KS/FC/P24-0251

15 April 2024

Planning
Manchester City Council
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
Full Planning Application for External Alterations and Application for Advertisement Consent
26 Market Street, Manchester, M1 1PW
Planning Portal Ref. PP-12767933
Manchester City Council Refs. 139404/FO/2024 and 139405/AO/2024

Pegasus Group have been instructed on behalf of HOP Vietnamese Ltd ('the Applicant') to submit a full planning application and advertisement consent application for the following development at 26 Market Street, Manchester, M1 1PW ('the Site'):

"Shopfront alterations, together with installation and display of signage including fascia and projecting signs."

Accordingly, the following documentation has been submitted via the Planning Portal (ref. PP-12767933):

1. Planning Application Form;
2. Suite of the following architectural drawings:
    a. Site Location Plan (ref. P013 Rev. B)
    b. Existing Shop Front Elevation Market Street (ref. P004 Rev. A)
    c. Existing Shop Front Elevation Cross Street (ref. P005 Rev. A)
    d. Existing Shop Front Elevation Cross Street (ref. P006 Rev. A)
    e. Existing Shop Front Elevation (ref. P007 Rev. A)
    f. Proposed Shop Front Elevation Market Street (ref. P008 Rev. D)
    g. Proposed Shop Front Elevation Cross Street (ref. P009 Rev. C)
    h. Proposed Shop Front Elevation Cross Street (ref. P010 Rev. E)
    i. Proposed Shop Front Elevation (ref. P011 Rev. C)
    j. Proposed Signage Detail (ref. P012 Rev. B)
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 £458 will be made under separate cover.

Site Description

The site is located within the Primary Shopping Area of Manchester City Centre. It forms a vacant unit (Class E), which was previously occupied by Samsung.

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 glazing, extending over both elevations.

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 two entrances; the main customer entrance on Cross Street and a secondary entrance on Market Street.



Figure 1: Photo of the site viewed from 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)

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.

062321/FO/CITY1/01 – *Installation of a new shop front*. Approved 30/07/2001.

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

023404 – *New shop fronts*. Approved 29/01/1985.

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. 7 Market Street (M&S) **– 109634/AO/2015/C1** – Installation of 1no. internally illuminated, individual letter fascia sign, and 3no. non illuminated, vinyl signs applied internally to the glazing. Approved 22/09/2015.
- 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 full planning permission and advertisement consent to facilitate the occupation of this vacant unit. Specifically, the planning application seeks planning permission for the following:

- Replacement of existing glazed shopfront with new glazed shopfront, including replacement of louvre with glazing on Market Street elevation and replacement of door with glazing on Cross Street elevation; and
- Replacement of fascia across both elevations.

The existing louvres on the Cross Street elevation will be painted under permitted development rights afforded by Class C, Part 2 of Schedule 2 of the Town and Country Planning (General Permitted Development) Order 2015 (as amended). As such planning permission is not required, however it is shown on the proposed drawings for completeness.

Furthermore, the advertisement consent application seeks consent for installation and display of the following advertisements:

- 2no. internally illuminated fascia signs (one on each elevation);
- 2no. internally illuminated signs (on the louvre to the Cross Street elevation and the glazing to the Market Street elevation); and
- 2no. internally illuminated projecting signs (on each elevation).

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).

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 is 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' requires proposals to be designed to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including listed buildings and conservation areas.

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 full planning permission and advertisement consent for replacement of the existing shopfront with a new high quality glazed shopfront and installation and display of signage, in order to facilitate the occupation of this vacant unit by the Applicant.

Shopfront Alterations

The application proposes the replacement of the existing glazed shopfront with a new high quality aluminium framed glazed shopfront, comprising the installation of a new replacement fascia to both elevations, the replacement of an existing louvre to the Market Street elevation with glazing and replacement of existing door with glazing to the Cross Street elevation.

Careful consideration has been given to the design of the proposals to ensure they will be of a high quality that will contribute positively to experience at street level and be in keeping with the character of the building and surrounding area as required under Core Strategy Policies CC9, EN1 and 'saved' UDP Policies DC14 and RC20.

In respect of the Market Street elevation, the site features a louvre set above the glazed shopfront, as evidenced in the photo below.



Figure 2: Application Site viewed from Market Street, showing upper glazing to Costa and Tui

Historically such louvres (and other forms of solid construction) extended further across other neighbouring units, however these surrounding shopfronts (namely of No. 28 (Costa), No. 30 (Tui), and at No. 21 (TSB) opposite) have been altered in more recent years to instead replace these with glazing at high level, which sets an established precedent for this in this part of the City Centre. Extracts of the approved elevations are shown below.



Figure 3: Extract of Existing (left) and Approved (right) elevations at Costa, 28 Market Street

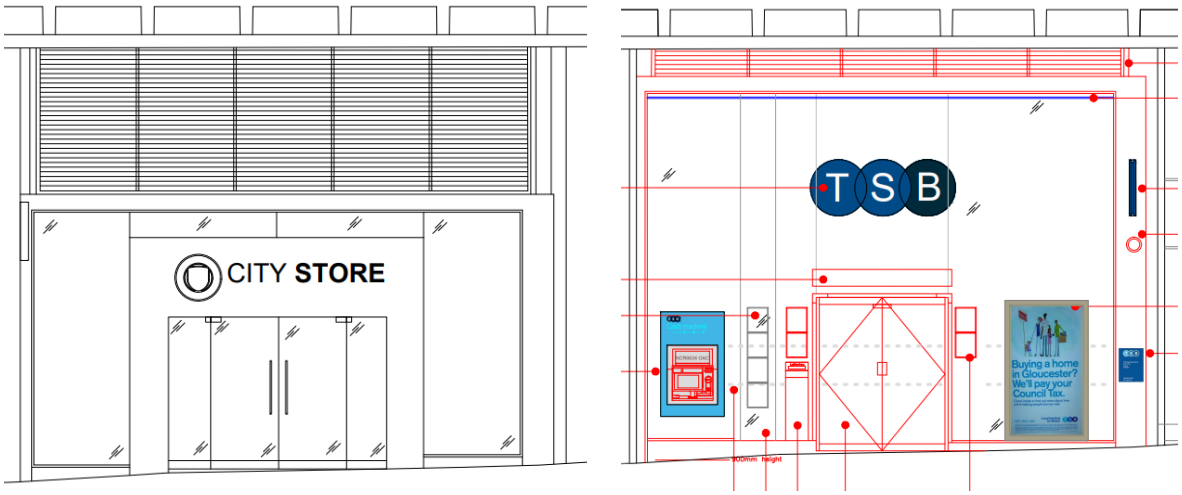


Figure 4: Extract of Existing (left) and Approved (right) elevations at TSB, 21 Market Street (ref. 116252/FO/2017)

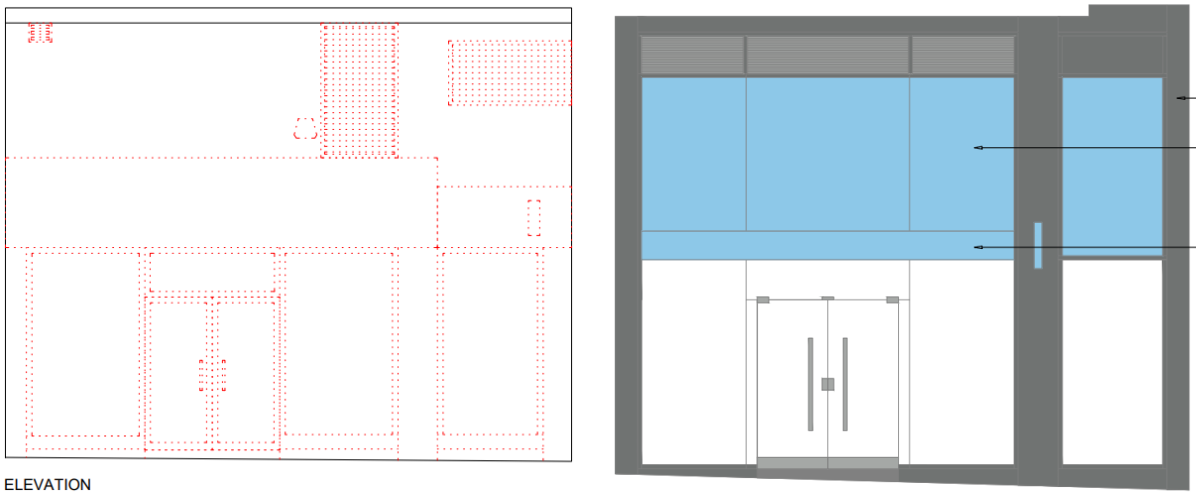


Figure 5: Extract of Previously Existing (left) and Approved (right) elevations at Tui, 30 Market Street (ref. 114617/FO/2016)

In this context, the existing louvre to be replaced at the site does not contribute positively to the host building or surrounding area. To the contrary, it sets the appearance of this unit apart from others on Market Street. The replacement of the louvre with glazing will enhance the appearance of the shopfront, through respecting and complementing the appearance of the neighbouring units. This will greatly the appearance of this part of Market Street within the Primary Shopping Area within the City Centre.

A new replacement fascia is proposed, which will conceal unsightly views of the structural beam behind. It should be noted that a fascia in this location has been long established and supported by the Council, including in previous Samsung applications (refs. 128715/AO/2020 and 105388/AO/2014/C1) and therefore should be similarly supported in this instance.

Also of note, the existing shopfront to Market Street currently features a recessed entrance as seen below, which is unnecessary given this part of Market Street is already covered. The new main customer entrance will instead be aligned to be flush to the wider building façade, which will further contribute towards improving consistency in appearance and minimise opportunities for anti-social behaviour.



Figure 6: Market Street elevation of Application Site showing recessed doorway

Overall, the proposed alterations will significantly improve the attractiveness of the pedestrian environment for shoppers and visitors of the 'Arndale Centre/Market Place' sub-area within which the site is located, in accordance with 'saved' Policy RC20 which makes clear that improving and building upon existing assets in this area is encouraged. Indeed, it explicitly states that improvements need to consider the street scene as a whole - not just ground treatment but also to buildings. The proposal will achieve this through the replacement of the louvre with high level glazing, subsequently unifying the appearance of the frontage with those on Market Street.

As such, the principle of the removal of the louvre and its replacement with glazing in this location is considered appropriate and in-keeping with the contemporary character of Market Street and will be a considerable improvement on the appearance of the host building and surrounding area.

In respect of the alterations to Cross Street, the new aluminium framed glazing and fascia will match that proposed on Market Street, ensuring a cohesive appearance throughout. The existing secondary doors will be replaced with glazing. The main customer entrance will remain via the principal elevation on Market Street which will provide level access, retaining the high standards to accessibility to the unit, in accordance with Policy CC10 of the Core Strategy.

The proposed fascia and shopfront framing will be finished in a red colour ensuring consistency throughout. The site is located within the Primary Shopping Area on the corner of Market Street and Cross Street, which features a variety of shopfront and signage styles and colours; including blue of Halifax on Cross Street, purple of NatWest and red of Vodafone opposite. The fascia will incorporate a tiling pattern which will add visual interest to this part the Primary Shopping Area and complement the tiles found at the upper levels of the Arndale (seen at top of image below).



Figure 7: Application site viewed from Cross Street

The shopfront alterations to Cross Street will also include the repainting of the existing louvres on the Cross Street elevation. As stated above, these benefit from permitted development rights under and as such planning permission is not required, though it is shown on the proposed drawings for completeness.

By reason of its carefully considered design as set out above, the proposed development will respect the character and appearance of the host building and the removal of the louvre and installation of replacement glazing will greatly the appearance of this site within the Primary Shopping Area within the City Centre. 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.

Advertisements

This application seeks advertisement consent for the installation and display of 2no. internally illuminated fascia signs (one on each elevation), 2no. higher level internally illuminated signs (one each on the Market Street and Cross Street elevations) and 2no. internally illuminated projecting signs.

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

The site benefits from a wide shopfront set across two elevations. A fascia sign is proposed centrally located above the main entrance on Market Steet and the northernmost shopfront bay on Cross Street, which will provide clear sense of legibility to the premises for customers approaching from both Market Steet and Cross Street. The siting of the fascia signs will therefore respect the scale of the wider shopfront.

The scale of the proposed fascia signs is considered appropriate and modestly sized, particularly when viewed in the context of the scale of the wider building of which the site forms part. The signs will be comprised of individual white lettering and be neatly contained within the confines of the fascia. The design is considered appropriate given the bright nature of shopfronts which characterise the area, such as the blue shopfront at the neighbouring 1 Cross Street (ref. 100830/AO/2012/C1) approved in 2013.

The 2no. proposed projecting signs will be located at fascia level, 1no. centrally located on the Cross Street elevation and 1no. located on the right corner of the Market Street elevation, further strengthening the sense of legibility from both Market Street and Cross Street. They will provide a clearance of 2.76m from the ground to the base of the site, thus providing sufficient clearance as to not obstruct the public highway or result in an adverse impact on public safety, fully in accordance with Policy DC15 and the NPPF.

With regards to Market Street elevation, the new 'Hop' sign will be sited centrally above the fascia and fixed externally to the shopfront glazing. Its scale will be relatively modest and will be sited in a similar manner to nearby shopfronts on Market Street. Notably, the principle of internally illuminated signage fixed to a glazed shopfront at higher level has been accepted previously at the neighbouring Costa at 28 Market Street (ref. 110991/AO/2016/C1), Tui at 30 Market Street (ref. 114616/AO/2016), and opposite at TSB at 21 Market Street (ref. 116252/FO/201). The proposed sign will be sited in a similar way, therefore aligning the shopfront design to that of neighbouring units. As such, the proposed sign should similarly be supported.

With regards to the Cross Street elevation, the new 'Hop' sign to the northernmost louvre above the glazed shopfront will be sited centrally on the louvre. Its scale 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. Advertisement consent was previously granted for 2no. fascia signs to each shopfront bay on this elevation, however only 1no. sign to the fascia is now proposed, together with this 1no. sign to the louvre, therefore the overall number of such façade signs does not increase. Instead they will now both be located closer to the covered entrance to 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 even 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. As such, the proposed sign should similarly be supported.



Figure 8: 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).

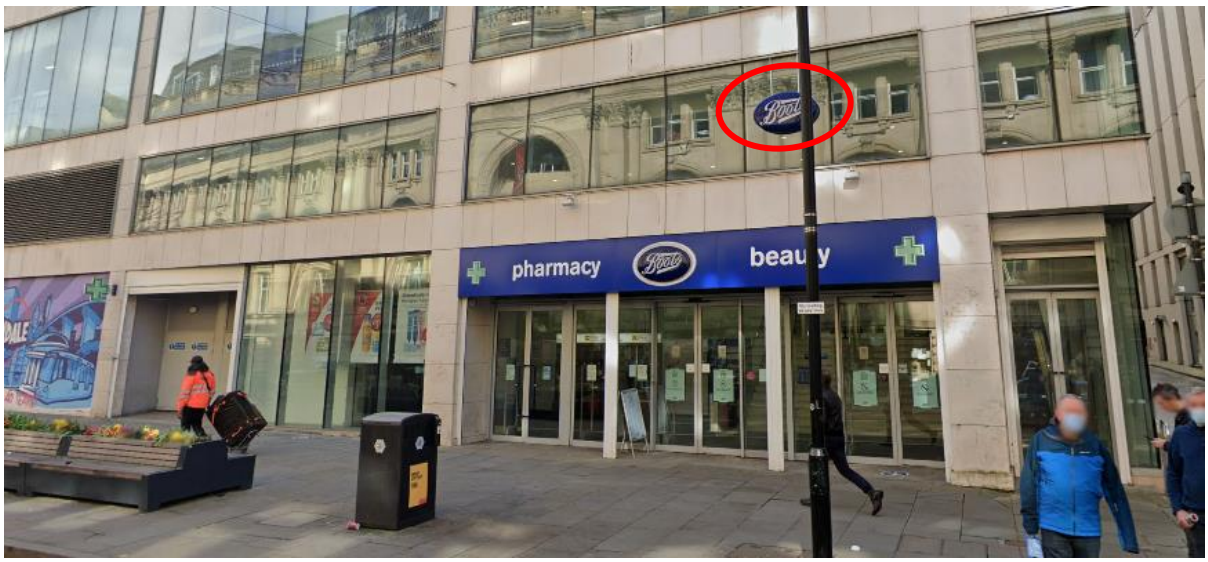


Figure 9: Boots signage at 32 Market Street (viewed from Cross Street) showing high level sign aligning with louvres

With regard to the method of illumination, the proposed signage 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 previously granted for the installation of internally illuminated signs at the site in 2021 and 2001 (refs. 128715/AO/2020 & 062242/AO/CITY1/01 respectively) as well as at 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), M&S at no. 7 Market Street (ref. 109634/AO/2015/C1) 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 within the immediate locality and should be similarly considered acceptable in this instance. Notwithstanding this, the proposed signage has been designed to ensure that the level of illumination remains discreet, with illumination limited to the lettering only and the edge of the 1no. 'HOP' logo sign, in order to minimise the visual impact and ensure that there will be no adverse impact on highways or pedestrian safety.

As stated above, the signage scheme also incorporates the installation of 1no. high level sign set internally behind the shopfront glazing on the Market Street elevation. Given that this advertisement is located inside the building, it benefits from deemed consent and as such express consent is not required. However, is shown on the proposed drawings for completeness.

By reason of its carefully considered scale, siting, and detailed design as set out above, the proposed development will respect the character and appearance of the host building and the installation of advertisements will encourage greater footfall to this prominent site within 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

As mentioned, 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 proposals have 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 Shopfront Alterations

The proposals comprise a new aluminium shopfront across both elevations, which includes reconfiguration of bays on the Cross Street elevation, including the provision of a hatched opening for food collection, and the removal of the louvred panel above the shopfront on the Market Street elevation to accommodate glazing. A new fascia panel is also proposed across both elevations.

The shopfront alterations will not fundamentally alter the appreciation of the function of the commercial unit, nor its contribution to the streetscene. The appearance of the shopfront will improve through the provision of a thinner aluminium frame, large areas of glazing and a lower stallriser. This will add to the legibility of the modern origins of the wider building, but also provide

higher quality materials. No changes will manifest that will affect the appreciation of the character and appearance of the nearby Conservation Area.

Impact of Advertisements

The proposed advertisements include:

- 2no. fascia signs;
- 1no. logo sign to the louvre;
- 1no logo sign to the glazing;
- 2no. projecting signs; and
- Vinyl lettering.

The proposed logo signs are positioned to an existing louvred panel (Cross Street elevation) and to the proposed glazing (Market Street elevation). The fascia signage will be positioned beneath the logos, and will work in tandem to identify the occupant of the site and enhance legibility to draw customers to the main entrance, given the large extent of the shopfront across two elevations. The lettering and logos are 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 two projecting signs are positioned with one on each elevation to provide adequate signage for those approaching from any direction. The scale of these signs are appropriate for the size and position of the commercial unit, and views from the Conservation Area or from outside its boundary towards the designated area will not be negatively affected.

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 also has 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. The proposals will thus satisfy relevant local policy.

Conclusion

The proposed development will facilitate the occupation of this vacant site within the Primary Shopping Area and will wholly comply with local and national planning policy.

The proposal has been designed with careful consideration given the scale, siting, and detailed design of the shopfront alterations and advertisements 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 proposal, through the installation of a new replacement shopfront and signage, and removal of the existing louvre to Market Street, will significantly improve the appearance of the host building as well as the surrounding area, enhancing the attractiveness and legibility 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,

Pegasus Planning Group

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