

Planning

Growth & Development

Delegated officer report for planning application

Application no.	136006/AO/2023		
Date registered valid:	26 January 2023		
Proposal:	Installation of 1 x illuminated fascia sign and 1 x illuminated projecting sign		
Address:	47 Market Street, Manchester, M1 1WR		
Ward(s):	Piccadilly		Ward
Applicant:	John Magil		
Agent (if any):	Miss Amy Conetta Blaze Signs Ltd		
Case officer:	Jack		Naven
	Tel: 0161	219	2095
	Email: jack.naven@manchester.gov.uk		
Recommendation:	Refuse		
Date of recommendation:	23/03/2023		

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 15 February 2023

Standard consultations:

Printed: 14 February 2023 Expired: 7 March 2023

Neighbour notifications

Printed: 14 February 2023 Expired: 7 March 2023

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of Area

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of Site/Building

The application site relates to a retail unit located along the busy pedestrianised highway of Market Street within the City Centre of Manchester. The immediate area consist of mixed uses predominantly containing retail, banking, cafes and restaurants.

Given the City Centre nature of the area advertisements are common place in the street scene. The unit is located close to two conservation areas the wider context there are listed buildings along Market Street however given the scale and design of the proposal, any nearby listed buildings are not considered to be materially affected.

Description of Development

The submitted application seeks advertisement consent for the installation of 1 x illuminated fascia sign and 1 x illuminated projecting sign

Relevant Planning History

131659/AO/2021 - Installation of 1x Internally Illuminated fascia sign - APPROVED - 06 December 2021

134462/AO/2022 - Retention of existing fascia sign and installation of 1 no. illuminated projecting sign - SPLIT DECISION - Application Approved and Refused - Projecting sign approved, Fascia sign refused.

Consultations & Notification Responses

Highway Services - Recommended that a condition be added regarding luminance and that an informative added for Highways Licensing requirements if the signage were to be approved.

Policy

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 12 (Achieving well designed places) and Section 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, Policies SP1 (Spatial Principles), EN3 (Heritage), DM1 (Development Management) and CC9 (Design and Heritage) of the Adopted Core Strategy for the City of Manchester and saved policies EC3,3, DC14 (Shopfronts and Related Signs), and DC18 (Conservation Areas) of the Unitary Development Plan for the City of Manchester.

Issues

Amenity

Commercial signage associated with both ground floor facing shops and larger higher-level advertisements for the Arndale Centre itself are commonplace in the street scene given the location.

The Arndale Centre, which the unit is located within, is a very important building in Manchester and Market Street is the busiest shopping Street in the City Centre. Given its importance, a signage strategy has been approved for the Arndale Centre in order to guide a unified and coordinated advertising approach across Market Street in the interests of visual amenity and place making. Said strategy does not include every unit along the Arndale's Market Street frontages, as some units have standalone designs which are meant to not accord with the general architectural design and finish of the wider shop frontages at ground floor level. In this case, the proposed unit falls within the identified "lower Market Street" signage area, as specified in the approved signage strategy for the Arndale Centre.

The signage strategy for the Arndale consists of fundamental principles for signage design and location. The strategy identifies that retail units, within designated areas of the Market Street elevation, should design their shopfront advertisements using the signage strategy guidance.

In this case, the fundamental design principles identified in the signage strategy can be summarised briefly as requiring each units advertisements design to have; (i) 1 no. large individual letter fascia sign at the 'upper' level of the shop front; (ii) 1 no. smaller individual letter fascia sign directly above the shopfront entrance; and (iii) a projecting sign at a uniform height along the Market Street frontage. Open glazed ground floor frontages are encouraged to be retained.



Examples of signage that complies with the Arndale Centre signage strategy

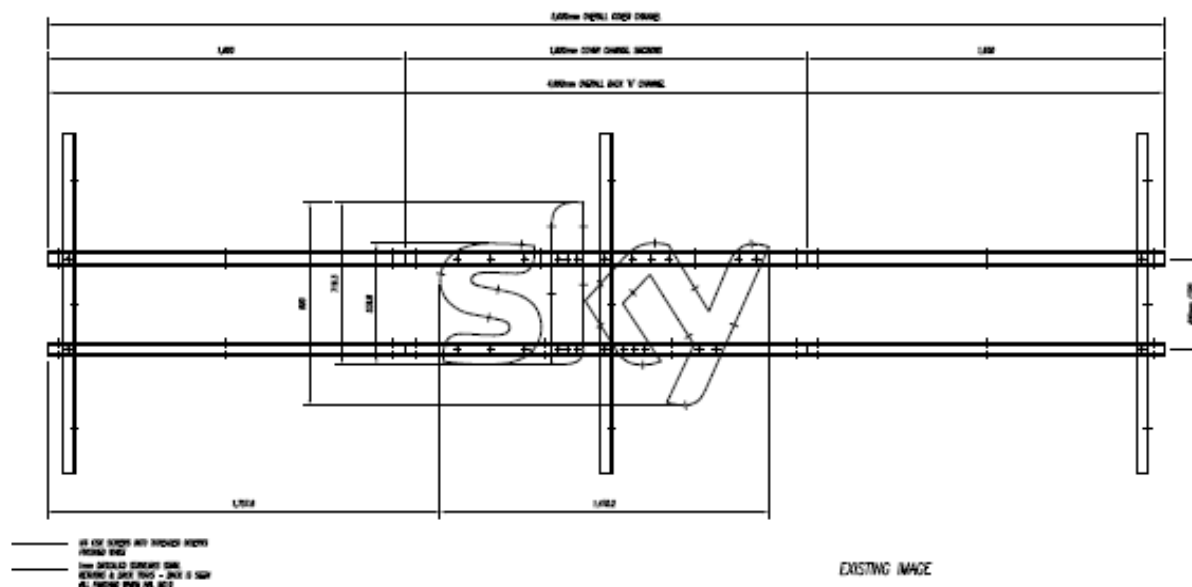
These principles of design have been widely adopted by the majority of commercial occupiers along the Market Street elevation of the Arndale Centre. Naturally, the design of an individual retailer's logos and branding differs, but the fundamental design and signage locations, as set out previously, has been implemented fairly consistently by the majority of retailers.

The City Council seeks to implement and agree signage strategies, on large commercial buildings such as the Arndale Centre to ultimately improve the appearance and visual aesthetic of such important areas of the City Centre. There are various examples of successful signage strategies across Manchester City Centre, such as the nearby Grade II listed Royal Exchange.

Fascia Sign

The existing signage fascia sign on this particular unit currently is unauthorised and does not comply with the Arndale Centre signage strategy. The fascia sign proposed in this application is to replace the unauthorised existing fascia sign.

Previously, an application was approved in 2021 ref. 131659/AO/2021 which showed individual letters on rails. This is not what was implemented on the unit but was acceptable as it was in line with the signage strategy and was consistent with other buildings in the street scene.



Advertisement approved as part of application ref 131659/AO/2021



Street scene in 2019 prior to the installation of the current fascia and projecting sign



Current unauthorised fascia sign installed and projecting sign installed

In 2022, an advertisement application was made to retain an external box fascia sign at the premises. As this was not in line with the advertisement strategy for the Arndale, the application to retain the fascia was refused (134462).

This application now seeks to modify the unauthorised fascia at the premises. Whilst this would reduce the depth of the fascia board, it would still be a solid fascia panel at the property which is contrary to the signage strategy.

In this context, the City Council considers that the proposed fascia sign unacceptable as it fails to correspond with the agreed signage strategy and would form a feature on the property which relates poorly to the architecture of the building including other signage (which do comply with the signage strategy) in the street scene.

The fascia sign is therefore considered detrimental to the visual amenity of the building and the street scene. For these reasons the proposed advertisements are contrary to policies SP1 (Spatial Principles), EN1 (Design Principles and Strategic Character Areas), and DM1 (Development Management) of the Core Strategy of the City of Manchester; saved policies E3.3 (Environmental Improvement and Protection) and DC14 (Shop Fronts and Related Signs) of the Unitary Development Plan for the City of Manchester; and Section 12 (Achieving well-designed places) of the National Planning Policy Framework.

Projecting Sign

The proposed projecting sign has a depth of 57mm, which contravenes the agreed upon signage strategy for the Arndale, which states that the depth of projecting signs should be 30mm. The projecting sign that was approved as part of application 134462/AO/2022 complied with the correct depth according to the signage strategy and was in accordance with the design of the projecting signs approved along the Market Street frontage.

Public Safety

The proposal would not impact public safety. The luminance levels could be controlled by way of condition.

Conclusion

Due to both signs not complying with the agreed upon signage strategy for the Arndale, this application cannot be considered accepted.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Refuse

Article 35 Declaration

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

- 1) The fascia sign due to its size, design and position, would relate poorly to the architectural features of the building, would not be in keeping with the other advertisements in the street scene and would be contrary to the advertisement strategy for the Arndale Shopping Centre. The proposed fascia sign would thereby be detrimental to the visual amenity of the building and the street scene. For these reasons the proposed advertisements are contrary to policies SP1 (Spatial Principles), EN1 (Design Principles and Strategic Character Areas), and DM1 (Development Management) of the Core Strategy of the City of Manchester; saved policies E3.3 (Environmental Improvement and Protection) and DC14 (Shop Fronts and Related Signs) of the Unitary Development Plan for the City of Manchester; and Section 12 (Achieving well-designed places) of the National Planning Policy Framework.
- 2) The projecting sign, due to its depth, would form a bulky feature on the building, would not be in keeping with the other projecting box signs in the street scene and would be contrary to the advertisement strategy for the Arndale Shopping Centre. The proposed projecting box sign would thereby be detrimental to the visual amenity of the building and the street scene. For these reasons the proposed advertisements are contrary to policies SP1 (Spatial Principles), EN1 (Design Principles and Strategic Character Areas), and DM1 (Development Management) of the Core Strategy of the City of Manchester; saved policies E3.3 (Environmental Improvement and Protection) and DC14 (Shop Fronts and Related Signs) of the Unitary Development Plan for the City of Manchester; and Section 12 (Achieving well-designed places) of the National Planning Policy Framework.

Informatives

1) Any requirements for licensing, hoarding/scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email highwaylicences@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services

Cafe Opposite 31, Arndale Centre, Market Street, Manchester, M4 2HU

31 Arndale Centre, Market Street, Manchester, M4 2HU

74 - 76 Market Street, Manchester, M1 1PN

68 - 70 Market Street, Manchester, M1 1PW

72 Market Street, Manchester, M1 1PN

16 Spring Gardens, Manchester, M2 1EE

1 Brown Street, Manchester, M2 1DA

19 Brown Street, Manchester, M2 1DA

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Area Team Boundary - Name: CENTRAL