

4<sup>th</sup> October 2022

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Our ref: EP494

Your ref:

Dear Sirs

**APPLICATION FOR ADVERTISEMENT CONSENT  
CHESHIRE CHEESE PH & VACANT LAND (FORMERLY NOS 32-38), OLDHAM ROAD, MANCHESTER,  
M4 5FE**

I write on behalf of our client, Cheshire Cheese Assets Ltd, with regard to the above site and enclose an application which seeks consent to display advertisements.

**Background**

Application ref: 133181/AO/2022, seeking advertisement consent for the installation of an internally illuminated fascia sign and projecting box sign, was refused by Manchester City Council on 03 May 2022. The reason for refusal on the decision notice reads as follows:

*"The proposed fascia sign by virtue of its design, position, appearance and location does not respond positively to the architecture and appearance of the host building and would create a visually harmful feature in the street-scene along a key radial route, at the gateway to the Ancoats Conservation Area, to the detriment of visual amenity and the heritage value of immediate area. The proposal advertisement would therefore be contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, saved policies DC14, DC18.1 and E3.3 of the Unitary Development Plan for the City of Manchester, policies DM1, EN1, EN3 and SP1 of the Manchester Core Strategy, the National Planning Policy Framework (NPPF) and the Ancoats and New Islington Neighbourhood Development Framework".*

Despite the refusal of advertisement application 133181/AO/2022, the signage has been erected. The photo below shows the signage in-situ:



It must be noted that this application is not seeking the retention of the fascia sign, rather it is seeking to revise its design. The projecting sign is proposed for retention.

### **The Application Proposals**

This application seeks to retain a projecting sign and install illuminated lettering to the building, in connection with the Urgent Care medical use.

The existing double-sided projecting box sign is non-illuminated and is situated at fascia level, 2.7 metres above ground level. The sign measures 0.3 metres in height, 0.18 metres in width and 0.3 metres in depth. The sign comprises aluminium and vinyl materials, incorporating an internal mild steel support with projecting arms and wall plate and kiss cut vinyl logo to both sides. The sign advertises the intended occupier 'Urgent Care 365'.

Whilst application 133181/AO/2022 was refused, the reason for refusal does not refer to the projecting sign and the current proposals for this sign remain unchanged.

In terms of the refused fascia sign, the officer report stated that:

*"Of notable concern is the proposed use of a fascia tray to which the illuminated lettering is attached. The proposed fascia tray is proposed to be positioned over an area of glazing above the shop front and would complete obscure the glass. It is believed that the design of the sign coupled with its placement over the glazed area would undermine the original design intent of the host building".*

The current proposals have been revised to address the above concerns. The fascia tray is no longer proposed and illuminated letters only are now sought. The proposed lettering would not completely obscure the glazed area and as such should be deemed acceptable.

In terms of illumination, the letters are to be halo illuminated at 20 lumens.

### **Time Period**

Although the planning application forms on the Portal require a timeframe period to be detailed, for which consent is sought for the advertisement, it is proposed that the advertisement is to be permitted in-situ for the lifetime of the Urgent Care 365 use, to which it relates. There is no option to request this on the Portal and is a limitation of the Portal forms.

We hope that you find the details complete and that you are able to validate the submission in due course, should you have any queries or require additional information please do not hesitate to contact me.

Yours faithfully



**James Berggren BA (HONS) MPLAN MRTPI**

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