

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134462/AO/2022

Date registered valid: 22 July 2022

Proposal: Retention of existing fascia sign and installation of 1 no. illuminated projecting sign

Address: 47 Market Street, Manchester, M1 1WR

Ward(s): Piccadilly Ward

Applicant: John Magil 47 Market Street, Manchester, M1 1WR

Agent (if any): Miss Amy Conetta Blaze Signs Ltd 5 Patricia Way, Pysons Road, CT10 2XZ

Case officer: Eve Woolstencroft
Tel: 0161 234 4533
Email: eve.woolstencroft@manchester.gov.uk

Recommendation: Approved and Refused

Date of recommendation: 15 September 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

No neighbour notifications have been printed and sent.

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of Site/Area

The application site relates to a retail unit located along the busy pedestrianised highway of Market Street within the City Centre of Manchester. The immediate area consist of mixed uses predominantly containing retail, banking, cafes and restaurants.

Given the City Centre nature of the area advertisements are common place in the street scene. The unit is located close to two conservation areas the wider context there are listed buildings along Market Street however given the scale and design of the proposal, any nearby listed buildings are not considered to be materially affected.

Description of Development

The submitted application seeks advertisement consent for the retention of existing fascia sign and installation of 1 no. illuminated projecting sign.

Relevant Planning History

131659/AO/2021 - Installation of 1x Internally Illuminated fascia sign – APPROVED – 06 December 2021

Consultations & Notification Responses

None required.

Policy

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 12 (Achieving well designed places) and Section 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, Policies SP1 (Spatial Principles), EN3 (Heritage), DM1 (Development Management) and CC9 (Design and Heritage) of the Adopted Core Strategy for the City of Manchester and saved policies EC3,3, DC14 (Shopfronts and Related Signs), and DC18 (Conservation Areas) of the Unitary Development Plan for the City of Manchester.

Issues

Amenity and Heritage

Commercial signage associated with both ground floor facing shops and larger higher-level advertisements for the Arndale Centre itself are commonplace in the street scene given the location.

The Arndale Centre, which the unit is located within, is a very important building in Manchester and Market Street is the busiest shopping Street in the City Centre. Given its importance, a signage strategy has been approved for the Arndale Centre in order to guide a unified and coordinated advertising approach across Market Street in the interests of visual amenity and place making. Said strategy does not include every unit along the Arndale's Market Street frontages, as some units have standalone designs which are meant to not accord with the general architectural design and finish of the wider shop frontages at ground floor level. In this case, the proposed unit falls within the identified "lower Market Street" signage area, as specified in the approved signage strategy for the Arndale Centre.

The signage strategy for the Arndale consists of fundamental principles for signage design and location. The strategy identifies that retail units, within designated areas of the Market Street elevation, should design their shopfront advertisements using the signage strategy guidance.

In this case, the fundamental design principles identified in the signage strategy can be summarised briefly as requiring each units advertisements design to have; (i) 1no. large individual letter fascia sign at the 'upper' level of the shop front; (ii) 1no. smaller individual letter fascia sign directly above the shopfront entrance; and (iii) a projecting sign at a uniform height along the Market Street frontage. Open glazed ground floor frontages are encouraged to be retained.

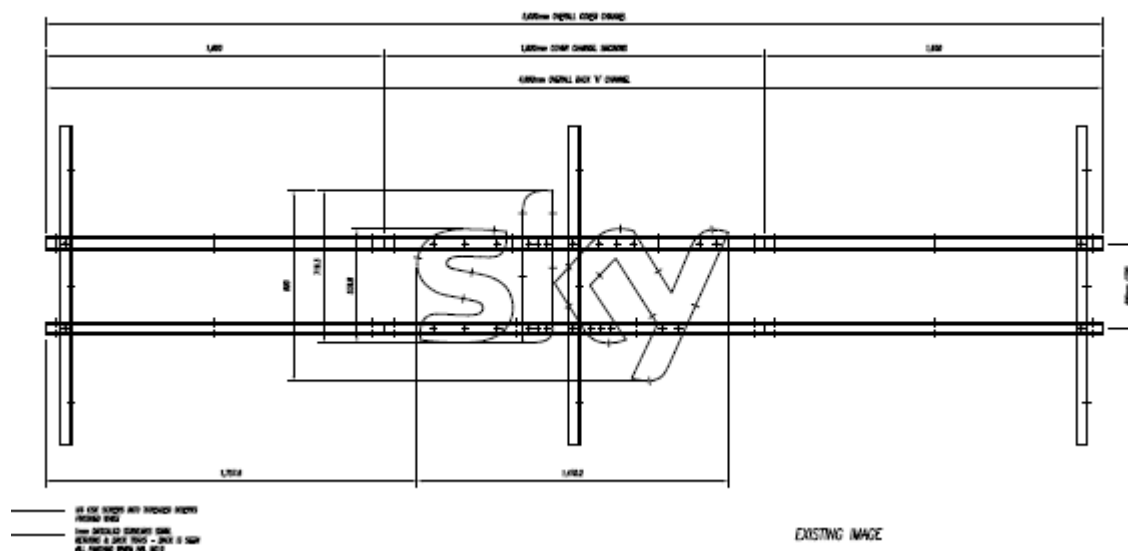
These principles of design have been widely adopted by the majority of commercial occupiers along the Market Street elevation of the Arndale Centre. Naturally, the design of an individual retailer's logos and branding differs, but the fundamental design and signage locations, as set out previously, has been implemented fairly consistently by the majority of retailers.

The City Council seeks to implement and agree signage strategies, where possible, on large commercial buildings such as the Arndale Centre to ultimately improve the appearance and visual aesthetic of such important areas of the City Centre. There are various examples of successful signage strategies across Manchester City Centre, such as the nearby Grade II listed Royal Exchange.

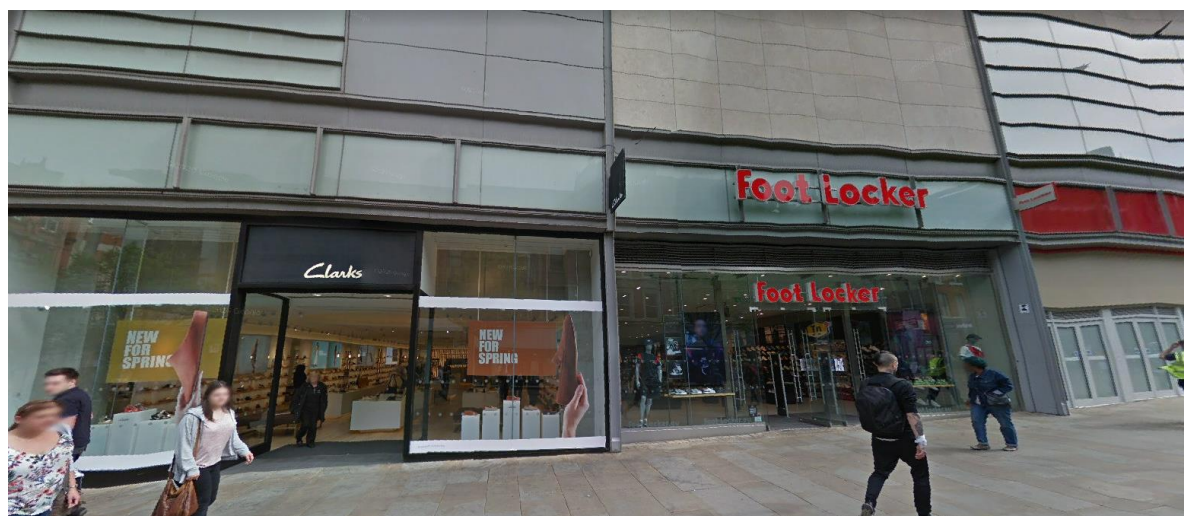
Facia Sign

The existing signage fascia sign on this particular unit currently is unauthorised and does not comply with the Arndale Centre signage strategy.

An application was approved in 2021 ref. 131659/AO/2021 which showed individual letters on rails. This is not what was implemented on the unit .



Advertisement approved as part of application ref 131659/AO/2021



Street scene in 2019 prior to the installation of the current fascia and projecting sign



Current unauthorised fascia sign installed

The external 'box' fascia sign, would project forward of the existing metal transom reveal would harm the visual amenity of the street scene by virtue of it's siting and bulky design, blocking the architecture of the Arndale Centre shopfront. It is noted that the adjacent unit has a fascia panel installed that comes forward of the reveal, however this is not in accordance with the plans approved as part of application ref. 123859/AO/2019 which approved a slim fascia panel behind the reveal with individual letters mounted on the panel. The submitted proposal includes Individual letters in contrast to the printed letters currently in planewave the fascia back panel would appear a visually prominent due to its forward projection and solid bulky design.

During the course of the application Officers engaged directly with the Applicant / Agent requesting revised plans /a section to show the back panel of the fascial set back within the existing metal transom reveals, however no response was received.

Given the location and design of the advertisements, it is not considered that the proposal would have any negative impact on the setting of the adjacent Conservation Areas previously identified.

In this context, the City Council considers that the proposed fascia sign unacceptable due to the size and design which would relate poorly to the architectural features of the building, would not be in keeping with the other advertisements on the building, and do not accord with the signage strategy for the Arndale Centre. The fascia sign is therefore considered 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.

Proposed projecting sign

The proposed projecting sign would have a slimline appearance with a depth of no more than 30mm which is in accordance with the design of the projecting signs approved along the Market Street frontage.

Public Safety

The City Council Highways department has made no objection to the proposal. It is therefore considered the proposal would not impact public safety. The luminance levels would be controlled by way of condition.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approved and Refused

Article 35 Declaration

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

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) Proposed projecting Sign A is hereby approved as indicated on drawing Version 1 (136259-13) dated 20 July 2022

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies CC9, EN1, EN3, SP1 and DM1 of the Core Strategy, saved policy DC18 of the Unitary Development Plan and Sections 12 and 16 of the National Planning Policy Framework.

3) Projecting Sign A 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.

4) The fascia sign shown on drawing referenced 136259-14 dated 20 July 2022 is hereby refused as it is considered to be unacceptable due to its size, design and position, as it would relate poorly to the architectural features of the building, would not be in keeping with the other advertisements in the street scene and would be contrary to the advertisement strategy for the Arndale Shopping Centre. The proposed fascia sign 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.

Appendix 1 – List of consultees & neighbours notified

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Area Team Boundary - Name: CENTRAL