

Jade3 Architecture Ltd

Job reference: 2023 enquiry 24

Address: **Ikaro**
Former Panacea nightclub site
14 John Dalton Street
Manchester
M2 6JR

Date: 7-5-2023

Extra notes: **signage application for Ikaro at the former Panacea night club site at 14 John Dalton Street, Manchester**

Design statement

The design statement is prepared in accordance with the CABE's publication – how to write, read and use them' (2006) headings.

Introduction

The former Panacea legendary nightclub first opened on John Dalton Street back in 2005 and became a hotspot for WAGs, soap stars, footballers and Manchester's celebrities and was a destination of the North but closed in 2020 as a result of the on going Covid and never reopen. The former nightclub was also complemented by fine dining restaurant experience and has attracted our client to relaunch it due to its past history.

Panacea from Latin, meaning "all-healing," and therefore direct translation to a South American indigenous colloquialism is "**Ikaro**" for magic song for healing and hence was felt appropriate to revitalise it on this basis. Therefore this report is to supplement the fascia signage application for Ikaro. As separate application for a video wall large format LED digital TV screen located internally is being submitted in parallel with this fascia signage.

The new hybrid restaurant dining concept will be based on the already established restaurant chain who has different styles of eateries across the North, therefore the launch of a new **Ikaro restaurant** that offers a Japanese, Portuguese and Brazilian fusion of food concept. Ikaro will be the Michelin high end quality ala carte menu (according to the menu) which is deemed as an upscale eatery in order to work within this large historic floorplate. Ikaro will be similar to the already successful brand Sakkusamba but will be more up market fine dining complemented with entertainments and live performers.

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Our client has recently filed a licence application and proposed the supply of alcohol and suggested the venue's opening hours from 1100 until 0400 Monday to Friday and 1100 to 0200 on Sunday. The application is also looking for a licence to hold regulated entertainment, including live or recorded music and performances complemented with fine dining experience.

At present, our client has a chain of a variety of cafes and restaurants in the following locations,

1. Estabulo, Leeds city centre at the Light shopping centre.
2. Fleur café is a sister branch of Estabulo, located in Raddison Blu opposite Estabulo, The Light
3. Estabulo Wakefield located at Merchant Gate
4. Estabulo Harrogate located adjacent to Everyman cinema
5. Estabulo Beverley located at Flemingate shopping centre
6. Estabulo Darlington located at Feetham Leisure
7. Estabulo Doncaster located at Herten Triangle
8. Estabulo Barnsley located at Regent Street
9. Estabulo York located at Monks Cross
10. Estabulo Norwich at Riverside Leisure Park awaiting to be refurbished
11. Estabulo Manchester at Spinningfield awaiting to be refurbished
12. Estabulo Durham at Riverside earmarked to complete around April 2022
13. Estabulo Aberdeen located at Union Square
14. Casa Peri Peri is a sister branch of Estabulo Durham at Riverside earmarked to complete around March 2022
15. Casa Peri Peri is a sister branch of Estabulo, Wakefield at Trinity Walk shopping centre
16. Café Noor is a sister branch of Estabulo, Wakefield at Trinity Walk shopping centre. Café Noor concept is unique to other cafes as it is registered as a charity and some profits are donated back to the community to help assist with disadvantage children.
17. Sakku, Japanese sushi food Leeds at St Peters Square
18. Sakkusamba is a hybrid of Japanese and Brazilian tapas food at Bridge Street site
19. Sakkusamba Bradford located at Broadway will be launched in June 2023

There are other new sites already planned in the country which will put Estabulo, Casa Peri Peri, Sakku, Sakkusamba, Fleur café or Cafe Noor amongst the elite group of high end chain of restaurants and cafes. Therefore Ikaro brand will create a new hybrid of restaurant styles for the restaurant chain.

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As a result of covid, eatery concepts will need to change to suit the demand so Ikaro is to be part of this exciting fresh journey revitalising the former Panacea site but more sophisticated fine dining ala carte experience.

Description of proposals

This application seeks advertisement consent for the display of 2no illuminated fascia signs and a framed sign wrapping around the main entrance door. There will also be a separate LED video wall located internally across the building frontage to showcase the activities and other advertisements of the restaurant.

This fascia signage application is for Ikaro restaurant which is to be situated on the ground floor fronting John Dalton Street and Ridgefield. The application site is currently vacant. Every hospitality business trades need signage to attract their customers and also announce their presence. The Ikaro illuminated fascia signage is provided to emphasize the main entrance so that it can be seen from a distance. They are to be backed lit with subtle white lighting.

KEY PLANNING POLICIES

. The relevant policies to this signage application are as follows:

- **National Planning Policy Framework**
- **Institute of Lighting Professionals - The Brightness of Illuminated Advertisements (PLG05) 2015**
National Planning Practice Guide
- **Under Regulation 3 of the Control of Advertisement Regulations 2007 advertisements are only subject to control in the interests of amenity and public safety.**

The signage is an important integral part of any restaurant businesses to self market itself so that the public is aware of what they provide. This advertisement proposal does not cause any visual harm when viewed inside or outside of the street. Any potential harm is minimal therefore no valid objections can be made.

KEY ISSUES

- Planning Policy
- Visual/Residential Amenity
- Highway Safety

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Planning policies

Applications are to be determined in accordance with the local advertisement policies. This is an advertisement consent application and in this instance is straightforward as the fascia signage follows the signage zones so that they are consistent throughout the street.

The external appearance has not been affected by the addition of Ikaro signage. The visual impact and the brightness of the signage is negligible as its amongst the street of hospitality trades where illuminated signage are already present and are necessary to attract customers.

The National Planning Policy Framework (NPPF) is a material consideration. Relevant NPPF guidance is explained below.

The National Planning Practice Guide (NPPG) states that there are three categories of advertisement consent: those permitted; those which have deemed consent and those which require express consent of the LPA. It also refers to the application process, restrictions, enforcement against specific unauthorised advertisements and the considerations affecting public safety and amenity.

Excerpts of the Citywide Development Control Policies DEVELOPMENT CONTROL POLICIES - GENERAL STATEMENT

Chapter 15. ADVERTISEMENTS, HOARDINGS AND POSTERS

DC15.1 The Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests:

- a. the general location of the proposed development and the effect on visual amenity;*
- b. the scope for posters and hoardings to make a positive contribution to the locality;*
- c. the design of the structures, and the relationship with any premises on which they are located;*
- d. the effect of the proposal on permanent redevelopment of the land;*
- e. public safety resulting from the positioning of the design of the display;*
- f. the ease with which the structure is capable of being satisfactorily maintained;*
- g. the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;*
- h. the use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;*
- i. the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;*

j. the number of advertisements in the locality and their cumulative effect on visual amenity.

The fascia signage advertisement is located to promote Ikaro restaurant and does not fall in any of the items as described above. Any advertisement located on the premises will really require an express advertisement consent application and hence this submission.

DC15.2 In assessing the interests of amenity and safety the Council will take account of the following criteria:

- a. developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;*
- b. they should be in scale with the locality and relate properly to the site on which they stand;*
- c. they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;*
- d. a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.*

Not applicable.

DC15.3 Where, having regard to the preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

The proposal does not cause any highway or residential amenity harm and therefore accords with the chapter 15.

Excerpts of National Planning Policy Framework (NPPF)

Chapter 12. Achieving well-designed places

Chapter 130.

Permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions, taking into account any local design standards or style guides in plans or supplementary planning documents. Conversely, where the design of a development accords with clear expectations in plan policies, design should not be used by the decision-maker as a valid reason to object to development. Local planning authorities should also seek to ensure that the quality of approved development is not materially diminished between permission and completion, as a result of changes being made to the permitted scheme (for example through changes to approved details such as the materials used).

The banners, static signage and large format LED screen are used worldwide to showcase advertisement to promote respective events of any businesses, hence our client will be using the fascia signage on their premises to promote self marketing.

Chapter 131.

In determining applications, great weight should be given to outstanding or innovative designs which promote high levels of sustainability, or help raise the standard of design more generally in an area, so long as they fit in with the overall form and layout of their surroundings.

An innovative design to advertise related images or video moving images to Ikaro restaurant business is to provide a fascia signage where it can be seen visually along the road.

Paragraph 132.

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.

All noted and complied with.

Excerpts of Outdoor Signage and Advertisements:

A guide to UK planning permissions for advertisers

Planning permission

Advertisement consent to display an advertisement bigger than 0.3sqm (or any size if illuminated) on the front of, or outside your property (be it a house or business premises)

Classes of advertisement benefiting from deemed consent

The rules enable certain 'specified classes' of advertisement to be displayed without application being made to the planning authority. There are 14 such classes of outdoor advertisement, each with its own particular conditions. So the practical effect is that the number of advertisements in that class, their size and duration of display, are limited for each deemed consent. There are also stricter rules for the display of deemed consent advertisements in any Area of Special Control of Advertisements. Provided that the particular advertisement you propose to display conforms entirely to all the relevant provisions of its own class, you do not need the planning authority's consent to display it. If you are in any doubt whether your advertisement benefits from deemed consent, you would be well advised to consult the planning authority before you display it

We will refer to its respective classes of outdoor advertisement and explain our interpretation of their particular conditions as below.

Class 1 : 'functional advertisements' by public bodies

Not applicable

Class 2: miscellaneous advertisements on any premises

Not applicable

Class 3: Temporary Advertisements

Not applicable

Class 4: illuminated advertisements

Ikaro restaurant with fascia signage will fall into this class 4 category. It will be backed lit with white light to illuminate the letterings.

Class 5: advertisements on business premises

Class 5 gives consent for a wide variety of notices, signs and advertisements to draw attention to any commercial services, goods for sale, or any other services available at the premises where the advertisement is being displayed. 'Business premises' means any building in which a professional, commercial or industrial undertaking is being carried on, or any commercial services are being provided for the public. This term would include:

- *office buildings*
- *banks and building societies*
- *shops and shopping arcades*
- *supermarkets and hypermarkets*
- *theatres, cinemas and dance-halls*
- *bingo halls and amusement arcades*
- *vehicle showrooms and garages*
- *privately owned factories and works*
- *restaurants and cafes.*

As can be seen from class 5 descriptions, purely for the advertisement on the business premises describing the events and activities associated with the Ikaro restaurant business and hence met with class 5.

Class 5 is not intended to permit all forms of outdoor advertising on any business premises; it only permits advertisements for the goods or services available at the particular premises. This means advertisements which refer to:

- *the business or other activity at the premises;*
- *the goods for sale or the services available; and/or*
- *the name and qualifications of the firm or person providing the service in the premises.*

All noted and the fascia signage advertisements do exactly that.

An advertisement permitted by Class 5 must not:

- *have any letters, figures, symbols or similar features in the design over 0.75 of a metre in height, or 0.3 of a metre in height if they are in any Area of Special Control of Advertisements; not applicable*
- *have its highest part at more than 4.6 metres above ground-level, or 3.6 metres in any Area of Special Control of Advertisements; not applicable*
- *have its highest part above the level of the bottom of the first-floor window in the wall where the advertisement is; not applicable*
 - *be illuminated, unless the illumination is intended to indicate that medical or similar services or supplies are available at the premises; and not applicable*
- *if the premises are in any Area of Special Control of Advertisements, exceed in area 10 per cent of the external face of the building, measured up to a height of 3.6 metres above ground-level. Additionally, if the business premises is a shop, an advertisement may be displayed only on an external wall which has a shop window in it. not applicable*

Class 6: advertisements on forecourts of business premises

When business premises have a forecourt (or more than one), Class 6 gives a further consent to display the type of advertisement permitted by Class 5, namely notices, signs and advertisements to draw attention to any commercial services, goods for sale, or other services available at the premises. The term 'forecourt' includes any enclosing fence, wall, screen or other structure, so long as the means of enclosure is not part of the business premises itself. So a forecourt would include:

- *the enclosed area in front of a newsagents or tobacconist's shop;*
- *the area at a petrol filling station where pumps are situated;*
- *a terrace in front of a restaurant or cafe.*

A forecourt does not include the area of pavement in front of business premises which forms part of the highway. Because Class 6 permits advertisements on the forecourt of business premises, any such notices, signs or advertisements must be at ground-level. And the total permitted area for all forecourt advertisements must not exceed 4.6 square metres on each forecourt frontage to the premises. So a building with two forecourt frontages may have advertisements not exceeding 9 square metres in all, provided that those on each frontage do not exceed 4.6 square metres.

not applicable as its not a forecourt. Car parking spaces are not available.

Class 7: flag advertisements

not applicable

Class 8: advertisements on hoardings around temporary construction sites
not applicable

Class 9: advertisements displayed on purpose-designed highway structures
not applicable

Class 10: properly authorised signs for approved Neighbourhood Watch and similar schemes
not applicable

Class 11: directional advertisements
not applicable

Class 12: advertisements displayed inside buildings
Not applicable.

Class 13: advertisements on sites used for the preceding ten years for displaying advertisements
not applicable

Class 14: advertisements displayed after the expiry of express consent
not applicable

Class 15: Captive balloons advertisements
not applicable

Class 16: advertisements on telephone kiosks
not applicable

Temporary Notices

Temporary notices up to 0.6 square metres relating to local events, such as street parties and concerts, may be displayed for a short period.
not applicable

There are different rules for estate agents' boards, but, in general, these should not be bigger than 0.5 square metres.

It is not an estate sign board so it is not applicable.

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Professional Adverts and Signs for Business

The planning regime for larger, professional adverts, signs for businesses and so on is complex though all outdoor advertisements must comply with five 'standard conditions'.

They must:

- Be kept clean and tidy*
- Be kept in a safe condition*
- Have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is to be placed on highway land)*
- Not obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport*
- Be removed carefully where so required by the planning authority*

Basically the fascia signage complied with the above rules.

Visual/Residential Amenity

Notwithstanding this, there was already an existing former Panacea sign and will be replaced with the new Ikaro restaurant fascia signs. This application seeks advertisement consent for the display of 2no illuminated fascia signs and also the framed wrapped around the main entrance with some green leaves and floral. The proposed fascia signage is considered to be appropriate in relation to the style and scale of the premises and would not unduly clutter the building.

Although the site is located in city centre, therefore it is not considered that the proposed signage and the illumination would have any detrimental visual impact on the residential amenity of any properties. There are many retail shops and eateries along the street and therefore this simple fascia signage is therefore considered to comply with planning and advertisement policies.

Highway safety

The NPPF states that suitable and safe access to a site should be achieved by pedestrians and vehicles and that signage should generally only be assessed in terms of its impact on visual amenity, and public/highway safety. As you can see, there is pedestrian footpaths and also John Dalton Street and Ridgefield being a side street and therefore already achieved safe access to the site.

NPPF states that advertisements should be placed so as not to cause distraction or harm to public safety and has been achieved. The subtle backed lit with LED white light signage and lettering size are not considered to give rise to any issues of

highway safety due to the location of the building within the already established retail and hospitality area will not have any highways harm.

CONCLUSION

The proposed fascia signage and brightness level are considered to be appropriate and would not detract from the overall character or appearance of the wider area.

It is considered that the signage proposals will not detrimentally impact on residential amenity of any neighbouring dwellings or highways safety.

The application is therefore considered to comply with the statutory duties and relevant policies within the Manchester City Council Planning Policies and the National Planning Policy Framework. The signage application does not cause any significance to the area and respects the character within the area and a positive consent should be awarded.

Prepared by



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for and on behalf of Jade3 Architecture Limited