

Application Number/s: 131211/AO/2021

Applicant: Six Italian Food t/a L Antica Pizzeria Da Michele

Agent: Hannah Race @ Pegasus Group

Location: GF, 53 King Street, Manchester

Proposal: Replacement Signage Scheme (New Tenant)

Ward: Deansgate

Description of Site and Surrounding Area

The application relates to a ground floor unit within 53 King Street, Manchester.

Description of Proposal

The application seeks permission to replace an existing external signage scheme that belonged to the former tenant of the unit. The replacement signage is the incoming tenant's branding and will replace signage like for like in terms of scale and location.

Publicity LBC

Site Notice/s Posted and Dates: Not Required

Press Adverts Published and Dates: Not Required

Neighbour Notification: Not Required

Representations Received: None

Consultations

None

Save Unitary Development Plan Policies:

- 14 - Shop Fronts and Related Signs
- 18 - Conservation Areas
- 19 - Listed Buildings

Core Strategy Policies:

- SP1 - Spatial Principles
- DM1 - Development Management
- EN3 - Heritage

National Planning Policy Framework Policies:

- 4 - Decision Making
- 16 - Conserving and Enhancing the Historic Environment

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 or historic interest which it 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 or appearance of that area.

Advertisements

Paragraph 136 of the National Planning Policy Framework (NPPF) states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process (advertisement consent) within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impact.

Design & Heritage

The advertisements proposed consist of the following:

- 1. no externally lit sign 'Pizzeria da Michele' above front entrance (to replace existing 'Zizzi' sign)
- 2. no circular signs (one either side of front entrance) to replace existing signage relating to 'Zizzi'
- Replacement of signage to southwest corner elevation (replacing signage like for like from former tenant to incoming tenant)
- Replacement signage to 1. no window to south elevation.

The submitted plans and documents also indicate that some signage is to be removed from window to the west elevation and not replaced.

The proposed signage is modest in terms of its scale and appearance. The signage replaces an existing signage scheme either like for like and, overall, removes to a net reduction in signage to the exterior of the building, which is positive when considering the building is a designated heritage asset and within a Conservation Area. As such, it is not considered that the signage would have a detrimental impact on the appearance of the building nor the conservation area and is therefore acceptable, complying with saved UDP Policies 14, 18, 19 and Core Strategy policies SP1, DM1 and EN3.

Amenity

The size, scale and position of the signage would not be expected to cause undue impact to the amenity of users of the building nor surrounding residents/occupiers. As such, the proposal accords with policies SP1, DM1 of the Core Strategy and the NPPF.

Highways, Accessibility and Parking

The proposed signage would not negatively impact the surrounding highway network nor cause undue impact to highway safety. As such, the proposal accords with Policies SP1 and DM1 of the Core Strategy and the NPPF.

RECOMMENDATION:

That planning permission be granted subject to the following planning conditions:

1. The works must be begun not later than the expiration of three years beginning with the date of this consent.

Reason: To comply with the requirements of section 18 of the Planning (Listed Building and Conservation Areas) Act 1990 as amended by the Planning and Compulsory Purchase Act 2004.

2. This permission relates to the following plans:-

- Location Plan
- Proposed Elevations (King Street Elevation Scale 1:50) – undated/untitled
- Signage Drawings (Drawing Number A26 dated 23/06/2021)

and the development shall be carried out in complete accordance with these drawings hereby approved.

Reason: For the avoidance of doubt and to ensure a satisfactory standard of development in accordance with the Planning (Listed Building and Conservation Areas) Act 1990 (as amended), the adopted Manchester Core Strategy, the saved policies of the Manchester Unitary Development Plan and the National Planning Policy Framework.