

Our Ref: 20220/SH/roryc
Your Ref: PP-11720239
Email: sharper@firstplan.co.uk
Date: 24 November 2022

Planning Department
Manchester City Council
Town Hall Extension
Albert Square
Manchester
M60 2LA

Dear Sir/Madam,

**ADVERTISEMENT CONSENT APPLICATION FOR TEMPORARY ADVERTISEMENT BANNERS ON
SCAFFOLDING FRONTING ONTO PICCADILLY AND OLDHAM STREET
17 PICCADILLY, MANCHESTER M1 1LS**

We have been instructed by our client, Five Guys JV Ltd, to submit the enclosed advertisement consent application in respect of the above address. The application has been submitted online via the Planning Portal (ref. PP-11720239).

Five Guys, the existing occupier of the ground-floor unit at 17 Piccadilly, seek consent for the installation of temporary mesh banners to the existing scaffolding located outside both elevations of their existing restaurant, which fronts onto Piccadilly and Oldham Street. The scaffolding erected by the owners of the building has obscured the existing signage at the Five Guys unit. The branded banners to be installed are proposed to be in place until the completion of the build on the site, which is proposed to be in September 2023. As such, permission to display the proposed advertisements is required for 9 months only.

In accordance with local and national validation requirements, the following documentation is submitted:

- Completed Advertisement Consent Application Forms;
- Site Location Plan;
- Block Plan;
- Existing Elevations (drawing no. FIV235-A403);
- Proposed Elevations (drawing no. FIV235-A402); and,
- Planning and Heritage Statement (included within this letter).

The requisite fee of £132, as well as the Planning Portal Service Charge of £32.20, have been paid online. The remainder of the letter sets out our supporting case for the proposals.

Site Description

The application site is a five, plus mansard, storey building located on the corner of Oldham Street and Piccadilly within Manchester City Centre. The lower floors of the building were formerly occupied by Yorkshire Building Society with the entrance on the junction of the two roads but have recently been

occupied by Five Guys. The upper floors of the building are understood to be residential flats accessed from a separate entrance on Piccadilly.

In terms of appearance the ground floor unit consists of an aged granite cladding, this element of the building is not original, but the upper floors consist of sandstone as is typical to Manchester City Centre. Advertisements for the existing occupier Five Guys, comprise of internally illuminated fascia, projecting, and above door signage. Currently, there is temporary scaffolding surrounding the ground and first floor elevations of the unit fronting onto Piccadilly and Oldham Street. This completely obscures the existing signage, as shown in Figure 1 below.



Figure 1: Current scaffolding surrounding existing Five Guys restaurant unit

There are a mix of uses in the surrounding area, predominantly characterised by retail, commercial and residential development. The surrounding properties vary in height and architectural styles. Piccadilly Gardens lies on Piccadilly, a part pedestrianised road, fronting the application site.

The site is a Grade II listed Building alongside 1-3 and 5-11 Oldham Street and lies within the Smithfield Conservation Area.

Planning History

The planning history, as available on the Council's public access website, is set out below:

- Ref: F09809, granted planning permission in December 1978 for "alterations and new shop front to existing Jewellers Shop"
- Ref: 022019 granted planning permission in June 1984 for the "change of use from shop to a building society office"
- Ref: 023072 granted advertisement consent for 2 illuminated double-sided projecting box signs and 2 illuminated fascia name signs in 1984

- Ref: 036832 granted listed building consent in 1990 for elevational alterations
- Ref: 041036 granted advertisement consent in April 1992 for an illuminated individual letter name sign
- Refs: 061448/AO/CITY1/01 and 061449/LO/CITY1/01 allowed for advertisement consent and listed building consent in 2001 for internally illuminated individual letter name signs, projecting signs and fascia sign; and
- Refs: 105657/AO/2014/C2 and 105931/LO/2014/C2 allowed for advertisement consent and listed building consent in July 2014 for the installation of 3no. fascia signs, and 2no. projecting signs.
- Refs. 129741/FO/2021 and 129742/LO/2021 allowed for the creation of four residential apartments (Class C3a) above the application unit.

In terms of Five Guys recent fit out of the application site, the following applications are noted:

- Refs. No: 129743/FO/2021 and 129744/LO/2021 were granted for the installation of plant to the rear and listed building consent for the installation of plant to the rear and the internal listed building fit out for a restaurant,
- Refs. No. 129746/AO/2021 and 129747/LO/2021 allowed for the installation of a signage scheme; and,
- Ref. CDN/22/0198 allowed for the discharge of condition 3(b) (Fumes, Vapours and Odours) and 4(b) (Plant Verification Report) attached to planning permission referenced 129743/FO/2021.

Application Proposals

The enclosed application seeks temporary permission for the installation of mesh advertisement banners to the existing scaffolding surrounding the ground and first-floor frontage of 17 Piccadilly. This advertisement consent is sought as the existing advertisements present for Five Guys' restaurant unit have been obscured by the scaffolding.

The temporary mesh banners will alert customers to Five Guy's continued operations at the restaurant unit, and will effectively replace the existing, concealed advertisements for the commercial benefit of the restaurant, on a temporary basis only (9 months) whilst works are ongoing at the upper levels of the building.

Specifically, the proposed advertisements will consist of:

- 2 no. 'FIVE GUYS' non-illuminated coated mesh signs, measuring H1500mm x W12343mm, to be fixed to the Piccadilly and Oldham Street Elevations.

Relevant Planning Policy

The Manchester Local Plan comprises of the Core Strategy (2012), Proposals Map (2012), Extant Unitary Development Plan (UDP) (1995, saved 2012), Greater Manchester Joint Waste DPD (2012) and Greater Manchester Joint Minerals DPD (2013). The National Planning Policy Framework (NPPF) (2019), and the Planning (Listed Building and Conservation Areas) Act 1990 and other SPGs are also of relevance to the application.

The Manchester Proposals Map designates the site as within the City Centre Primary Shopping Area, City Centre, and Smithfield Conservation Area. The site is also a Grade II Listed Building.

Core Strategy (adopted 2012)

Policy CC9 relates to design and heritage. Development should preserve or enhance heritage assets and ensure complementary function and form.

Policy EN1 sets out that all development in Manchester should have regard to the strategic character area in which the development is located. This policy requires development within the city centre to consider the City's heritage and enhance the existing street scene.

Policy EN3 includes the policies for heritage assets. New developments must be designed so as to support the Council in preserving the historic environment, the character setting and accessibility of areas and buildings of acknowledged importance, as well as including conservation areas.

Extant UDP (adopted 1995, saved 2012)

Policy DC14.1 sets out 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.

Policy DC14.5 requires advertisements to pay regard to the Advertisement Regulations, signage should (amongst other criteria):

- ensure minimal adverse impact on amenity and public safety;
- not normally be positioned other than at fascia level or where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building; and
- respect the architectural form of buildings and shop frontages.

Policy DC15.1 reiterates Policy DC14.5, and further requires that advertisements pay regard to the general location of the proposed development and the effect on visual amenity. Signage should make a positive contribution to the locality and relate well to the premises on which they are located. In particular, hoardings should make a positive contribution to the locality. It is also noted under DC15.1(i) that the council will support the use of hoardings to disguise or improve the appearance of unsightly features, operations, or activities.

In addition, **Policy DC15.2** requires advertisement to:

- not harm the character or architectural features of a building, nor interfere with its proper use;
- be in scale with the locality and relate properly to the site on which they stand; and,
- be unobtrusive and not harm public safety or adversely affect traffic, by reason of its position, size, or design.

Policy DC18.1 relates to conservation areas. Development should pay regard to the existing character of the conservation area and seek to preserve or enhance the setting.

Smithfield Conservation Area

The Manchester City Council website includes background information on each conservation area within the city. The section for Smithfield Conservation Area also provides advice on the Council's approach to preservation and enhancement. The conservation area lies on the north-eastern edge of Manchester City Centre and was designated in 1987. With regard to the Conservation Area and signage, the online information states that:

“signs and canopies should be carefully designed so as not to compete with or cancel the architectural details of buildings.”

In terms of development control, the online information states that:

“Development control in Smithfield is aimed at encouraging development and activity which enhances the prosperity of the area, whilst paying attention to its special architectural and visual qualities.”

Heritage Assessment

This application comprises the installation of mesh advertisement banners to the existing scaffolding at the Piccadilly and Oldham Street elevations of the host building. The building to which the scaffolding is positioned in front, is grade II listed, alongside nos. 1-3 and 5-11 Oldham Street. The building was listed on 20 June 1988 (list entry number 1271118). However, as the application is for advertisement banners to be fixed to the scaffolding, and not directly fixed to the listed building itself, listed building consent is not required for the proposed works. Despite this, the proposed display of advertisements has been considered in heritage impact terms below.

The application site is also located in the Smithfield Conservation Area, to which the listed building makes a positive contribution. The Smithfield Conservation Area Online Information states that the main criterion in urban design terms in this area is about fitting into an established street pattern with the scale of development proportions and materials of major concern. With this in mind, quality should be the overriding aim in any proposal affecting the conservation area.

In consideration of the above, the application proposals relate solely to the installation of two temporary advertisement banners to make up for the obscuring of existing signage for the ground-floor unit. Given that the existing scaffolding surrounding the ground and first floor of the application units is unsightly, and will be in position regardless, the proposed advertisements presented by Five Guys are considered to offer an appropriate, temporary advertisement replacement, in terms of scale and design. The proposed advertisements will be non-illuminated thus visibility during evening hours will be limited.

Noting the prominence of the scaffolding as constructed; the fact that a non-branded brightly coloured/patterned mesh wrap could be applied without advertisement consent; and because the existing illuminated signage present at ground floor fascia level is obscured in full, the proposed temporary advertisements are not considered to harm the character or the appearance of the conservation area, nor detrimentally impact the setting of the grade II listed building behind, in line with the identified policies.

Planning Assessment

Over and above the heritage and design related considerations as set out above, the other matter requiring assessment is the potential impact on the amenity of the surrounding occupiers, if any.

The site lies within an area characterised by a mix of uses including food and drink, retail, and residential dwellings. As such, the streetscene is varied and there is a wide variety of signage displayed in the surrounding area. No illumination is proposed and therefore the proposal is not considered to have an adverse impact on surrounding amenities. Furthermore, the signs are temporary only, being removed in full in 9 months. Therefore, due to the nature and location of the proposed banner signs and their materiality, there will not be an adverse impact on the safety of pedestrian or vehicular movements.

Conclusions

The temporary advertisements will support Five Guys continued successful trading from this important restaurant, as the existing, permanent advertisements are obscured whilst construction works continue on the upper floors.

Having regard to all of the above, the temporary advertisements applied to the existing scaffolding should be considered acceptable.

I trust you have sufficient information to enable a positive determination of the application and we look forward to receiving further confirmation that the application has been validated. In the meantime, should you require any further information please do not hesitate to contact me.

Yours faithfully,

A handwritten signature in dark ink, appearing to read 'firstplan' in a cursive, stylized font.

SAM HARPER
Director

Enc.