

REF: R00758/DB/MR/AP

Planning Department
Ground Floor
Town Hall Extension
Mount Street Entrance
Albert Square
Manchester
M2 5DB

15th December 2022

Dear Sir/Madam,

**APPLICATION TO PART-DISCHARGE CONDITION 18 (SIGNAGE STRATEGY) ATTACHED TO
PLANNING PERMISSION REFERENCE 114585/FO/2016
PRINCESS STREET / WHITWORTH STREET, MANCHESTER, M1 3PE**

I write on behalf of the Applicant, Tesco Stores Ltd (Tesco), to submit an application to part-discharge Condition 18 (Signage Strategy) attached to planning permission ref. 114585/FO/2016 located at Princess Street, Whitworth Street, Manchester, M1 3PE.

Background to Application

Planning permission 114585/FO/2016 was granted subject to 36 conditions on 20th December 2016 for the following development:

"Erection of three residential buildings (Building 1 comprising 15 storeys plus plant space, Building 2 comprising 11 storeys plus plant space and Building 3 comprising 14 storeys plus plant space) to provide 351 residential units (Use Class C3) 117 x 1 bed, 218 x 2 bed and 16 x 3 bed) al with ground floor commercial uses (Class A1 (Shop), A3 (Restaurant and Cafe) and D1 (Non Residential Institution Use- Art Gallery) and new public space with related access, servicing, landscaping and associated works with parking for 254 vehicles, 224 cycles within 4 levels of existing basement car park."

Condition 18 states:

"In relation to the ground floor units the following details shall be submitted and agreed in writing before first occupation of the units:

(a) a signage strategy;

(b) a layout and design strategy for any outside furniture and associated fixtures and fittings;

The development shall thereafter be fully implemented in accordance with these details."

This application seeks to part-discharge condition 18 insofar as it relates to Unit B as shown on drawing

no. A004. A concurrent separate application for advertisement consent has been made.

Signage Strategy

The advertisement consent application to part-discharge Condition 18 has been prepared to ensure that the development is not detrimental to the character and appearance of the site in accordance with policies EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage), CC9 (Design and Heritage), SP1 (Spatial Principles) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester, and saved policies DC14 (Shop Fronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

The advertisement consent application proposes install 3 no. box fascias with internally illuminated built-up lettering and 2 no. projecting signs with internally illuminated built-up lettering. Illuminated built-up lettering is common within the Whitworth Conservation Area and along Whitworth Road. The images below evidence this claim.



Signage sample study from 88 Princess St, Manchester M1 6NG. Internally illuminated built-up lettering.

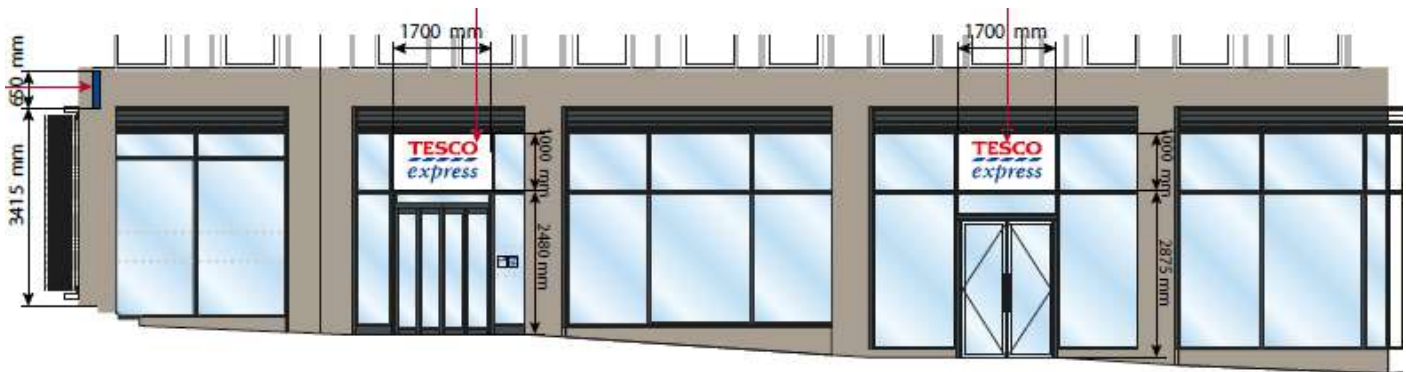


Signage sample study from 51 Whitworth St, Manchester M1 5EB. Internally illuminated built-up lettering.



Signage sample study from Pizza Express, Unit B, St James's Building, 61-95 Oxford St, Manchester M1 6FQ. 2 sets of halo illuminated text and 1 externally illuminated projection sign.

In line with Extant Unitary Development Policy DC14.1, the proposed signage is located and positioned appropriately in relation to the scale and proportions of the shopfront and has been designed and coloured suitably so that the signage does not detract from the local street character and surrounding area. The 3 no. box fascia signs fit precisely within the existing glazing proportions and are located at a safe and appropriate height. Thus, no alterations are to be made to the existing shopfront or glazing to accommodate the proposed advertisements. Nevertheless, the existing façade of the building is of a modern design and possesses no significant architectural features that must be retained or considered.



Proposed location of box fascia signs on west elevation fronting Princess Street.

The 2 no. projecting signs will be sited to dedicated areas at the west ends of the west and south elevations. Overall, the number of proposed signs has been kept to a minimum in order to ensure coherence with the existing building and wider development. Therefore, the proposed signage will not result in a visual cluttering of the surrounding area and will maintain the character of both Princess Street and Whitworth Street.

The signage will display colours and lettering to reflect the branding of the intended occupier, Tesco Express. The lettering is sized appropriately and centrally placed, not running of the edges of the fascias or projecting signs in order to ensure coherence with the existing building. The advertisements will be formed of high-quality materials and well-maintained.

The proposed illumination to the acrylic lettering on the projecting sign will not create disturbances such as light glare or impact the amenity of nearby residents, including those living directly above the retail unit. The site is located within a well-lit commercial area and thus subtle internal illumination to the acrylic lettering is appropriate and highly acceptable. Furthermore, internal illumination has been granted previously for other advertisement applications in the Whitworth Conservation Area, including:

- LPA ref. 132072/AO/2021 at St James Buildings 79 Oxford Street Manchester M1 6FQ
- LPA ref. 123231/AO/2019 at 44 Canal Street Manchester M1 3WD
- LPA ref. 123264/AO/2019 at Fourth Floor 117 - 119 Portland Street Manchester M1 6FB
- LPA ref. 123436/AO/2019 at 8 Fairfield Street Manchester M1 3GF
- LPA ref. 121446/AO/2018 at 74 Princess Street Manchester M1 6JD
- LPA ref. 118758/AO/2018 at Regency House 36 Whitworth Street Manchester M1 3NR

Illumination is limited to the shop's name and lettering only, illuminating text reading 'Tesco Express'. Lastly, the site is of a modern architectural design and is not listed. Thus, internal illumination to the lettering of the proposed signage is considered acceptable.

Summary and Conclusion

Ultimately, the proposed advertisement consent application is not detrimental to the character and appearance of the site in accordance with local policy, thus acting in the interests of visual amenity. Furthermore, the proposed signage is minimal in quantum and designed to suit the existing proportions of the shopfront, ensuring coherence with the wider development.

Contents of application

The following supporting documents have been submitted via the Planning Portal in support of the application:

- The relevant planning application fee;
- The completed application form;
- This covering letter;
- A copy of the original Decision Notice (114585/FO/2016); and
- Plan identifying Unit B (Drawing No. A004).

I trust that you have all the information you require to validate this application. If, in the interim, you have any queries please do not hesitate to contact either Matthew Roe (matthew.roe@rokplanning.co.uk) or myself at this office. I look forward to your formal acknowledgement of the application.

Yours faithfully,



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