APPLICATION NUMBER: 20/01355/ADV

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.	CASE OFFICER	DATE
20/01355/ADV	Ryan Killeen	11 January 2021

Address: 3 Market Place Middleton Manchester M24 6AE

Proposal: Two externally illuminated signs to front elevation

PUBLICITY	**Weekly list expired?**	Y	**Site notice expired?**	N/A
	Neighbour letters expired?	N/A	**Press Notice expired?**	N/A

DELEGATION	**Significant departure from local plan?**	N	**Contrary to national policy?**	N
	Applicant a Council Member or officer?	N	**Contrary to previous decision?**	N
	Major with 10 or more objections and recommending approval?	N	**Called in or Planning Panel objection?**	N

COMMENTS	**Planning Panel comments received?**	N/A
	Neighbour comments received?	N/A

EIA	**Screening opinion completed and saved to Onbase?**	N/A

CONDITIONS	**Pre-commencement conditions proposed?**	N
	Pre-commencement conditions agreed (or notification period expired)?	N/A

RECOMMENDATION	

CHECKED AND SIGNED OFF BY: AT **DATE: 15.01.2020**

SITE

This application relates to no.3 Market Place, a three storey, arts and crafts property set mid-terrace in a run of several properties of differing architecture which form the transition between Long Street and Market Place. The property faces south towards a roundabout which provides access routes through Middleton Town Centre and is adjacent to the Assheton Arms to the west and the former Royal Bank of Scotland Building to the east. A paved area exists along the front of all three buildings and provides pedestrian access to the opposite side of the roundabout via an underpass.

No.3 Market Place is Grade II listed and designed by renowned architect Edgar Wood. The property is a three-storey, three bay design with front domers, catslide roof, mullion windows recessed at the ground floor in a decorative format, with 3 well-pronounced chimneys along the ridgeline. The building is finished in buff terracotta with a clay tile roof.

The building was first listed on 23rd March 1987.

Internal alterations dating from the latest parts of the twentieth century have taken place to provide internal connections with the adjacent Assheton Arms Hotel, however the building has since been re-divided and vacated.

The listing description of the property is as follows:

MIDDLETON MARKET PLACE SD 80 NE 2/13 No. 3 - (Royal Bank of Scotland) - II Bank, originally the Manchester and Salford Bank. 1892. By Edgar Wood. Buff-coloured terracotta with clay tile roof. 3 bays and 3 storeys. Panelled round-arched door between bays 2 and 3 with blocked archivolt and coat of arms above. Three 3-light mullion and transom basket-arched windows within segmental recesses on the ground floor. Secondary doors to extreme left and right. Similar 4-light windows on the first and second floor the latter within bold gabled dormers. All windows have leaded lights. The gabled dormers are only narrowly divided by the plane of the roof which continues down to a deep eaves projection. Elaborate rainwater heads with rosette motifs and downpipes with flamboyant brackets convey the rainwater to a trough at first floor sill level. The trough has bead-and-reel enrichment and channels water to an internal drain. Bold ridge chimney stacks. Rear in brick, partly rendered. Interior: various internal features show Art Nouveau influence. Timber fittings, including panelled doors with carved roundels above and brass ironmongery are all of a high standard.

PROPOSAL

This application seeks advertisement consent for:

Two externally illuminated Perspex signs approximately 0.5m x 0.5m which would include the relevant graphics for "*Lekki Lounge Manchester"*

The signage would be down-lit via black swan neck downlighters.

The application has been submitted in tandem with an application for Listed Building Consent (20/01350/LBC) for the same.

RELEVANT PLANNING POLICY

Planning (Listed Building and Conservation Areas Act) 1990 (as amended)

Section 66 of the above Act states that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority, or as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural of historic interest which is possesses.

Section 72 of the above Act states that in the exercise of planning functions with respect to any buildings or other land in a Conservation Area, special attention shall be paid to the desirability of preserving or enhancing the character of appearance of that area.

National Guidance

National Planning Policy Framework (NPPF) – February 2019

National Planning Practice Guidance (NPPG)

Core Strategy (CS):

SO3	**Improving design, image and quality of place**
P2	Protecting and enhancing character, landscape and heritage
P3	Improving design of new development

Unitary Development Plan (UDP):

G/D/1	**Defined Urban Area**

RELEVANT SITE HISTORY

99/D36462	Installation Of Non-Illuminated Signs And 4 Floodlights To Front Elevation Of Listed Building And Installation Of Projected Light Advertisement In Entrance Doorway. Granted Subject to Conditions – September 1999
99/A4888	One Externally Illuminated Wall Mounted Sign (Retrospective) Three Non-Illuminated Wall Mounted Signs And Projected Light Advertisement. Granted Subject to Conditions – September 1999

CONSULTATION RESPONSES

Conservation Officer
The proposed signage will be situated in the reliefs above the windows, either side of the entrance. These are relatively modest in size and are to be illuminated using a down lighter which will give the signage good dimension and an attractive aesthetic. As such the inclusion of the signage will also have a neutral impact on the designated heritage assets.

To conclude, there are no objections raised in response to these applications

REPRESENTATIONS

No representations have been received.

ANALYSIS

Appearance, Design and Impact on the Listed Building

Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) states that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) states that in the exercise of planning functions with respect to any buildings or other land in a Conservation Area, special attention shall be paid to the desirability of preserving or enhancing the character of appearance of that area.

Policy P2 of the Core Strategy outlines that the Council will protect and enhance the borough's character and the distinctiveness of its town centres, and conserve, enhance and promote key heritage assets, both statutory and non-statutory, including consideration of their wider settings.

The application relates to the front elevation of the Former RBS building. The front elevation is a prominent feature within the main town square. The building lies within the Town Centre Conservation Area (as first designated in 1980 and later extended in 2011) and there are clear views of it from the open area and from the Town Hall.

Advertisements are commonly found on Listed Buildings, which are often in use as commercial premises, and within Conservation Areas. Provided they are sensitively designed and sited, they can be effectively assimilated into the overall appearance of the building. Indeed, there are many cases where historic advertisements are in fact an integral part of the significance of a heritage asset.

The fascia signs would be of a modest size and fit within the recess above the ground floor mullion windows either side of the doorway. The recess would act as a frame and the sign would be aligned vertically with the window below. These considerations would ensure that the signage fits well with the rhythm of the front elevation. The signage itself would be green, gold and black in colour, which would roughly accord with the terracotta frontage and green doors in use at the building.

Consultation has been carried out with the Council's Conservation Officer who has raised no objection to the overall scheme and considers the proposal to have a neutral impact on the designated heritage assets (NPPF, paragraph 192).

The proposed signage by virtue of their design, positioning and materials accords with policies P2 and P3 of the Core Strategy, the National Planning Policy Framework and Sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas Act) 1990, which requires special regard to be given to the desirability of preserving Listed Buildings and protecting the character and appearance of Conservation Areas.

RECOMMENDATION

Standard 5 conditions.

Notes for Applicant:

1) For the avoidance of doubt, this permission relates to the following drawings:-

   - Location Plan
   - 3MAR_EXIELE – Existing Elevations

- 3MAR_PROELE – Proposed Elevations
- 3MAR_BLOCKPRO – Proposed Block Plan

Report Author Ryan Killeen