

07 December 2022



Ms. E. Booth
Planning,
Manchester City Council,
P O Box 532,
MANCHESTER,
M60 2LA

Dear Emily

Unit MSU12, Arndale Centre, Manchester

On behalf of our client SportsDirect.com Retail Limited, we are instructed to submit an application for advertisement consent for the above unit.

The application is supported by the drawings listed below:

- CPS 20 077 001 EXISTING SITE LOCATION PLAN
- CPS 20 077 020 C EXISTING HIGH STREET ELEVATION
- CPS 20 077 021 A EXISTING HIGH STREET ELEVATION OVERVIEW
- CPS 20 077 111 H PROPOSED HIGH ST ELEVATION FINISHES SIGNAGE

The application is a resubmission of a recently withdrawn application 133400/AO/2022 and therefore no application fee is payable.

The proposal is for the display of two fascia signs above the windows on the external façade of the unit. The signs are modest in their size and illumination and are typical of high street signage.

The key policies when assessing this proposal are Core Strategy Policy DM1 and Saved UDP policy DC14. DM1 provides that all development should have regard to various specific issues. In terms of this application, the following are deemed to apply and response is given:

Appropriate siting, layout, scale, form, massing, materials and detail – the chosen signage fits well within the existing fascia band running along this elevation. The scheme is modest and appropriate to the setting of the building in scale and massing.

Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area. – the surrounding area is characterised by a mixture of commercial uses, styles of architecture and signage solutions. The proposed signage sits well within that context and is not out of place.

Effects relating to biodiversity, landscape, archaeological or built heritage – the property opposite is a Listed Building and signifies the start of the Conservation Area. The signage proposed is minimal and responds well to the host building and its architecture. The proposal will have no detrimental effect

on the Conservation Area or the Listing Building's setting, indeed the overall project to occupy this unit and improve the frontage will have a positive effect.

DC14 relates to Shop Fronts and Related Signs and 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."* It goes on to set out the policies the Council will adopt when assessing signage proposals, the relevant ones are as follows, again with our response:

a. signs should not normally be positioned other than at fascia level; the proposal accords with this criteria as the signs are within the fascia level.

b. signs should respect the architectural form of buildings and shop frontages; as set out above it is considered that the signs do respect the architect form

d. 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; the proposed signage will not protrude further forward than the upper floor tiling, as can be seen on the attached drawings.

e. the Council will normally permit only one projecting box sign for each shop unit. The proposal contains two signs however this is considered appropriate due to the length of the shopfront of the unit and two brands which will be present in the unit.

On listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs; this is not applicable as the unit is not part of a listed building nor is it within a Conservation Area.

We would be happy to discuss any elements with you as required.

Yours faithfully



Katherine Sneed MRTPI
Director