

CF/P23-1997

16 October 2023

Planning,
Manchester City Council,
P O Box 532,
Manchester,
M60 2LA

Dear Sir / Madam,

Town and Country Planning Act 1990 (as amended)
Application for Full Planning Permission
68-70 Market Street, Manchester, M1 1PW
Planning Portal Ref. PP-12509464

Pegasus Group has been entrusted by H&M ('the Applicant') to submit application for Full Planning Permission for the following development at 68-70 Market Street, Manchester, M1 1PW ('the site'):

"Installation of fascia panel."

Accordingly, the following documentation has been submitted via the Planning Portal (ref. PP-12509464):

1. Application Form;
2. Following architectural drawings (prepared by Quadrant Design):
 - a. Site Location Plan (J001821_AO_01)
 - b. Existing Shopfront Market Street Elevation (J001821_A1_05 Rev B)
 - c. Proposed Shopfront Market Street Elevation (J001821_A4_02 Rev A)
3. Planning Assessment (included within this letter); and
4. Photographs of Site (included within this letter).

Payment of the requisite application fee has been made under separate cover.

Site Description

The application site comprises the fascia as part of H&M shopfrontage on 68-70 Market Street, Manchester. The wide shopfront comprises glazed shopfront windows set within a mix of stone and redbrick columns, stall risers and cornices. The central part of the shopfront subject to this application comprises a recessed entrance set within the part glazed part stone features.

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The fascia is supported by decorative pillars, and comprises a powder coated aluminium micro-perforated fascia panel (see Figure 1 below). This has since been removed to remove metal beams and lead flashing which is believed to form part of the building when originally erected (see Figure 2 below).



Figure 1: Former Fascia (c.2012 – July 2023)



Figure 2: Current Fascia (Panel Removed)

The site is situated within the heart of the City Centre's Primary Shopping Area (PSA) and is thus characterised by a high number of properties in varying Class E commercial uses. Market Street is a pedestrianised street adorned with a high number of fascia and projecting advertisements of varying type, design and age.

The site is also situated within the Upper King Street Conservation Area and whilst there are Grade II Listed to the rear, these are unaffected by the application proposals.

The site comprises Flood Zone 1 (lowest probability to flood) land.

Planning History

The application site has the following planning history that is relevant to the application:

- **097769/FO/2011/C1** – *Elevational alterations to shopfront including renewal of 2 stone columns either side of entrance. Installation of new spandrel glazing and new fascia and works to entrance.* Approved March 2012.
- **097770/AO/2011/C1** – *Installation of new shop signs including individual letter fascia sign and 2 projecting signs.* Approved March 2012.
- **109534/FO/2015/C1** – *The installation of a new shop front.* Approved November 2015.
- **109535/AO/2015/C1** – *The installation of three individual lettered signs and two projecting signs.* Approved November 2015.
- **136632/AO/2023** – *New internally illuminated fascia sign and 3 internally illuminated projecting signs.* Withdrawn July 2023, albeit with a recommendation to approve.

It is understood planning permission ref. 097769/FO/2011/C1 was implemented and, as shown in Figure 3 below, included a powder coated aluminium micro-perforated fascia panel half the height as what was previously installed shown in Figure 1 above.

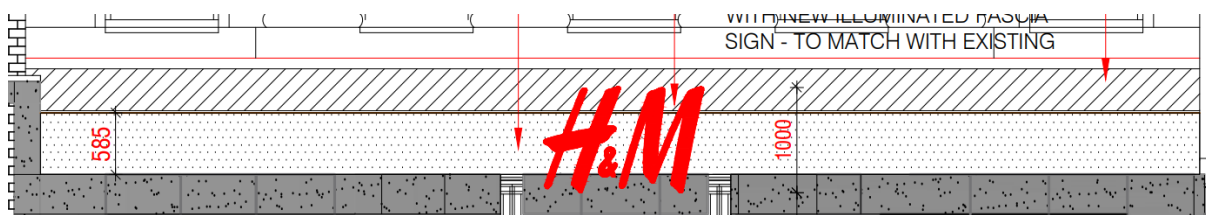


Figure 3: Fascia Panel Approved Under Ref. 097769/FO/2011/C1

Proposed Development

This proposal seeks Full Planning Permission for the installation of a new powder coated aluminium fascia panel in front of the metal beams and flashing. The panel is of the same scale and materiality of the previous one installed (now removed), albeit is solid instead of micro-perforated.



Planning Assessment

It is understood from preliminary discussions with the local planning authority (LPA) that it wishes to see the existing metal beams and flashing incorporated into the redesigned fascia. However, there is no national nor local planning policy basis for this. Nevertheless, these features will be retained (albeit hidden behind the proposed fascia panel) in accordance with saved UDP Policy DC18.1(iii).

Furthermore, a fascia panel can be installed now under ref. 097769/FO/2011/C1 which obstructs the metal beams (see Figure 3 above). This creates a highly material 'fall back position' which must be given weight in the determination of this application and establishes the principle for obstructing the beams as the previously installed (now removed) fascia panel did.

Core Strategy (adopted July 2012) Policy DM1 (Development Management) states development must be appropriate in terms of its: *"...siting, layout, scale, form, massing, materials and detail."* As established above, the principle for the appearance of the proposed panel (in terms of scale, form and materiality) has already been established by the 'fall back position'. The lead flashing itself has a harsh and metallic appearance and is not of architectural merit nor does it contribute to the character and appearance of the Upper King Street Conservation Area. Therefore, its obstruction by the fascia panel as proposed will result in an improvement in the appearance of this part of the shopfront.

The fascia panel as proposed will attract customers to the store, thus promoting its retail and commercial character and in turn, that for Market Street and the PSA. This is accordance with Core Strategy Policy DM1 as well as saved UDP Policy DC14.1, which require development to have regard to the character of the surrounding area.

Finally, it is important to recognise the proposal will not result in a significant change to the character and appearance of the host building, street and Conservation Area. Indeed, the previous (now removed) fascia panel had been installed since 2012 and formed part of the built-form over time. As such, the proposal is not materially altering what has historically been established.

Overall, it has been demonstrated that there is no material reason for refusing planning permission in accordance with the Development Plan and other material considerations, including Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended). Therefore, the proposed fascia panel is acceptable.

I trust that the above and enclosed is sufficient for the validation of this application. Should you require any additional information then please do not hesitate to contact me.

Yours faithfully,

Christian Fisk

Principal Planner

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