

Planning

Growth & Development

Delegated officer report for planning application

Application no. 140006/AO/2024

Date registered valid: 14 June 2024

Proposal: Installation of 1 no. internally illuminated protecting sign and 1 no. internally illuminated fascia sign.

Address: Land Off Oldham Street And Spear Street, Manchester, M4 1LF

Ward(s): Piccadilly Ward

Applicant: Sainsburys Supermarkets Ltd

Agent (if any): Alder King Planning Consultants

Case officer: Max Gibson
Tel: 0161 219 6359
[Email: maximillian.gibson@manchester.gov.uk](mailto:maximillian.gibson@manchester.gov.uk)

Recommendation: Refuse

Date of recommendation:

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 27 June 2024 Expired: 18 July 2024

Neighbour notifications

Printed: 27 June 2024 Expired: 18 July 2024

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

This application relates to a recently completed building at 76-82 Oldham Street (Block A) and 70 Spear Street (Block B). The buildings are separated by Spear Street. The site was redeveloped following a fire in 2013 that resulted in the loss of all but one of the buildings on site including the substantial art deco building that was formerly Dobbins department store. The building remaining on site was located at 5 Warwick Street and was a two-story brick-built building constructed in the 1930's that has seen some incremental change.

Listed building: Not applicable

Conservation area: Stevenson Square Conservation Area 1987

Tree Preservation Order:

Description of area

The site is within the Stevenson Square Conservation Area and opposite the Smithfield Conservation Area. Grade II Listed buildings at 132 Oldham Street, 105 Oldham Street, 66 Oldham Street are close to the site and the Grade II Listed former worker's cottages at 4-8 Bradley Street are opposite the site.

Other uses in the immediate area include offices, residential apartments, creative industries, shops, bars and restaurants. The adjoining property at 84-86 Oldham Street, is used for residential purposes. There are other nearby residential properties at 2 Houldsworth Street, 60a Oldham Street, 89-95 Oldham Street, 90-94 Oldham Street, 99 Oldham Street, 105 Oldham Street, 119 Oldham Street, 127 Oldham Street, 82 Tib Street, 100 Tib Street and 110-112 Tib Street.

Description of development

The development relates to the installation of 1no. fascia sign and 1no. projecting sign.

Consultations & Notification Responses

Publicity - letters were sent to surrounding occupiers notifying them of the development. No representations have been received as a result of this publicity.

MCC Highways Services - no objections, illuminance level considered acceptable. Projecting over licence required.

Environmental Health - no objections, illuminance level considered acceptable. Condition requested if approved.

Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon amenity including the impact upon the Conservation Area and Public Safety.

The main policies that relate to the assessment of the proposal are the Town and Country Planning (Control of Advertisements) Regulations 2007, the Manchester Core Strategy and the National Planning Policy Framework.

Town and Country Planning (Control of Advertisements) Regulations 2007

The 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

Manchester Core Strategy (2012)

Relevant policies include: EN1 (Design Principles and Strategic Character Areas, EN3 (Heritage), SP1 (Spatial Principles), CC7 (Mixed Use Development), CC9 (Design and Heritage) and DM1 (Development Management)

Unitary Development Plan for the City of Manchester (1995)

Relevant saved policies DC14 (Shopfronts and related signs), DC15 (Advertisements, Hoardings and Posters), DC18 (Conservation Areas).

Places for Everyone (2024)

Relevant policies include Policy JP-Strat2: City Centre and Policy JP-P2: Heritage

National Planning Policy Framework, in particular Section 12 and Section 16.

Paragraph 141 states:

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.

Relevant Planning History

110074/FO/2015/C2 - Demolition of existing building and site structures and construction of 2no. mixed use buildings (Buildings A and B). Building A - Part 4, part 5, part 6 and part 8 storey building including ground floor and plus basement with ancillary facilities services and commercial use (A1, A3, B1) at ground floor and basement levels, 72 residential apartments (C3) above and 2 green roofs. Building B - Part 3 and part 5 storey building including ground floor and plus basement with 100 cycle parking spaces, building services and commercial space at basement level and 9 car parking spaces, ancillary facilities and services and commercial space (A1, A3, B1) at ground floor level and 28 residential apartments (C3) above and 1 green roof.

120586/JO/2018 - Application to vary condition 10 (Fumes, Vapours and Odours) imposed upon planning approval reference 110074/FO/2015/C2 to amend the wording of the condition so that the details are required prior to the occupation of each individual unit rather than prior to the commencement of development.

126531/JO/2020 - Application to vary Conditions 2 (Approved Drawings and Documents), 3 (Archaeology), 4 (Contaminated Land) and 16 (Materials to be Approved) and remove Condition 18 (Lightwells) imposed upon planning approval reference 120586/JO/2018 to accommodate changes to the design required in order to satisfy necessary performance criteria and technical compliance and to take into account the information submitted.

131730/JO/2021 - Section 73 Application to vary conditions 1 (Approved Plans and Documents), 15(d) (Materials to be Approved - Window Drip Detail), 18 (Travel Plan) and 21 (Photovoltaics) attached to application 126531/JO/2020.

138830/AO/2023 - Installation of internally illuminated projecting sign.

- Express advertisement consent was granted under this application for 1no. projecting sign of the following proportions 400mm x 180mm x 30mm. A depth of 30mm was agreed. No fascia signage, or other elements, were approved under this application. Whilst approved prior to the agreement of the signage strategy, in line with its expectations due to representing best solution for the architecture of the development.

139167/AO/2024 - Installation of 1no. illuminated projecting sign.

- Express advertisement consent was granted under this application for 1no. projecting sign of the following proportions 400mm x 180mm x 30mm. A depth of 30mm was agreed. No fascia signage, or other elements, were approved under this application.

Whilst approved prior to the agreement of the signage strategy, in line with its expectations due to representing best solution for the architecture of the development.

CDN/24/0306 - Discharge of conditions 29 (Signage Strategy) and 31 (Commercial Waste Management block B only) attached to application ref no 131730/JO/2023 as amended by 139154/NMC/2024.

- This discharge of conditions approved a signage strategy for the development under consideration. A copy of this signage strategy is appended to this report for reference.

Issues

The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. An assessment of the proposals under these criteria is outlined below.

Amenity

The application seeks advertisement consent for 1no. fin-type projecting sign and 1no. fascia sign, comprising individual letters mounted to a rack. The signage would be illuminated to 144cd/m2.

The application building is a recent modern addition to Oldham Street having recently being completed. The ground floor shop frontages are formed of individual vertical sections of glazing within frames. The building has no natural fascia position and any new signage associated at the property requires careful consideration not only to ensure it relates appropriately to the building



and its architecture but to ensure a consistent signage strategy across the building in the interest of its visual amenity and the character and appearance of the conservation area.

The vertical sections of glazing and frame makes the installation of any signage for this ground unit challenging without undermining and relating poorly to the architecture of the building. The starting point for any signage at the property therefore is for it to be situated behind the glass of the 'shop front'. This is considered the optimal position for the main fascia sign in order to preserve the architecture of the building and rhythm of the shop frontage.

This proposal would see the introduction of a 250mm internally illuminated fret cut individual lettering stating 'SAINSBURY'S LOCAL'. The lettering would be made of acrylic and would be in orange and white the branding colours of the supermarket chain. The lettering would be applied to an aluminium box frame in silver.

The signage and frame cuts awkwardly across the frame façade of the ground floor commercial unit. In addition, it is positioned unevenly and dis-proportionately to the left-hand side of two of the frames the signage cuts across. This leaves a greater gap to the right-hand side portion of the frame

The metal elements on the elevation at ground level are all coloured gold and sharply rectilinear in form. The proposed fascia sign would be mounted on a grey/silver rack, and together with disrupting this regular form and cutting across the windows and their frames, introduces an element to the building that is incongruous in materiality.

The overall resulting effect is signage which poorly relates to the existing building and its architecture which is specifically discouraged by the NPPF.

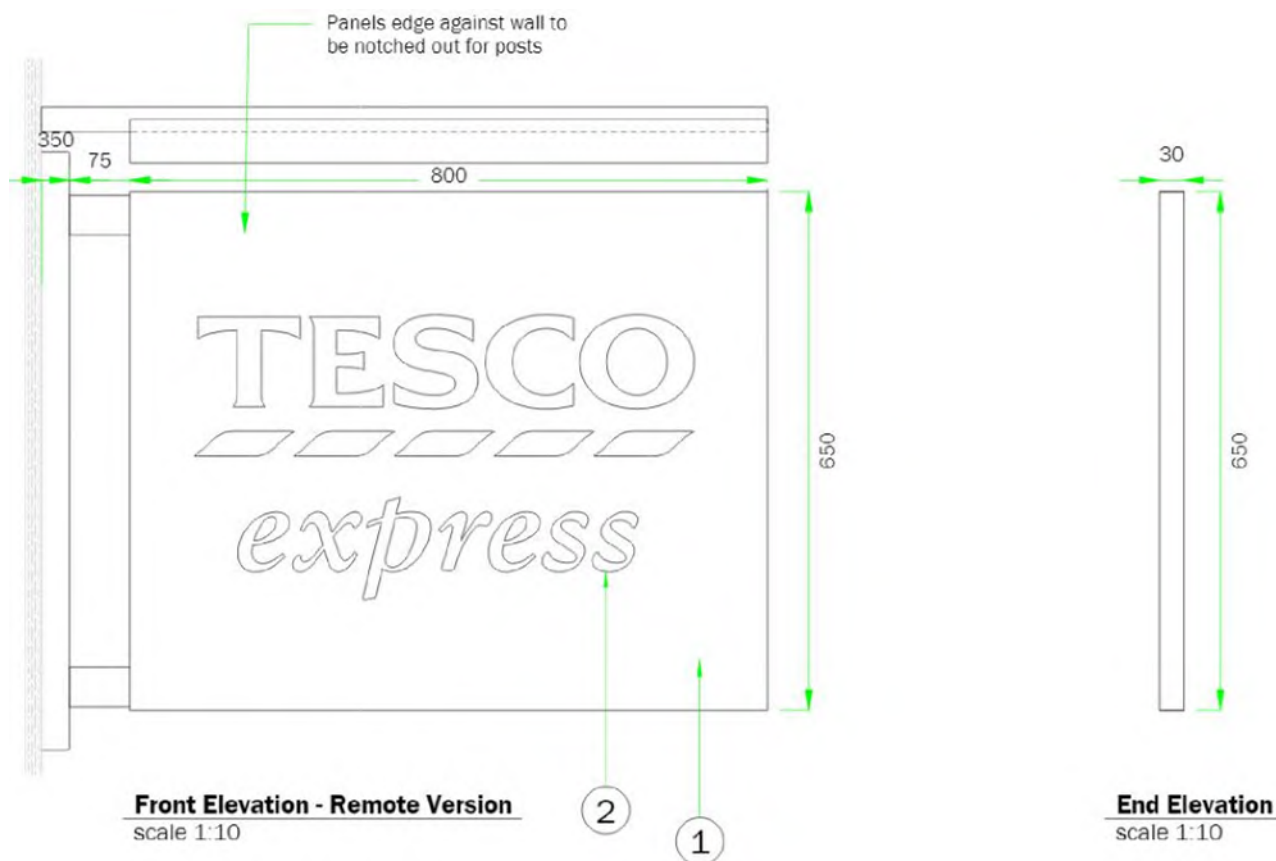
Officers have discussed the above concerns with the applicant include positioning the sign behind the glass to remove the requirement for advertisement consent and to achieve the least

visual intrusive impact on the appearance and architecture of the building. The applicant has indicated an unwillingness to change the proposal.

It should also be noted that the City Council, in the granting of planning permission 110074/FO/2015/C2 as amended (see planning history section of this report), agreed with the developer to approve a signage strategy for the entire building. The aim of this strategy was to ensure a coherent signage strategy for the building which the developer agreed to produce to help inform any future tenants' signage. This signage strategy was duly agreed under ref CDN/24/0306 on the 11.06.2024 and is appended to this report for reference. The strategy stipulates that fascia signage for the ground floor commercial units should be located behind the glass. The signage strategy also included projecting signage of 30mm.

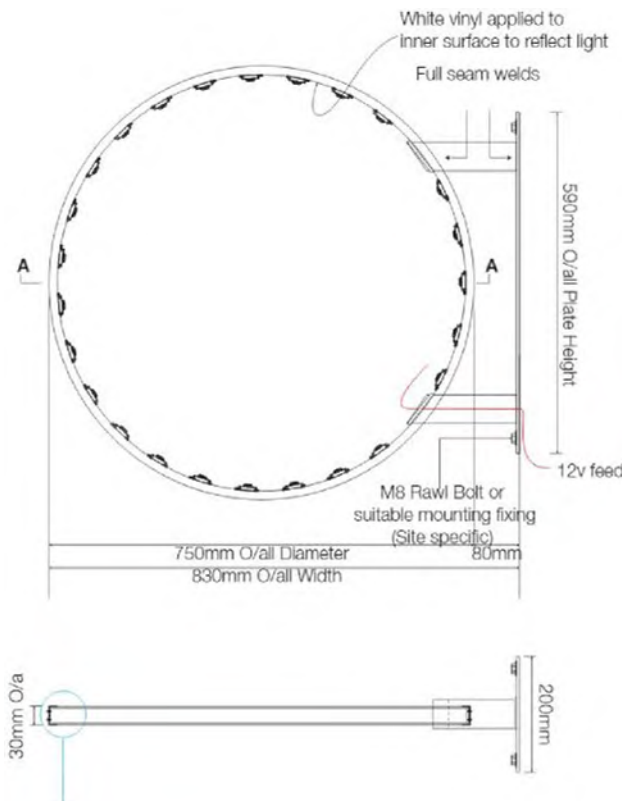
The fascia signage is considered to be unacceptable in this instance and the installation of the sign should be refused.

The proposed also include details of a projecting sign, which would be 100mm thick. This is substantially more than the 30mm maximum usually supported in the City Centre and specified by the signage strategy. Below are two examples of recently approved internally illuminated 30mm projecting signs at Tesco (138215/AO/2023) and Starbucks (139587/AO/2024) in the City Centre, demonstrating a clear position on the part of the City Council.



Sign approved under app. ref. 138215/AO/2023

Projecting signs of this 30mm depth are supported as they afford the signs a delicate, slimline appearance which reduces the visual impact on elevations when viewed side on. A sign of 100mm would appear clunky and bulky on the shop front, particularly in relation to the much more slimline window frames.



Sign approved under app. ref. 139587/AO/2024

The City Council has approved signage on a number of other units at the development which comply with the signage strategy (see application reference 139167/AO/2024 and 138830/AO/2023).



2

Spear Street Elevation w Signage Extract

1 : 50

Signage approved under app. ref. 138830/AO/2023

The introduction of a single external fascia sign and a projecting sign of a different depth to the others approved would undermine the visual cohesiveness of the whole development.

During the course of the application process, the applicant has drawn the City Council's attention to previously approved signage on another building in Manchester, outside of the City Centre and on a major arterial route, which is similar in design and siting to the proposed. The City Council assesses all applications on a case-by-case basis, taking into account the site-specific context. The application site sits within a conservation area and hence design solutions of the highest quality are supported. The building on which the signage has been proposed has been designed to give the greatest visual uplift to the conservation area and hence any proposals which would undermine this design intent would not be supported.

Where there are also instances of poor-quality signage on other buildings, notwithstanding whether they have been historically granted by the City Council, it should not preclude that the same error should continue to be made. In this particular case, the signage has been considered against the relevant regulations and it has been determined that it would result in poor quality signage at the building. This would also be in direct contravention with the agreed signage strategy for the building which was entered into in good faith between the LPA and the developer.

Public safety

No concerns were raised regarding public safety by either MCC Highways Services or Environmental Health. The illuminance would be of a sufficiently low level, 144cd/m², to avert any potential disamenity to surrounding occupiers or create pedestrian and driver distraction. The signage would have sufficient head clearance. Given the above, there are no public safety concerns that would warrant a refusal.

Other Legislative Requirements Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a

decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Refuse

Reason for recommendation to refuse

1) The proposed fascia sign and projecting sign, by virtue of their siting, design, appearance and materiality would not respond positively to the architecture, appearance and character of this high-quality building within the conservation area. The fascia signage would sit awkwardly on the building undermining the features of the ground floor frontage and contrast with the materiality of the building. The projecting signage would be bulky and overly large. Collectively both signs would undermine the high quality frontage and appear out of character with other signage approved for the building and in the city centre. The proposal would harm the amenity of the building and local area and undermined the desire to strive for high quality signage on building, particularly within conservation areas. The advertisements would therefore be contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, saved policies DC14, DC15 and DC18.1 of the Unitary Development Plan for the City of Manchester, policies DM1, EN1, EN3, CC9 and SP1 of the Manchester Core Strategy, the National Planning Policy Framework (NPPF).

Appendix 1 – List of consultees & neighbours notified

Highway Services

Environmental Health

Flat 2, 100 Tib Street, Manchester, M4 1LR
98 Tib Street, Manchester, M4 1LR
Flat 2, 2 Houldsworth Street, Manchester, M1
1EJ 129 Oldham Street, Manchester, M4 1LN
Flat 2, 127 Oldham Street, Manchester, M4 1LN
Flat 13, 5 Warwick Street, Manchester, M1 1AU
Flat 25, 5 Warwick Street, Manchester, M1 1AU
Flat 22, 5 Warwick Street, Manchester, M1 1AU
Flat 46, 5 Warwick Street, Manchester, M1 1AU
Flat 31, 5 Warwick Street, Manchester, M1 1AU
Flat 1, 5 Warwick Street, Manchester, M1 1AU Flat
43, 5 Warwick Street, Manchester, M1 1AU Flat
48, 5 Warwick Street, Manchester, M1 1AU Flat 6,
84 - 86 Oldham Street, Manchester, M4 1LF 86
Oldham Street, Manchester, M4 1LF
6 - 8 Houldsworth Street, Manchester, M1
1EJ 4 Houldsworth Street, Manchester, M1
1EJ 117 Oldham Street, Manchester, M4 1LN
Flat 10, 104 Tib Street, Manchester, M4 1LR Flat
1, 2 Houldsworth Street, Manchester, M1 1EJ
Flat 8, 127 Oldham Street, Manchester, M4 1LN
Flat 53, 5 Warwick Street, Manchester, M1 1AU
Flat 18, 5 Warwick Street, Manchester, M1 1AU
Flat 40, 5 Warwick Street, Manchester, M1 1AU
Flat 34, 5 Warwick Street, Manchester, M1 1AU
Flat 60, 5 Warwick Street, Manchester, M1 1AU
Flat 10, 5 Warwick Street, Manchester, M1 1AU
Flat 69, 5 Warwick Street, Manchester, M1 1AU
Flat 59, 5 Warwick Street, Manchester, M1 1AU
Flat 1, 100 Tib Street, Manchester, M4 1LR
Ground Floor, 98 Tib Street, Manchester, M4
1LR 108 Tib Street, Manchester, M4 1LR
Flat 1, 119 Oldham Street, Manchester, M4
1LN Flat 11, 104 Tib Street, Manchester, M4
1LR Flat 5, 104 Tib Street, Manchester, M4
1LR 88 Oldham Street, Manchester, M4 1LF
Flat 4, 2 Houldsworth Street, Manchester, M1 1EJ
Flat 1, 127 Oldham Street, Manchester, M4 1LN
Flat 4, 5 Warwick Street, Manchester, M1 1AU
Flat 71, 5 Warwick Street, Manchester, M1 1AU
Flat 8, 5 Warwick Street, Manchester, M1 1AU
Flat 19, 5 Warwick Street, Manchester, M1 1AU
Flat 62, 5 Warwick Street, Manchester, M1 1AU
Flat 58, 5 Warwick Street, Manchester, M1 1AU
Flat 11, 5 Warwick Street, Manchester, M1 1AU
Flat 66, 5 Warwick Street, Manchester, M1 1AU
Flat 65, 5 Warwick Street, Manchester, M1 1AU
Flat 21, 5 Warwick Street, Manchester, M1 1AU
Flat 51, 5 Warwick Street, Manchester, M1 1AU

Flat 42, 5 Warwick Street, Manchester, M1 1AU
Flat 3, 127 Oldham Street, Manchester, M4 1LN
Flat 1, 110 - 112 Tib Street, Manchester, M4 1LR
123 Oldham Street, Manchester, M4 1LN
106A Tib Street, Manchester, M4 1LR
Flat 8, 104 Tib Street, Manchester, M4 1LR
Flat 4, 104 Tib Street, Manchester, M4 1LR
Flat 2, 104 Tib Street, Manchester, M4 1LR
Flat 4, 127 Oldham Street, Manchester, M4 1LN
Flat 9, 127 Oldham Street, Manchester, M4 1LN
Flat 14, 5 Warwick Street, Manchester, M1 1AU
Flat 5, 5 Warwick Street, Manchester, M1 1AU
Flat 55, 5 Warwick Street, Manchester, M1 1AU
Flat 26, 5 Warwick Street, Manchester, M1 1AU
Flat 36, 5 Warwick Street, Manchester, M1 1AU
Flat 72, 5 Warwick Street, Manchester, M1 1AU
Flat 29, 5 Warwick Street, Manchester, M1 1AU
Flat 49, 5 Warwick Street, Manchester, M1 1AU
Flat 28, 5 Warwick Street, Manchester, M1 1AU
Flat 56, 5 Warwick Street, Manchester, M1 1AU
Flat 38, 5 Warwick Street, Manchester, M1 1AU
Flat 5, 84 - 86 Oldham Street, Manchester, M4 1LF
Flat 3, 100 Tib Street, Manchester, M4 1LR
100 Tib Street, Manchester, M4 1LR
Flat 2, 110 - 112 Tib Street, Manchester, M4 1LR
Flat 2, 119 Oldham Street, Manchester, M4 1LN
Flat 7, 104 Tib Street, Manchester, M4 1LR
131 Oldham Street, Manchester, M4 1LN
Flat 20, 5 Warwick Street, Manchester, M1 1AU
Flat 32, 5 Warwick Street, Manchester, M1 1AU
Flat 27, 5 Warwick Street, Manchester, M1 1AU
Flat 23, 5 Warwick Street, Manchester, M1 1AU
Flat 33, 5 Warwick Street, Manchester, M1 1AU
Flat 44, 5 Warwick Street, Manchester, M1 1AU
Flat 61, 5 Warwick Street, Manchester, M1 1AU
Flat 68, 5 Warwick Street, Manchester, M1 1AU
Flat 10, 84 - 86 Oldham Street, Manchester, M4 1LF
Flat 1, 84 - 86 Oldham Street, Manchester, M4 1LF
Flat 9, 84 - 86 Oldham Street, Manchester, M4 1LF
102 Tib Street, Manchester, M4 1LR
First Floor And Second Floor, 3 Whittle Street, Manchester, M4 1LT
110 - 112 Tib Street, Manchester, M4 1LR
Flat 3, 2 Houldsworth Street, Manchester, M1 1EJ
2A Houldsworth Street, Manchester, M1 1EJ
Flat 6, 127 Oldham Street, Manchester, M4 1LN
Flat 9, 5 Warwick Street, Manchester, M1 1AU
Flat 2, 5 Warwick Street, Manchester, M1 1AU
Flat 15, 5 Warwick Street, Manchester, M1 1AU
Flat 67, 5 Warwick Street, Manchester, M1 1AU
Flat 45, 5 Warwick Street, Manchester, M1 1AU
Flat 39, 5 Warwick Street, Manchester, M1 1AU
Flat 70, 5 Warwick Street, Manchester, M1 1AU
Flat 3, 84 - 86 Oldham Street, Manchester, M4 1LF
Flat 4, 84 - 86 Oldham Street, Manchester, M4 1LF

111 - 115 Oldham Street, Manchester, M4 1LN
Flat 9, 104 Tib Street, Manchester, M4 1LR
Serviced Apartment 1, 131A Oldham Street, Manchester, M4 1LN
Flat 2, 131A Oldham Street, Manchester, M4 1LN
Flat 30, 5 Warwick Street, Manchester, M1 1AU
Flat 35, 5 Warwick Street, Manchester, M1 1AU
Flat 57, 5 Warwick Street, Manchester, M1 1AU
Flat 54, 5 Warwick Street, Manchester, M1 1AU
Flat 63, 5 Warwick Street, Manchester, M1 1AU
Flat 37, 5 Warwick Street, Manchester, M1 1AU
Flat 52, 5 Warwick Street, Manchester, M1 1AU
Flat 41, 5 Warwick Street, Manchester, M1 1AU
Flat 64, 5 Warwick Street, Manchester, M1 1AU
Flat 7, 5 Warwick Street, Manchester, M1 1AU
Flat 17, 5 Warwick Street, Manchester, M1 1AU
Flat 24, 5 Warwick Street, Manchester, M1 1AU
Flat 12, 5 Warwick Street, Manchester, M1 1AU
Flat 2, 84 - 86 Oldham Street, Manchester, M4 1LF
Flat Above, 98 Tib Street, Manchester, M4 1LR
Ground Floor, 3 Whittle Street, Manchester, M4 1LT
125 Oldham Street, Manchester, M4 1LN
106 Tib Street, Manchester, M4 1LR
Basement And Ground Floor, 119 Oldham Street, Manchester, M4 1LN
Flat 3, 104 Tib Street, Manchester, M4 1LR
Flat 6, 104 Tib Street, Manchester, M4 1LR
104 Tib Street, Manchester, M4 1LR
Flat 1, 104 Tib Street, Manchester, M4 1LR
Flat 5, 127 Oldham Street, Manchester, M4 1LN
Flat 7, 127 Oldham Street, Manchester, M4 1LN
Flat 3, 5 Warwick Street, Manchester, M1 1AU
Flat 47, 5 Warwick Street, Manchester, M1 1AU
Flat 16, 5 Warwick Street, Manchester, M1 1AU
Flat 6, 5 Warwick Street, Manchester, M1 1AU
Flat 50, 5 Warwick Street, Manchester, M1 1AU
Flat 7, 84 - 86 Oldham Street, Manchester, M4 1LF
Flat 8, 84 - 86 Oldham Street, Manchester, M4 1LF
84 - 86 Oldham Street, Manchester, M4 1LF

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Stevenson Square Conservation Area 1987
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL

THE QUARTERS

MANCHESTER

Statutory Approvals

Express Consent

The Tenant will be responsible for obtaining express consent and discharging conditions (where required) in line with the approved signage strategy, whilst providing signage proposals to demonstrate accordance with this strategy.

Building Control

The Tenant will be responsible for Building Control approval and for complying with statutory requirements and current legislation. Copies of all applications and determinations shall be supplied to the Landlord.

Amendments or Alternations

Approval must be received from the Landlord prior to commencing any work on site. The Landlord agrees to use all reasonable endeavours to process the Tenant's application for such changes with the minimum possible delay.

Planning permission for the refurbishment scheme, including the retail units, is granted on a number of conditions which must be adhered to.

Proposed Units

Units have been designed to be flexible in size, so depending on the tenant, entrance positions may vary. Signage Zones are therefore shown indicatively and can vary. Signage shall still follow the intent shown on the following pages.

Entrance Doors

Proposed Doors within Glazed Screens and New Entrance Doors are to Match Existing Curtain Wall Glazing to Residential Elements in terms of Finish & Specification.

To be Anodised Aluminium. Colour to Match. Entrance Doors to open inwards or be sliding.



Shopfront Criteria

Tenants must submit the design information to the landlord for approval before proceeding with express consent or installation of any signage.

To maintain visual consistency across the site, there will be three main signage types, located within specified zones that tenants must adhere to:

1. Primary Signage Zone

To preserve visual uniformity throughout the property, all primary signs must be placed within the area noted on the accompanying elevation details. Any fixings must be appropriate to reduce harm to the existing structure, as well as maintaining visual coherence.

All signage will be located to the inside face of the glass facade.

The maximum lux levels for any illuminated signage shall be 300cd/m. Flashing illuminated signage shall not be permitted. All illuminated signage shall be static and no flashing illuminated signage shall be permitted. All signage must be back-lit, unless evidence can be provided to show that any glare and overspill into NSR's can be appropriately controlled.

For more details on the position of primary signage zones and dimensions, please refer to the following pages.

Clear Views to be maintained through all shopfront glazing, including doors.

2. Bus Stop Signage

Oldham Street Elevation

Bus stop style signage should only be placed on the front of columns and must fit within the designated zones. Bus stop signage shall not project more than 950mm from the facade, and fixings must minimise harm and influence on the existing concrete structure while maintaining a uniform appearance. A limit of 30mm to the depth / width of the projecting signs / bus stop signage will apply.

The maximum lux levels for any illuminated signage shall be 300cd/m. Flashing illuminated signage shall not be permitted. All illuminated signage shall be static and no flashing illuminated signage shall be permitted. All signage must be back-lit, unless evidence can be provided to show that any glare and overspill into NSR's can be appropriately controlled.

A maximum of one projecting sign / bus stop sign per unit per elevation will be permitted. For units that have more than one elevation, there will be a maximum of two projecting / bus stop signs allowed across the unit.

Aside from the primary signage detailed above, other signage positioned internally or for which express consent is not required will be subject to Tenant discretion and does.

Any projecting signage must be in line with Primary Signage.

All Other Elevations

Bus stop style signage should only be placed on the front of columns and must fit within the designated zones. Bus stop signage shall not project more than 800mm from the facade, and fixings must minimise harm and influence on the existing concrete structure while maintaining a uniform appearance. A limit of 30mm to the depth / width of the projecting signs / bus stop signage will apply.

The maximum lux levels for any illuminated signage shall be 300cd/m. Flashing illuminated signage shall not be permitted. All illuminated signage shall be static and no flashing illuminated signage shall be permitted. All signage must be back-lit, unless evidence can be provided to show that any glare and overspill into NSR's can be appropriately controlled.

A maximum of one projecting sign / bus stop sign per unit per elevation will be permitted. For units that have more than one elevation, there will be a maximum of two projecting / bus stop signs allowed across the unit.

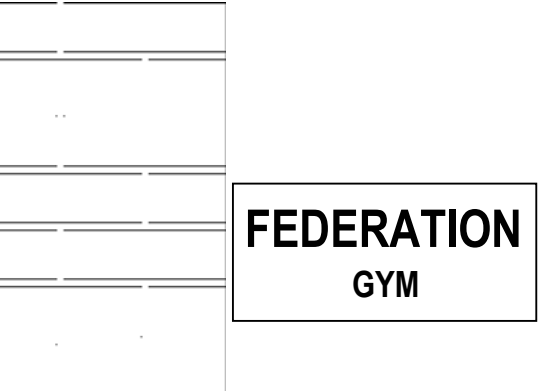
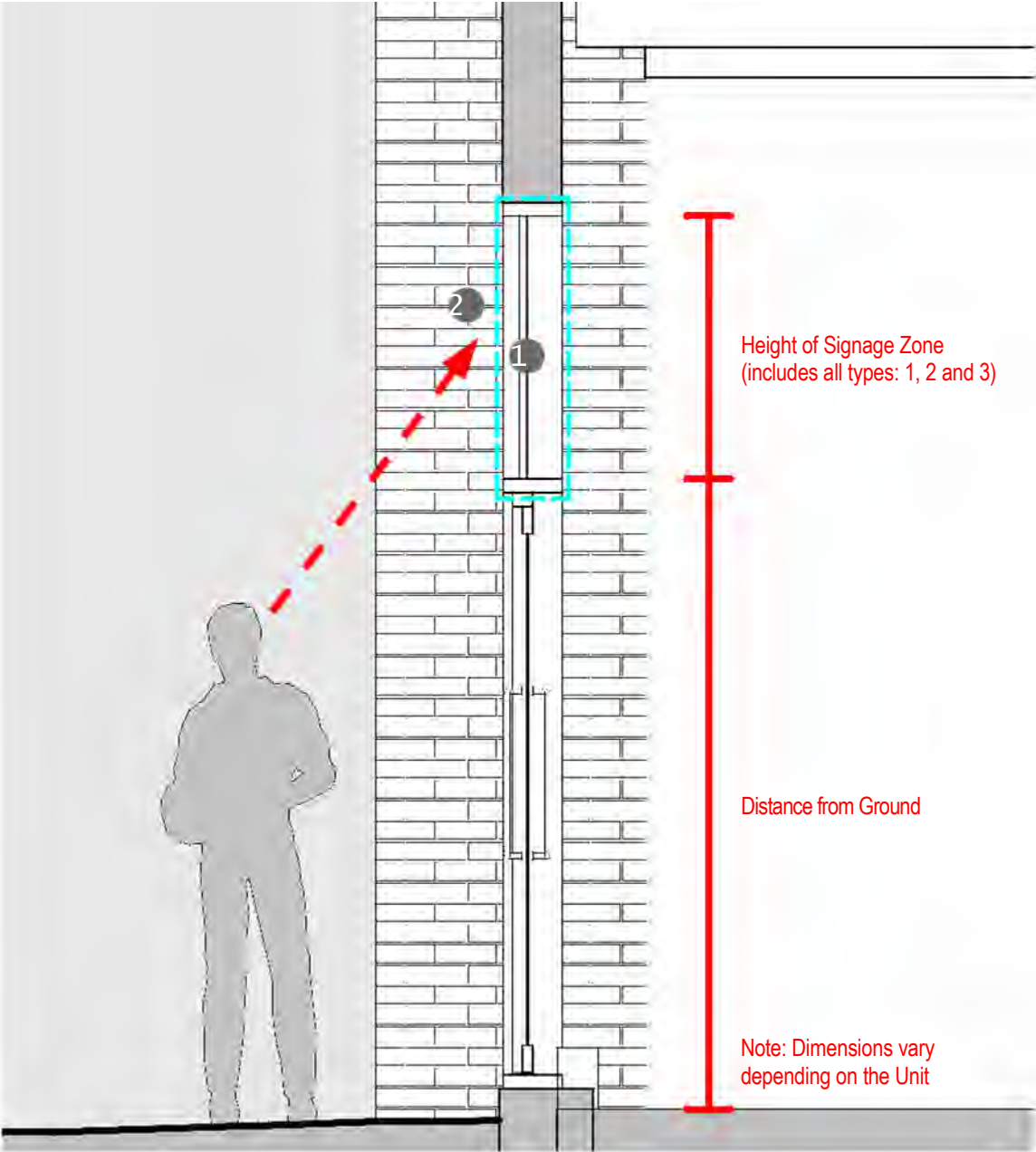
Aside from the primary signage detailed above, other signage positioned internally or for which express consent is not required will be subject to Tenant discretion and does not form part of this strategy.

3. Secondary Signage

To preserve visual uniformity throughout the property, all secondary signs must be placed within the area noted on the accompanying elevation details. Any fixings must be appropriate to reduce harm to the existing structure, as well as maintaining visual coherence. All signage will be located to the inside face of the glass facade.

The maximum lux levels for any illuminated signage shall be 300cd/m. Flashing illuminated signage shall not be permitted. All illuminated signage shall be static and no flashing illuminated signage shall be permitted. All signage must be back-lit, unless evidence can be provided to show that any glare and overspill into NSR's can be appropriately controlled.

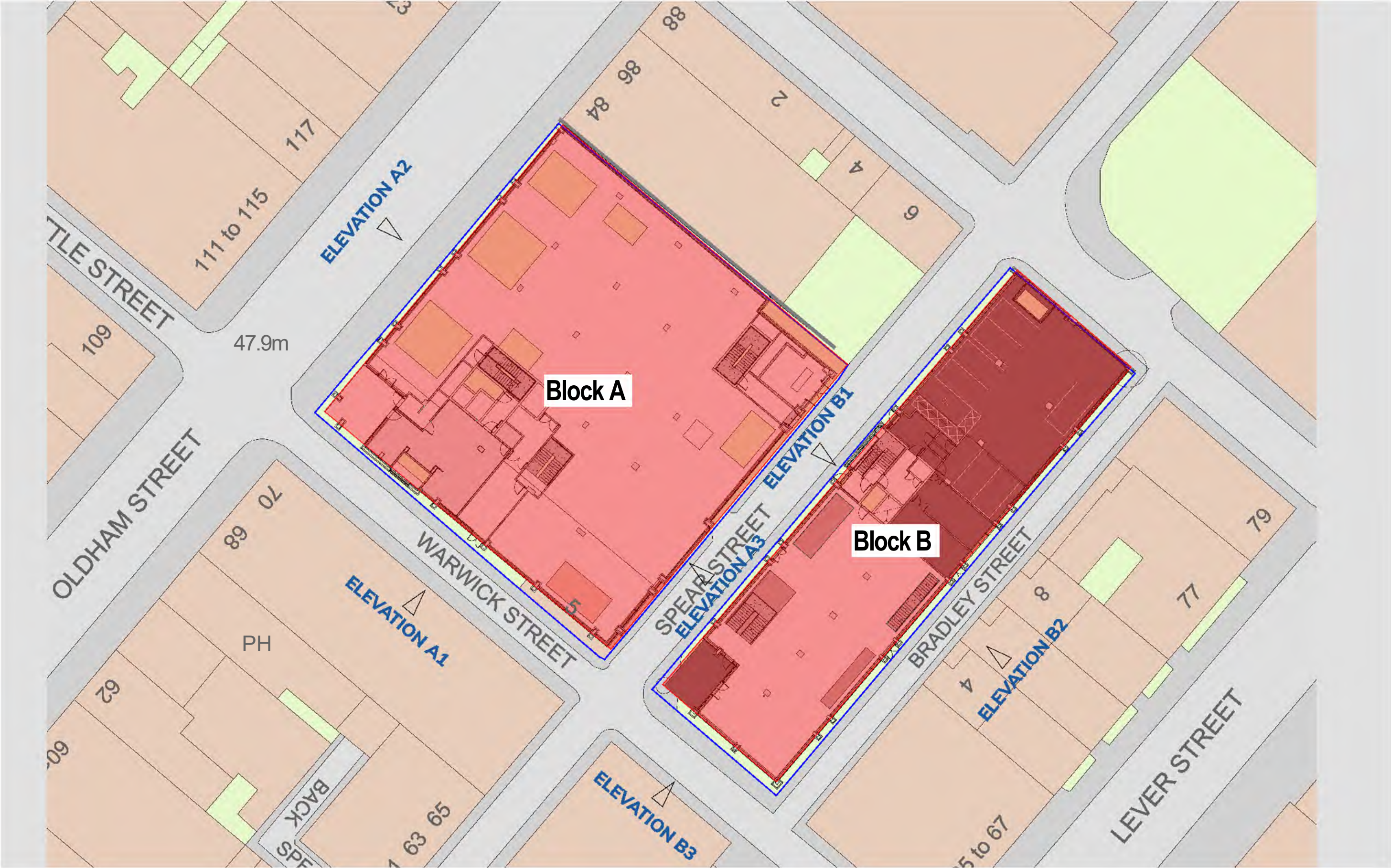
Aside from the primary signage detailed above, other signage positioned internally or for which express consent is not required will be subject to Tenant discretion and does not form part of this strategy.



Top:
Section Through Typical
Curtain Glazing / Entrance

Bottom:
Bus Stop Signage Examples

Site Plan



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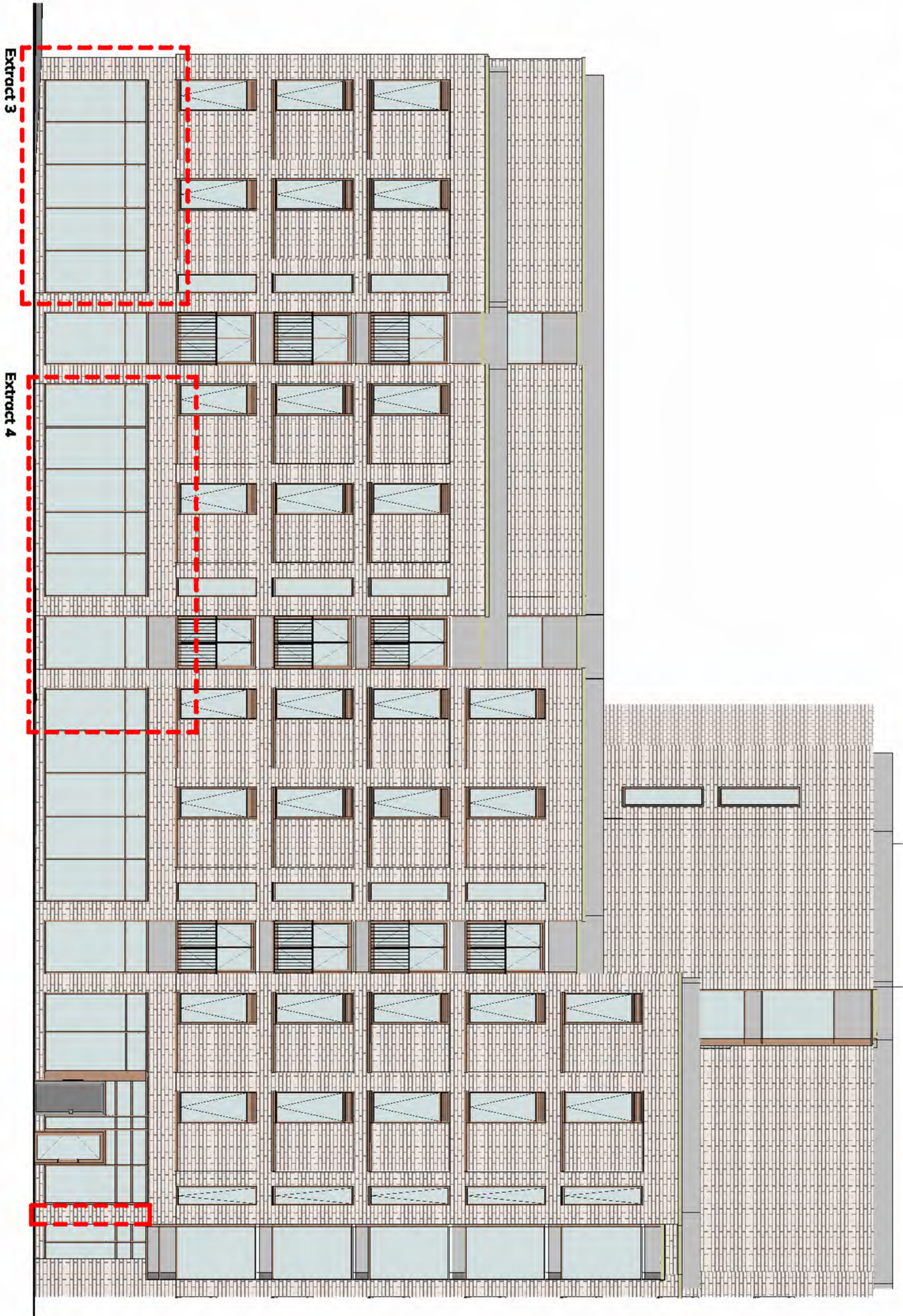
PIN

1A noitaveleE

noitavele teertS kciwraW - A kcolB

Block A - Oldham Street Elevation

Elevation A2

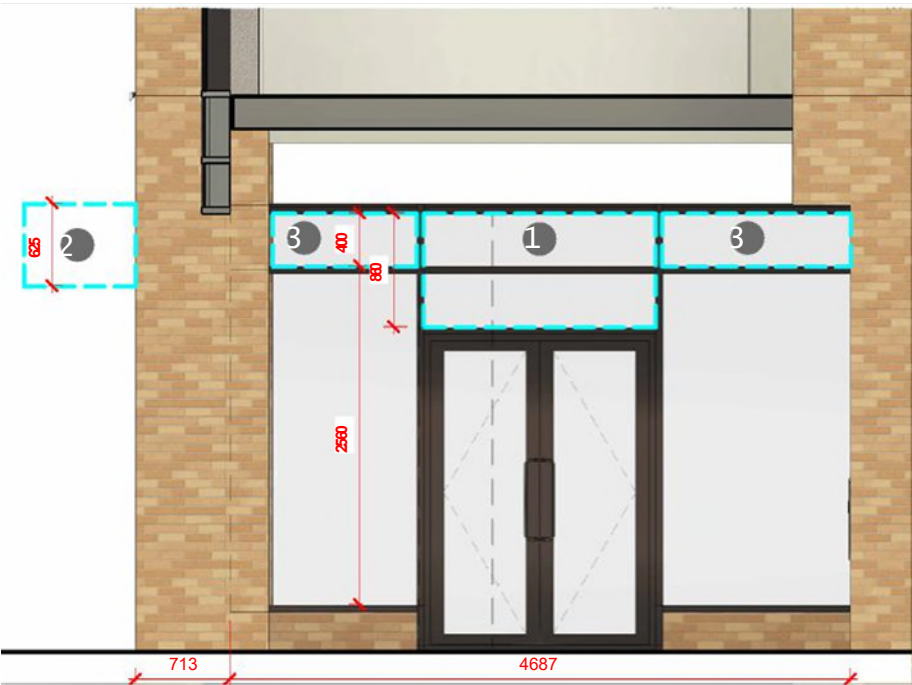


Block A - Spear Street Elevation

Elevation A3



Block A Units



Extract 1



Extract 2

Block A Units

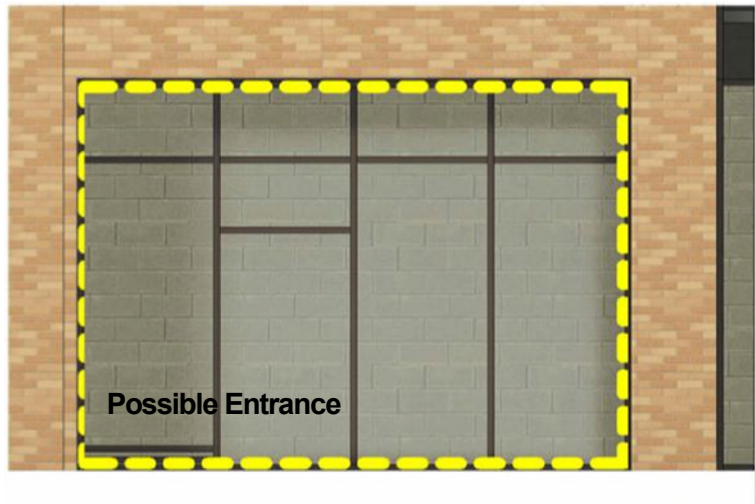


Extract 3

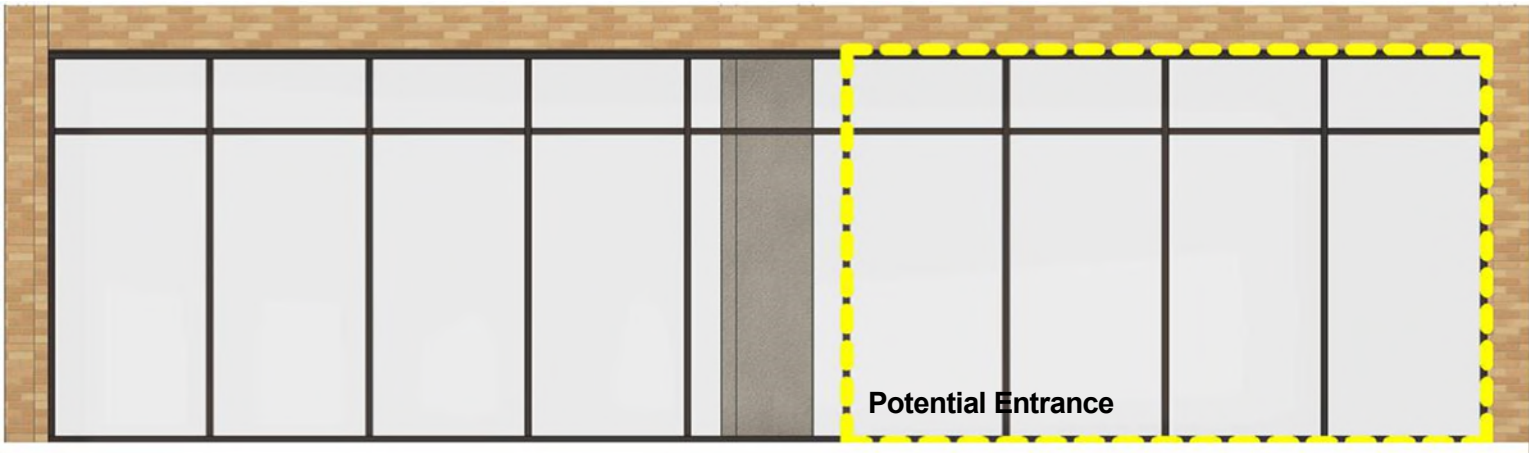


Extract 4

Block A Units



Extract 5



Extract 6

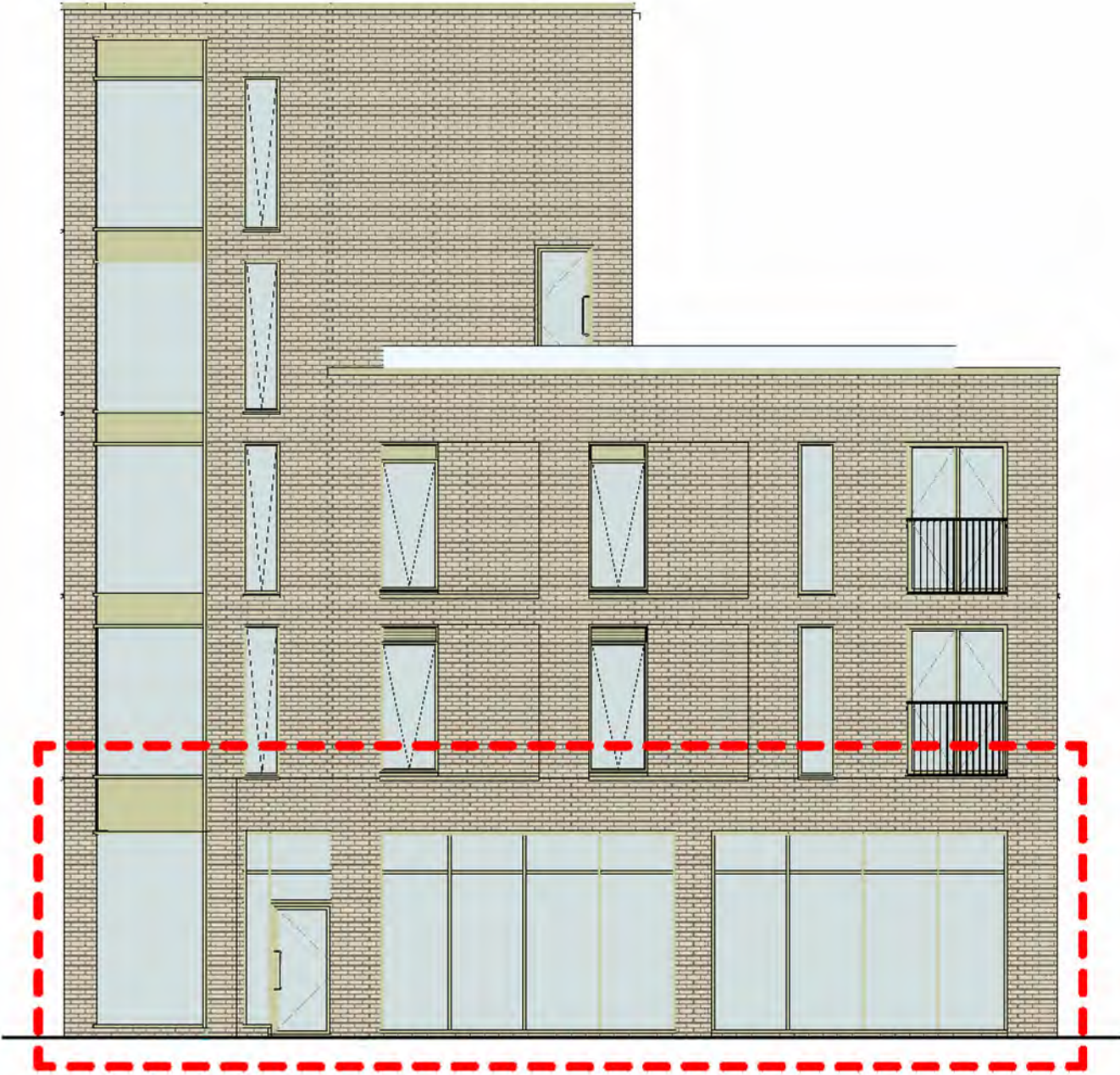
Block B - Spear Street Elevation

Elevation B1



Block B - Warwick Street Elevation

Elevation B3



Extract 3

7 2 1 0

5 3 1 5

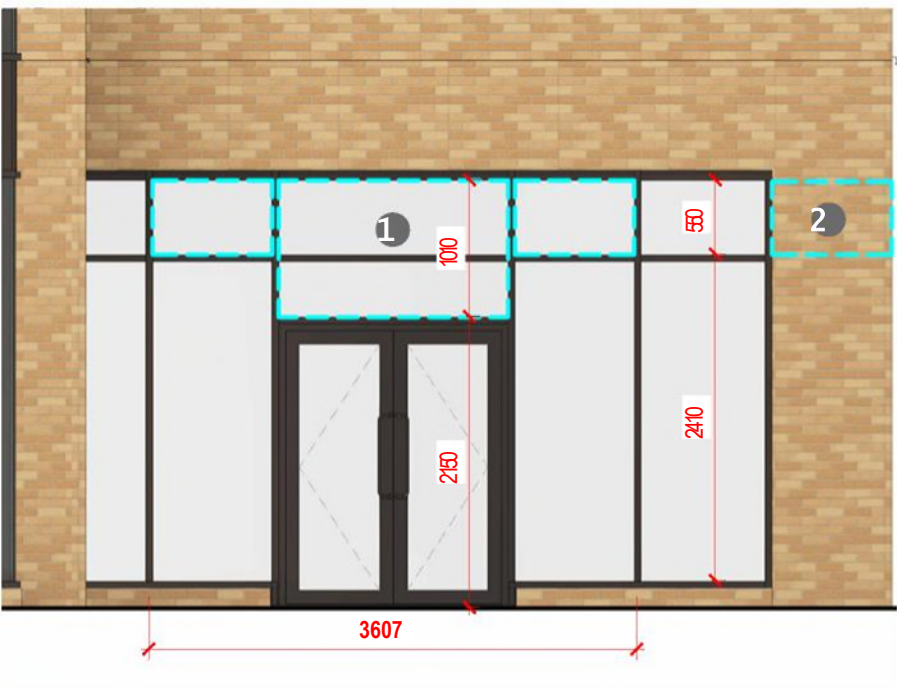
Elevation B2



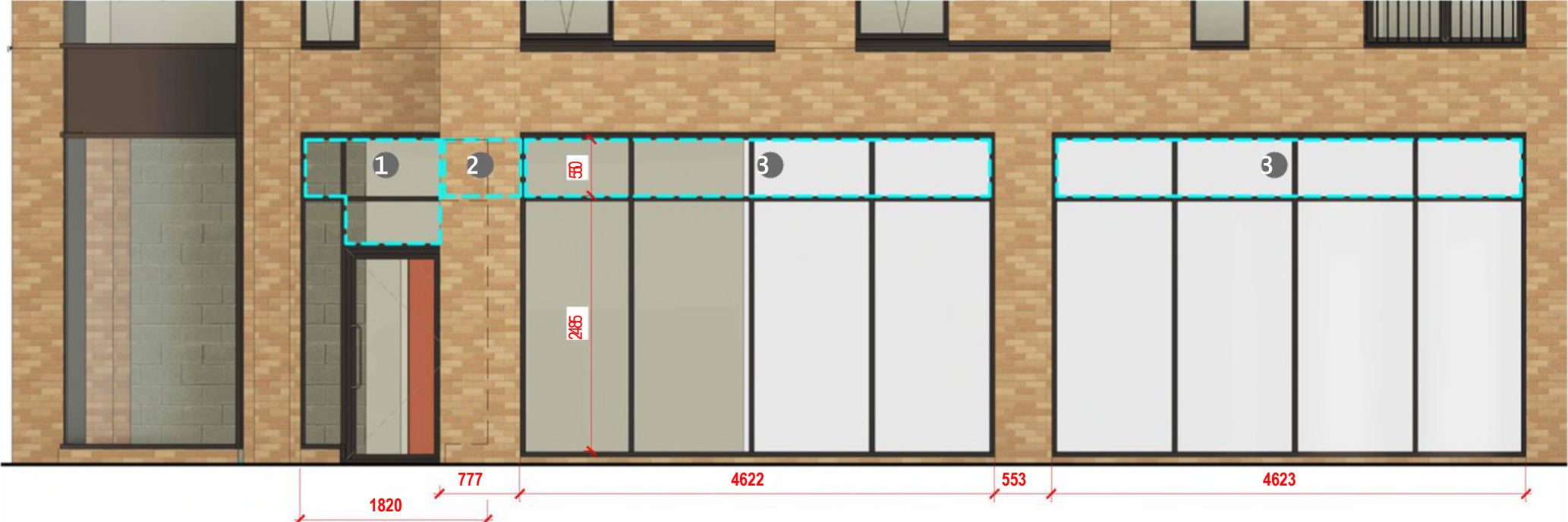
Block B Units



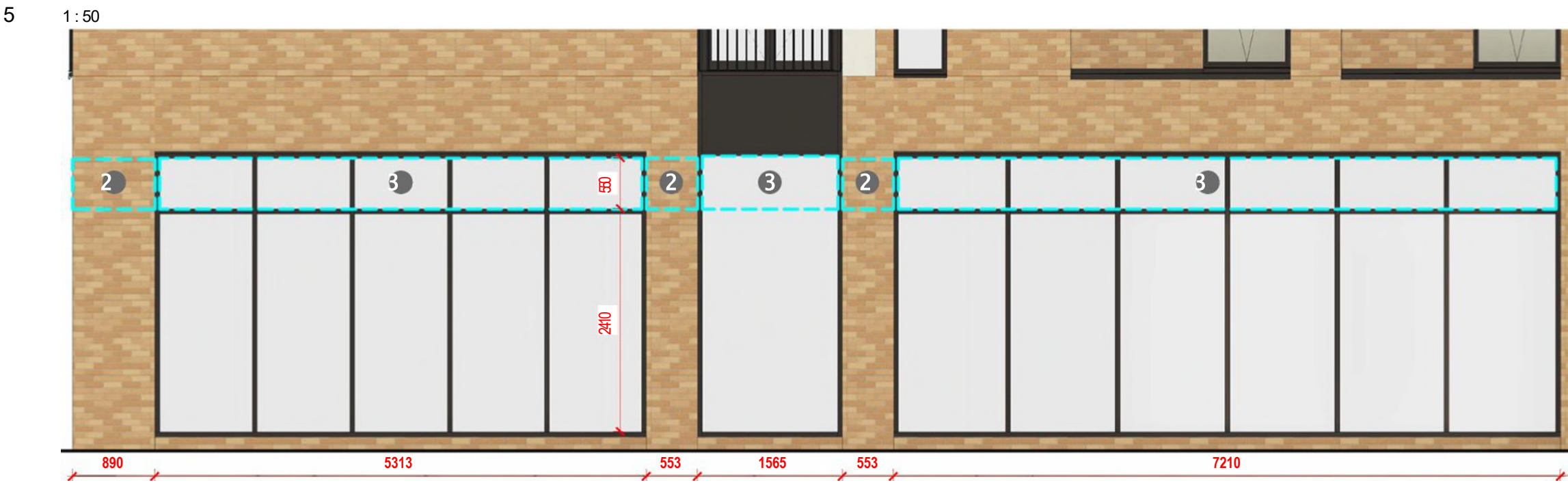
Extract 1



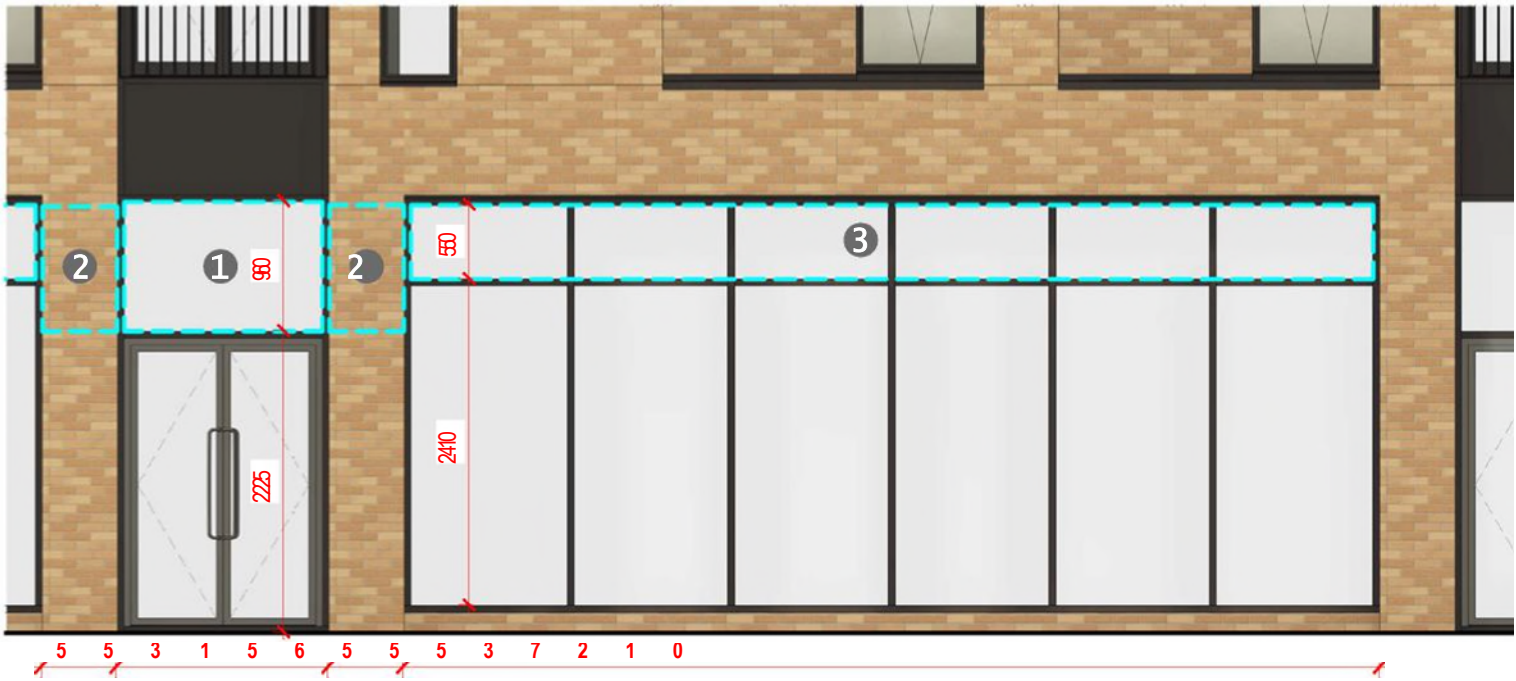
Extract 2



Extract 3



Extract 4



Extract 5

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