaced remains part of Manchester's Core Strategy.

Other material considerations include (but are not limited to), the National Planning Policy Framework (NPPF, December 2023), supplementary planning documents and planning guidance.

The key policies relevant to this application are outlined below.

Manchester Core Strategy (2012)

Policy C1 'Centre Hierarchy' states that Manchester City Centre is the top of the centre hierarchy set out at Policy C1. It identifies the City Centre as the focus for comparison retail and commerce, culture, leisure and tourism. The site is located within the Manchester City Centre.

Policy CC9 'Design and Heritage' requires development to be of the highest standard in terms of appearance and function, with particular attention to be given to the City Centre context and character. It also states that development should preserve or enhance the heritage assets that have been identified, including listed buildings and conservation areas.

Policy CC10 'A Place for Everyone' states that the City Centre will develop as a location which appeals to wide range of residents and visitors particularly through developments with high standards of accessibility to buildings and across spaces in the City Centre.

Policy EN1 'Design Principles and Strategic Character Areas' states that development in Manchester is expected to follow the seven principles of urban design and opportunities for good design to enhance the overall image of the City should be fully realised. Development should contribute positively to the experience at street level. The policy also states that the maintenance and improvement of the City's permeability should be considered in all proposals, and developers will be expected to continue the rich pattern of activity in the core area of the City Centre Character Area (within which the application site is located).

Policy EN3 'Heritage' (as amended by PfE) states that proposals should be informed, as necessary, by the findings and recommendations of an appropriate heritage assessment.

Saved Policies from the Unitary Development Plan (UDP) (1995)

Policy DC14 'Shop Fronts and Related Signs' states that for applications relating to shopfronts and advertisements signs, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premise are located. The policy furthermore states at 14.5 that:

- signs should not normally be positioned other than at fascia level;
- signs should respect the architectural form of buildings and shop frontages;
- where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows; and
- projecting box signs, or any other type of sign which projects significantly beyond the shopfront, should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted.

Policy DC15 'Advertisements, hoardings and posters' requires applications for advertisements to be considered in the interests of amenity and public safety, taking into account the character or architectural features of a building. Furthermore, advertisements should be in scale with the locality and relate properly to the site, be unobtrusive, and should not be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size or design.

Policy DC18 'Conservation Areas' states that proposals adjacent to Conservation Areas will be granted only where it can be shown that they will not harm the appearance or character of the area. This will include the protection of views into and out of Conservation Areas.

Policy RC20 'Area 3 Arndale Centre / Market Place' states that this is an area where the theme of improving and building upon existing assets is especially important and relevant. This theme places a firm emphasis on improving the attractiveness of the area, particularly its pedestrian



environment, for the potential shopper and visitors. The aim of an attractive, safe and accessible shopping environment will be further complemented by a favourable attitude towards proposals which would add to the level of activity on shopping frontages.

Proposed Development

This application seeks advertisement consent for the installation and display of signage as part of the wider fit out works, in order to facilitate occupation of the unit by the Applicant and establish their brand in Manchester.

Specifically, this application seeks advertisement consent for the installation and display of 1no. internally illuminated logo sign to the Cross Street elevation, as well as the display of 8no. signs to the barriers delineating the outdoor seating area (which have been approved under Pavement Licence ref. LC202407-530708).

Careful consideration has been given to the siting, scale, and detailed design of the proposed advertisements to ensure they will be in keeping with the character of the existing shopfront, building, adjoining buildings and shopfronts and the surrounding area, in accordance with saved UDP Policies DC14 and DC15.

Proposed Sign to Cross Street Elevation

The site benefits from a wide shopfront set across two elevations. The new 'Hop' sign is proposed centrally on the northernmost louvre of the Cross Street elevation above the glazed shopfront. This will work in tandem with the existing signage across both shopfront elevations to identify the occupant of the site to draw customers to the main entrance, given the large extent of the shopfront across two elevations. The scale of the sign will be relatively modest and will clearly appear subservient when viewed in the context of the scale of the host shopping centre building, which extends to 3 storeys in height.

Notably, advertisement consent was recently granted for the installation of a sign of the same scale and design to the Market Street elevation (ref. 139405/AO/2024). The installation of a matching sign to the Cross Street elevation will provide consistency in shopfront design across both elevations.

The sign will be sited adjacent to the covered walkway along Market Street. This will be in a similar manner to the NatWest opposite at 19 Market Street, which features an internally illuminated fascia sign with higher level logo sign above it (at broadly similar, if not higher level, than the proposed 'Hop' sign), which was considered acceptable by the Council in grant of advertisement consent ref. 116625/AO/2017 in 2017. The proposed sign will be sited at a similar height, aligning the shopfront design to that of neighbouring units – and would 'book end' either side of the covered walkway, when viewed in context with Natwest's approved high level logo sign. As such, the proposed sign will sit appropriately within and respond positively to its surroundings.



Figure 2: View of entrance to covered part of Market Street, with Application Site to the right and NatWest fascia sign with logo sign above to the left

Boots also features a sign above the fascia sign, on the southern end of the host building, as shown in the image below. This aligns with the height of the louvres on the building (one of which can be seen on the far left).



Figure 3: Boots signage at 32 Market Street (viewed from Cross Street) showing high level sign aligning with louvres

Feedback during the course of the previous Hop signage application indicated that a sign on the louvres would not be supported as it would be incongruous by reason of being placed on the louvre, and as such it was removed from the scheme. However, the Applicant is re-applying for the logo sign, as on further review of the surrounding area, it is considered that the sign will sit appropriately within its surroundings and should be supported.

Officers previously noted that "Whilst there are signs at this height in the nearby area, such as Boots, Natwest, and M&S, as you have mentioned, these are situated on glazing or stonework or similar, and not on louvres such as this proposed logo."

There are only two units (the application site and Halifax) within the wider building that feature louvres above the shopfront on Cross Street. Notwithstanding that there are no existing signs to the louvres of these two units, other signage at the same higher level is prevalent on different materiality (stonework, glazing, fascia panels) as acknowledged by the Council. A sign at this same level as those which wrap around the continued parade of shops along Market Street, and with Natwest's logo sign as set out above, is therefore considered to be visually consistent with other approved signage in the area. It should be noted that the sign is placed closest to the Market Street corner, in the same location as that on the Natwest corner, to ensure a balanced appearance.

With regard to the method of illumination, the proposed sign will be internally illuminated. The principle of internally illuminated signage is considered in keeping with the contemporary appearance of the host building and predominant retail character of the surrounding Primary Shopping Area. Indeed, advertisement consent was recently granted for the installation of internally illuminated signage at the site in May 2024 (ref. 139405/AO/2024) as well as previously in 2021 and 2001 (refs. 128715/AO/2020 & 062242/AO/CITY1/O1 respectively). Furthermore, internally illuminated signage is evident on nearby buildings, including Halifax at no. 1 Cross Street (ref. 100830/AO/2012/C1), Boots at no. 32 Market Street including signage facing Cross Street (ref. 088750/AO/2009/C1, allowed at appeal ref. 2107043), NatWest at no. 19 Market Street (ref. 116625/AO/2017), and the neighbouring Costa at 28 Market Street (ref. 110991/AO/2016/C1).

On the basis of the above, it is clear that the principle of internally illuminated signage has been considered acceptable at the application site and within the immediate locality and should be similarly considered acceptable in this instance. Notwithstanding this, the proposed sign has been designed to ensure that the level of illumination remains discreet, with illumination limited to the lettering only and the edge of the 'HOP' logo sign, in order to minimise the visual impact and ensure that there will be no adverse impact on highways or pedestrian safety.

Barrier Signs

The site benefits from a Pavement License (ref. PR202407-1547840) which permits the placement of external seating and associated barriers outside the premises on Market Street and Cross Street at the specified times. Subsequently, this application seeks advertisement consent for branding to the barriers associated with the outdoor seating area.

Of note, Pizza Hut at 15 Corporation Street received advertisement consent to display 4no. banners associated with their outdoor seating area on 5 June 2017 (ref. 115758/AO/2017). The logos proposed by this application comprise a similar colour scheme and indeed are more modest in scale than those approved at Pizza Hut (see Figure 4). The neighbouring Costa at 28 Market Street also features branded barriers since 2022 (see Figure 5). As such, the proposed branding to the barriers will be in keeping with the character of the Primary Shopping Area of the City Centre.

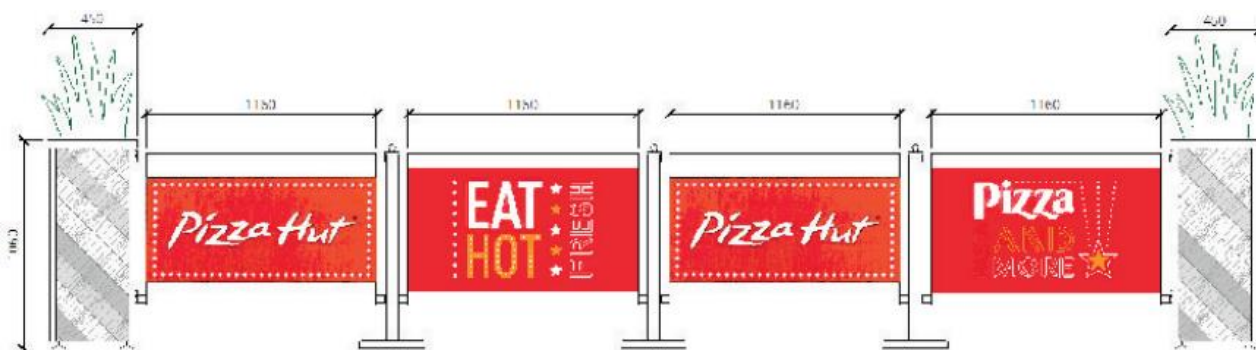


Figure 4: Extract of approved barrier signs at Pizza Hut, 15 Corporation Street (ref. 115758/AO/2017)



Figure 5: Barrier signs at neighbouring Costa

The branded barriers will comprise of durable high quality canvas material, similar to that of the adjacent Costa. The signs comprise the same 'HOP' logo design set on a red background, as was previously approved to the Market Street elevation under ref. 139405/AO/2024. As such the signs will complement and be in keeping with the existing signage scheme.

The scale of the logos is modest, with the lettering extending to only circa 20cm in height, and will therefore be subservient when viewed in the context of the scale of the wider host building to which they are associated. The logo will be sited centrally on the barriers themselves, ensuring a balanced appearance. The signs to the barriers will be neatly distributed across both Market Street and Cross Street, ensuring no undue visual clutter.

Summary

By reason of their carefully considered scale, siting, and detailed design as set out above, the proposed signage will respect the character and appearance of the host building and will complement the existing signage of the application site. The proposal will respond positively to its surrounding and contribute to the variety of signage schemes that characterise this part of the Primary Shopping Area within the City Centre. Furthermore, there will be no adverse impact on amenity arising from the proposal. As such, the proposal will be in accordance with both national and local planning policies, in particular Policies CC9 and EN1 of the Core Strategy, and 'saved' Policies DC14 and RC20 of the UDP.

Heritage Assessment

The site lies adjacent to the St Ann's Square Conservation Area; therefore, the proposals have the potential to impact upon its character and appearance.

The site does not fall within the boundaries of any Conservation Area, nor does it contain any Listed Buildings; however, it is in close proximity to the St. Ann Square Conservation Area, which is opposite Cross Street from the site; therefore, the proposal has the potential to impact the significance of the Conservation Area through a change in setting.

The core of the Conservation Area is occupied by St. Ann Square itself, which was laid out in the Georgian period. Whilst Georgian buildings do not survive around the square, apart from the Listed Grade I Church of St. Ann, the later buildings around the square have retained the spacious quality of the public realm, a fairly consistent 3-4 storey height and a mix of high quality materials and architectural styles. More modern buildings occupy the northern and southern peripheries of the Conservation Area, but these are complimented by larger scale historic buildings, such as the Grade II Listed Royal Exchange.

Overall, the urban grain is dense, apart from St. Ann's Square itself, but the mix of architectural styles and the retention of terraced buildings reinforce this characteristic. Materials throughout the Conservation Area are also mixed.

Views of note include southwards down St. Ann's Square which is terminated by the church. Other views that embody the significance of the Conservation Area include long views down King Street. Views outwards from the Conservation Area are mixed, with the Upper King Street Conservation Area to the east, alongside the modern Manchester Arndale.

The significance of the Conservation Area is therefore embodied in the mix of uses, historic street layout and built form which reflects its 18th century origins and subsequent evolution as part of the development of the Manchester city centre.

While there is currently no statutory protection for the settings of Conservation Areas, it is evident that elements of the surrounds of the Conservation Area make some contribution to its significance, albeit less than the structures and spaces within its boundaries. Principal elements of the physical surrounds and experience of the asset (its setting) which are considered to contribute

to its heritage significance comprise historic built form which represents the evolution of the Manchester City Centre, include that which falls within the boundaries of adjacent Conservation Areas.

As mentioned, the application site falls outside of the Conservation Area boundary and within the large Arndale shopping centre, which was originally developed in the 1970s and comprised the loss of a swathe of historic townscape. The building from this era was later altered and extended to create the building that is seen today. The application site is only one small element of the building and lies on its western side facing Cross Street. By virtue of its later 20th century origins and the lack of any architectural features of note, **the application site is not considered to contribute to the significance of the St. Ann's Square Conservation Area through setting.**

Impact of Advertisements

The proposed advertisement includes 1no. internally illuminated sign on the louvre to the Cross Street elevation.

The proposed logo sign is positioned to an existing louvred panel on the northernmost Cross Street elevation. This will work in tandem with the existing signage across both shopfront elevations to identify the occupant of the site to draw customers to the main entrance, given the large extent of the shopfront across two elevations. The logo is scaled appropriately considering the size of the shopfront and unit generally, and in design terms, will add interest and variety to the streetscape, which is otherwise dominated by the blank facades above ground level, particularly in views from within the Conservation Area boundary opposite.

The proposal also includes 8no. signs to the barriers forming the external seating area to Cross Street and Market Street. The signs will comprise white lettering to red colour barriers, consistent with the approved signage scheme to the premises. The signs will be incorporated on canvas barriers which will complement the materiality of others such as the adjacent Costa, and will add variety and interest at street level. Furthermore, the barriers are temporary removable additions which will be brought inside when the restaurant is closed.

Views from within the Conservation Area towards the site will not be negatively affected by the proposals. The elements of the surrounding which contribute to the significance of the Conservation Area through setting will not change or be obscured by the proposals.

Overall, the level of signage proposed is proportionate to the size and position of the unit, and it will not have any negative impacts on the appreciation of the adjacent Conservation Area, which features a variety of signage associated with retailers.

Therefore, with reference to the levels of harm in the NPPF, the proposals will result in 'no harm' to the significance of the St Ann's Square Conservation Area through a change in setting. The proposals will thus satisfy relevant local policy.



Conclusion

The proposed development will enhance the existing signage scheme and facilitate the occupation of this unit within the Primary Shopping Area, and will wholly comply with local and national planning policy.

The proposed signage has been designed with careful consideration given to the scale, siting, and detailed design of the advertisement to ensure that there will be no adverse impact on visual amenity or public safety, whilst respecting the character and appearance of both the host building and the wider streetscene. The level of illumination will be kept minimal and discreet and there will be no adverse impact on amenity arising from the proposal.

The proposed additional signage will respond positively to the host building as well as the surrounding area, contributing to the variety of signage which characterises this part of the Primary Shopping Area of the City Centre.

The proposal has also taken into consideration the impact of the proposal on the adjacent Conservation Area, and it is concluded that the proposed development will not cause harm to the heritage significance of the St Ann's Square Conservation Area through a change in setting.

The proposed development therefore will accord with the requirements of the National Planning Policy Framework, Core Strategy Policies CC9, CC10, EN1 and EN3 of the Core Strategy, and 'saved' Policies DC14, DC15, DC18 and RC20 of the UDP.

I trust that the above and enclosed is sufficient for the registration of this application. If you require any further information, please do not hesitate to contact me.

Yours faithfully,

Fiona Campbell

Planner

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