

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) and The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
Application for Advertisement Consent
68-70 Market Street, Manchester, M1 1PW
Planning Portal Ref. PP-12509477

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

"Installation and display of 1 x internally illuminated fascia sign and 3 x internally illuminated projecting signs."

Accordingly, the following documentation has been submitted via the Planning Portal (ref. PP-12509477):

1. Application Form;
2. Following architectural drawings (prepared by Quadrant Design):
 - a. Site Location Plan (J001821_AO_01)
 - b. Existing Shopfront Elevations (J001821_A1_04 Rev C)
 - c. Proposed Shopfront Market Street Elevation (J001821_A4_00 Rev J)
 - d. Proposed Signage Details (J001821_A4_01 Rev F)
3. Planning Assessment (included within this letter); and
4. Photographs of Site (included within this letter).

This application follows the withdrawal of ref. 136632/AO/2023 in July 2023 (see below).

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Site Description

The application site comprises the fascia as part of H&M shopfrontage on 68–70 Market Street, Manchester. The wide dual shopfront comprises glazed shopfront windows set within a mix of stone and redbrick columns, stall risers and cornices.

The existing external advertisements as part of the store comprise 1 x internally illuminated fascia sign and 2 x internally illuminated projecting signs on its Market Street elevation.

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.

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.

The existing external advertisements noted above were lawfully installed and displayed under ref. 109535/AO/2015/C1.

Whilst the description of development for application ref. 136632/AO/2023 includes 3 x internally illuminated projecting signs, these were changed to non-illuminated during the course of the application, and this is what the recommendation to approve was based upon. This change was made because the local planning authority (LPA) considered the projecting signs to be too wide / thick, and desired the width to be 30mm. However, a 30mm wide projecting sign could not incorporate the lighting required to illuminate the sign internally.

Proposed Development

This proposal seeks Advertisement Consent for the installation and display of the following signs:

- 1 x internally illuminated fascia sign comprising individual “H&M” red letters on Market Street elevation
- 3 x internally illuminated projecting signs comprising white background and red “H&M” letters – 2 x signs on Market Street and 1 x sign on Brown Street.

The design of the signs above is identical to those shown on the originally submitted drawings within withdrawn application ref. 136632/AO/2023.

Planning Assessment

Amenity Impact

It is understood the LPA did not object to the design of the fascia sign under application ref. 136632/AO/2023. Indeed, it was recommended for approval within the delegated officer report and is within the same central location as the existing internally illuminated as per the existing fascia sign approved under ref. 109535/AO/2015/C1, albeit its overall scale is smaller. Therefore, its overall design, heritage and visual impact will be less than the existing and as such, acceptable.

It is understood the LPA did not object to the type of illumination (being internal) of the projecting signs within application ref. 136632/AO/2023, but preferred these to have a thickness (width) of 30mm or less. However, there is no local planning policy nor guidance in relation to advertisements to substantiate the LPA's preference for the thickness of internally illuminated projecting signage. The 70mm thickness of the proposed projecting signs is less than the 90mm thick projecting signs approved under ref. 109535/AO/2015/C1 and currently installed on the shopfront. In addition, there are however examples of recently approved internally illuminated projecting signs along Market Street that have a thickness of greater than 30mm, including the 150mm thick sign at Nos.82-84 approved under ref. 136131/AO/2023 in April 2023.

The primary difference between the existing and proposed signage scheme is the introduction of a internally illuminated projecting sign along the Brown Street elevation. There is currently no external signage along this elevation and the scale of the proposed projecting sign is small. Therefore, this sign will not result in clutter within the shopfront nor will it appear overbearing on the host building.

There are no residential properties within the site's vicinity that would be impacted by the illumination of the proposed signage.

Overall, the design of the proposed fascia sign was previously supported under ref. 136632/AO/2023 and there is no material planning reason as to the proposed projecting signage should be refused other than the preference of the LPA. However, this preference is contradictory to examples of recently approved internally illuminated projecting signage noted above, as well as the existing at the application site. Therefore, the proposal is in accordance with saved UDP Policies DC14 & DC15, and it would be unreasonable to refuse the application due to the proposed thickness of the projecting signage.



Highways Impact

No issue was raised within the officer report for ref. 136632/AO/2023 with respect to the illumination level and height of the proposed signage. Therefore, the proposed signage will preserve the safety of highways users.

Conclusion

The proposed development seeks Advertisement Consent for internally illuminated fascia and projecting signage originally proposed under ref. 136632/AO/2023. It has been demonstrated that the proposed signage scheme is appropriate for the street, will have an acceptable impact upon the character and appearance of the host building and area and will preserve amenity and highway safety. Furthermore, it has been comprehensively demonstrated there are no planning reasons to refuse the proposed signage.

Therefore, the development is in accordance with both national and local planning policy and the proposals should be considered 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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