

Important – Planning permission & notices of consent

Compliance with conditions

- Your planning approval or consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions, for example submission and approval of details or measures to protect trees.
- Some conditions will require action before you start development and it is imperative that you seek to have these discharged before any work commences.
- Whilst every effort has been made to group conditions logically, it is your responsibility to ensure that you are aware of the requirements and/or restrictions of all conditions.
- If you fail to comply with the conditions this may result in a breach of planning control and this may lead to enforcement action.
- Failure to comply with conditions may also result in the development not being lawful.
- It is in your interests to demonstrate that conditions have been complied with. Failure to do so may cause difficulties if the property is sold or transferred.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email planning@manchester.gov.uk

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Advertisement Consent

Applicant

Mr Stephen Bourne
Signet Jewelers
Hunters Road
Birmingham
B19 1DS

Agent (if used)

Mr Paul Turner
Mansell Associates Ltd
Suite D7 Swan House Business Centre
The Park
Market Bosworth
CV13 0LJ

Part 1 – Particulars of the application/development

Proposal: Installation of fascia and canopy signs and a plaque

Location: 9-19 St Ann Street, Manchester, M2 7LG

Date of application: 21 September 2022

Application number: 134895/AO/2022

Part 2 – Particulars of decision (a)

Manchester City Council gives notice that the **following element(s)** of the development referred to in Part 1:

Approve the installation of 1no. internally illuminated fascia level individual letter sign that reads Ernest Jones.

Has/have been **granted** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Condition(s) attached to this decision

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The 1no. internally illuminated fascia level individual letter sign that reads Ernest Jones that is hereby approved shall be carried out in accordance with the following drawings and documents:

The drawings referenced 3470-03-05 Rev B received by the City Council as local planning authority on 7 November 2022

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN3, CC9, EN1, SP1 and DM1 of the Core Strategy and saved policy DC19.1 of the Unitary Development Plan for the City of Manchester.

3) The internally illuminated fascia level individual letter sign that reads Ernest Jones that is hereby approved shall have a luminance limit of 600cd/m². All luminance shall be static only.

Reason - In the interests of pedestrian/highway safety and visual amenity, pursuant to policy DM1 of the Manchester Core Strategy.

Part 2 – Particulars of decision (b)

Manchester City Council gives notice that the **following element(s)** of the development referred to in Part 1:

Refuse the installation of the following signs:

- 1no. internally illuminated fascia level individual letter sign that reads Omega and the associated logos.
- 1no. internally illuminated fascia level individual letter sign that reads Cartier.
- 1no. internally illuminated fascia level Individual letter sign that reads Breitling and the associated logos.
- The 1no. non-illuminated building plaque sign that reads Omega Boutique.

Has/have been **refused** in accordance with the application and plans submitted for the reason(s).

Reason(s) for decision

1) The 4 individual letter fascia signs shown on drawing referenced 3470-03-05 Rev B namely the 1no. fascia level individual letter sign that reads Omega and the associated logos, the 1no. fascia level individual letter sign that reads Cartier, the 1no. fascia level Individual letter sign that reads Breitling and the associated logos, the 1no. building plaque sign that reads Omega Boutique are unacceptable by virtue of their colour

(being non-heritage colours), not be in keeping with the existing signage and building features/architecture and would be more prominent features on the building creating advertisement clutter. The 1no. fascia level Individual letter sign that reads Breitling in particular, with its associated logos, would also form an incongruous and overlarge feature for the space. The proposed signs 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

There are no informative attached to this decision.

Date: 16 November 2022

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent or approval for the proposed development, or to grant consent or approval subject to conditions, he may appeal to the First Secretary of State in accordance with section 78 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet. Alternatively If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.