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FAO Jack Naven

26 March 2024

Dear Sir or Madam,

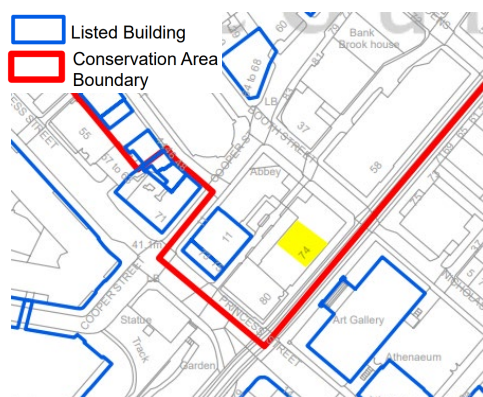
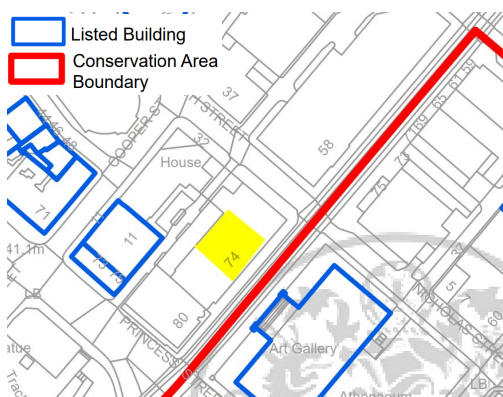
Applications for Advertisement Consent (part retrospective): 72 Mosley Street, Manchester, M2 3LW

I am pleased to confirm that an application for Advertisement Consent at 72 Mosley Street, Manchester, has today been submitted via the Planning Portal (PP-12925642). In addition to this Covering Letter, the application comprises:

- Application Forms and Relevant Fee;
- Site Location Plan; and
- Proposed Signage Plans, prepared by Frodsham Sign and Display.

Site Location

The application site comprises the 'My Protein' Unit at the Ground Floor of Abbey House at 72 Mosley Street, Manchester. The Site is located within the Upper King Street Conservation Area and on the periphery of the George Street Conservation Area. There are also a number of heritage assets in the vicinity of the Site as shown in **Figure 1** and **Figure 2** below (the Site is highlighted in yellow).



^ Figure 1: Upper King Street Conservation Area¹ Figure 2: George Street Conservation Area²

¹ https://www.manchester.gov.uk/downloads/file/12696/upper_king_street_conservation_area_map

² https://www.manchester.gov.uk/downloads/file/12619/george_street_conservation_area_map

Planning History

An application was submitted in September 2023 for the retention of 1no. internally illuminated fascia sign and 1 no. internally illuminated projecting sign (137848/AO/2023). The application was considered by MCC and refused on 29 February 2024, with the Officer report concluding that the proposed signage has an unduly harmful impact on the visual amenity of the development and character of the local area.

Following the refusal of the application, discussions between Euan Kellie Property Solutions and the relevant Case Officer have taken place over the 'phone, to discuss the amendments required to make the signage proposals acceptable.

Proposals

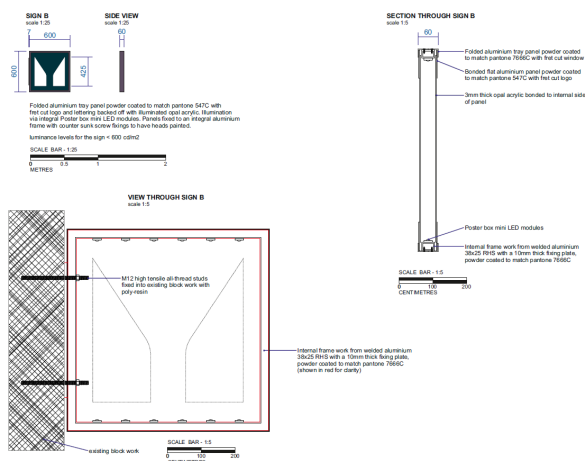
As a result, this advertisement consent application seeks retrospective consent for the installed fascia signage (Sign A) albeit with a reduced luminance, alongside consent for a replacement projecting sign (Sign B) with both reduced depth and luminance.

The existing sign, shown below in **Figure 3**, will be reduced to a 600 cd/m^2 luminance as requested.

The new projecting sign will have a reduced depth from 100mm to 60mm (the minimum width to accommodate luminance) and will have a luminance of a 600 cd/m^2 . The sign will also have a reduced projecting width. This results in a much more slender appearance. The proposed projecting sign (Sign B) is shown in **Figure 4** overleaf.



^ Figure 3: Existing Fascia Signage (to be retained)



^ Figure 4: Proposed Replacement Projecting Signage

Relevant Policy Considerations

In line with the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, the main issues for consideration in relation to advertisement consent applications are the impacts of the proposed advertisements on visual amenity and public safety.

Paragraph 132 of the NPPF further identifies that the quality and character of an area can suffer when advertisements are poorly located and designed. It also advises that control over advertisements should be efficient, effective and simple in concept and operation confirming that advertisements should be subject to control only in the interests of amenity and public safety, taking into account of cumulative impacts.

Consequently, the main policies of relevance are considered to be:

- Manchester's Core Strategy ("CS") policies SP1 and DM1; and
- Unitary Development Plan ("UDP") policies DC14 (TS and Related Signs); and DC18.1 (Conservation Areas).

CS Policy SP1 outlines the spatial priorities for Manchester, noting that *'the Regional Centre will be the focus for economic and commercial development, retail, leisure and cultural activity, alongside high quality city living'*, and consequently, proposals in all parts of the city should make a positive contribution to neighbourhoods of choice including creating well designed places that enhance or create character.

CS Policy DM1 also advises that proposals should seek appropriate siting, layout, scale, form, massing, materials and detail; and consider any impacts on the surrounding areas in terms of the design, scale and appearance of the proposed development.

CS Policy CC 9: Design and Heritage requires development in the City Centre to preserve or enhance identified heritage assets, including conservation areas. The policy also states that new development must contribute to a coherent and integrated physical environment.

UDP Policy DC14 advises that 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 premises are located. The policy continues to provide a number of criteria which proposed signs should adhere to. The following criteria are relevant to this application:

- 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;
- 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; and
- the Council will normally permit only one projecting box sign for each shop unit. On listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs.

UDP Policy DC18.1 (Conservation Areas) states that the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including the effect of signs and advertisements.

Sections 16, 66 and 74 of the Listed Buildings and Conservation Areas Act 1990 also require that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas.

Appraisal

As noted above, the main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity (including any impacts on the setting of any heritage assets) as well as its impact upon public safety. These matters are considered in turn below and overleaf.

Visual Amenity and Heritage

In terms of the existing fascia sign to be retained, it is noted that this has a reduced depth in comparison to the signage that was previously in place, installed by the previous occupier 'the difference'. Whilst it is understood that this signage did not benefit from the required consents, it is also noted that no active enforcement action had been taken against the signage installation.

As can be seen from **Figure 5**, and **Figure 6** below, the Fascia sign which has been installed has a reduced depth which means the sign has limited visibility in the immediate street scape when travelling towards the signage on the adjacent footpath. This aligns with the depth of other signage in the vicinity of the site including that installed on Abbey House, and specifically the adjacent unit (occupied by Greggs). The sign is complementary to the architectural form of the building, noting the signage sits behind the stone detailing within the entrance aperture.



^ Figure 5: Looking north-east down Mosley Street

^ Figure 6 Looking south-west down Mosley Street

In terms of the proposed projecting sign, the comments made by the Case Officer have been noted, and therefore the projection of the signage has been reduced from 700mm to 600mm (a reduction of 100 mm). In addition, in response to concerns of the 'bulky' nature of the sign, the depth of the signage has been reduced to 60mm (from 100mm).

The combination of the reduced projection, coupled with the reduced depth of the sign, will ensure the signage sits more comfortably within the street scene, and the width will be more commensurate to (consented) signage in this area. The projecting signage follows the nature of the existing installed projecting signage along the Abbey House frontage.

As requested, the luminance of both signs has been reduced to 600 cd/m².

With consideration to the existing nature of the area and numerous advertisements in the vicinity of the application, it is not considered that the signage included in this application will appear as an inappropriate feature within the street scene and consequently will not adversely impact the visual amenity of the area, not the setting of any surrounding heritage assets.

Public Safety

The advertisement is not sited as to cause any highways or pedestrian obstructions. As noted in the previous application, the signage complies with headroom and carriageway clearance requirements. The illumination of the signs has been reduced to a maximum 600 cd/m², and therefore will not pose a public safety threat.

Summary and Conclusions

To conclude the visual amenity and public safety impacts of the proposed signage have been considered and it is concluded that the proposed advertisements do not cause any harm to the visual amenity of the area, nor do they raise any safety concerns in relation to public or highway safety.

The proposals accord with the relevant material policy considerations, notably by being in keeping with the character of the building and local area and by being appropriately scaled, positioned and designed, as per the requirements of LDF and UDP Policies DC14, SP1 and DM1. The signage will not have a material impact upon any surrounding heritage assets, including the setting of the Conservation Area in accordance with CS Policy CC9, Saved Policy DC18.1 and the requirements of Sections 16, 66 and 74 of the Listed Buildings and Conservation Areas Act 1990.

It is therefore respectfully requested the proposed application for consent to display advertisements is granted without delay.

Should you need any further information in relation to the application, please do not hesitate to contact me by email or telephone (0161 513 4284).

Kind regards.

A handwritten signature in blue ink that reads "Katie Daniels". The signature is written in a cursive, flowing style.

Katie Daniels MRTPI

Director

katie@euankellie.co.uk