

Manchester City Council
Planning Department
PO Box 532
Town Hall
Manchester
M60 2LA

23 February 2023
EP ref: 16-489

Dear Sir / Madam

Re: Planning Portal Ref: PP-11963881

Site: Market Place, 585 - 591 Ashton New Road, Clayton, Manchester

On behalf of our client, Loxley Property and Development Ltd. please find enclosed an advertisement application for the above site.

The application comprises:

- Application form;
- Location plan;
- Photomontages;
- Photograph of date/commemorative stones

This application is a resubmission for the 'renewal' of expired planning application reference 114956/AO/2017. The application was approved (in part) on 28 March 2017 and has since lapsed as development was not carried out in the allocated timeframe.

Location

The application site comprises a small run of shops at 585-591 Ashton New Road, with residential accommodation above. It is located within the 'Eastlands' District Centre on the Manchester LDF Proposals Map and is a short walk from the Etihad Stadium and the National Cycling Centre. Development in the immediate vicinity of the application site comprises other small local shops and businesses on Ashton New Road which are arranged in short 'runs' or terraces. The surrounding area contains a range of residential, retail, business, industrial and leisure uses.

Ashton New Road is a relatively busy road, being one of the key local routes into Manchester. A date stone on the building identifies that the row of shops has been known as Market Place since 1890.

Proposal

The original planning permission only granted permission for part of the application. This application is seeking the renewal of the planning permission for the approved sign along Ashton New Road only not the sign located on Buchan Street.

The signage comprises a sign indicating the name of the group of businesses [Market Place] with internally illuminated acrylic letters which in the previous application was used to clarify the units that the parking related to as well as advertising the shops more generally. The sign now will be used for the general advertisement of the shops as the parking sign was previously refused. The dimensions of the proposed signage are provided on the forms that accompany the application. The scale reflects the intended purpose individually illuminated letters were selected for the "Market Place" sign to enable the sign to span more than one of the shop units and clearly identify all of the units as being part of Market Place. In this situation, the individual letters are visually more attractive than a continuous wall mounted box sign of the same length and ensures the combined impacts of local signage is minimised. The signage would be illuminated during the day and turned off at night when the businesses were closed.

Planning History

116336/AO/2017 – Illuminated sign to the Buchan Street elevation – Refused 02/08/2018, appeal dismissed 19/12/2017.

114956/AO/2017 - (1) Installation of internally illuminated individual letter sign at first floor level to front elevation and (2) installation of internally illuminated high level fascia sign on gable elevation – Approved and Refused 27/03/2017.

113634/AO/2016 - Installation of internally illuminated individual letter sign at first floor level to front elevation and installation of internally illuminated high level fascia sign on gable elevation – Refused 30/11/2016.

30/11/2010 092161/FO/2010/N2 - Installation of an Automated Teller Machine and associated elevational alterations - Approved 12/02/2010.

092162/AO/2010/N2 - Installation of illuminated signage to ATM - Approved 12/02/2010.

Policy Background

Paragraph 136 of the National Planning Policy Framework is supportive of advertisements that are operated and designed in a simple, efficient and effective way. The guidance also stresses that the local authority should only carry out a detailed assessment of proposals which have an appreciable impact upon their surroundings. In this instance, given the setting (which is characterised by small shop units and associated signage and which is not considered to be a particularly sensitive location), a wider detailed assessment is not necessary. However the proposals have been reviewed and are found to be in conformity with relevant local planning policy (as summarised below).

Saved UDP Policy DC14.1 states 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."* When determining applications relating to advertisements. Saved Policy DC14.5 states that Advertisement Regulations require shop sign applications to be considered only in the interest of surrounding amenity and public safety as advertisements can often have a positive impact on improving the visual quality and environment of a city. .

Saved UDP Policy E3.3 states that the Council will upgrade the appearance of the City's major radial and orbital roads. This will include a number of approaches, including improvements to the appearance of adjacent premises.

Policy DM1 of the Core Strategy states that all development should have regard to a number of specific issues, the following of which are relevant to applications for signage such as that proposed:

- Appropriate siting, layout, scale, form, massing, materials and detail;
- Impact on the surrounding areas in terms of the design, scale and appearance;
- Development should have regard to the character of the surrounding area.
- Effects on amenity

Assessment

The previous application planning permission has lapsed therefore this application has been submitted in order to 'renew' the previous application. This application is identical to the last, and there have been no material changes in circumstances which indicate that an alternative decision should be taken on this application. The proposal is still compliant with the same local planning policy as well as the updated NPPF policy and relevant guidance.

The nature and design of the sign remain the same, constant illumination between the allocated hours of operation (07:30 to 22:00) with the same restricted colour pallet and clear lettering on an 'unfussy' front.

The signs will be used to clarify parking arrangement for business clientele which may lead to improvements for people living and working on or close to Ashton New Road, in line with the objectives and reasons attached to policy E3.3.

The signage will be in keeping with the design and scale of other local signs within the vicinity of the application site. As such, this application should be heavily considered for approval as it is compliant with local saved UDP Policy DC14.1, DC14.5 and E3.3

Summary

The proposals are in keeping with the character of this part of Ashton New Road, which contains a number of local businesses, with associated signage. The proposed signage would not appear overly dominant. It will benefit the vitality and viability of the businesses at 585 - 591 Ashton New Road. Accordingly, the proposals are considered to comply with relevant local planning policy.

We trust that the above meets with your approval and that you are able to validate and register the application. We look forward to receiving confirmation of the same.

If you have any questions, please do not hesitate to contact this office.

Yours sincerely
Emery Planning

J. Coxon

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