

13 August 2021

F.A.O Angela Leckie

Manchester City Council
Planning and Development
PO Box 532
Town Hall
Manchester
M60 2LA

Dear Angela,

**Hanover Building NOMA
Application for Listed Building Consent for Blade Signage**

Please find enclosed an application for listed building consent (LBC) for eight projecting signs on the ground floor of the Hanover Building, NOMA. The Applicant is NOMA (GP) Ltd.

This LBC corresponds to the condition discharge applications submitted on the Planning Permission and Listed Building Consent for the change of use of the ground floor of the Hanover building to allow retail and commercial uses; and creation of new external doors to support the operation of these.

1 The Site

The Site is the Grade II listed Hanover House and E Block, referred to throughout as Hanover. The Site is bounded by Corporation Street to the west, Hanover Street to the north, Federation Street to the east and Balloon Street to the south. Hanover is located within the Shudehill Conservation Area and is surrounded by a number of other Grade II Listed Building within the NOMA historic estate.

Corporation Street, the principal frontage of the Site, is an important route connecting the City Centre's Civic Quarter and primary retail core located to the south. To the northern part of the City Centre and ultimately the Inner Ring Road formed on Miller Street out towards the Northern Gateway, a strategic growth priority for the city. Hanover and Balloon Street are key pedestrian routes linking the historic core of NOMA with the new development plots and neighbouring residential communities including Angel Meadows further north.

Federation Street is a key connecting route into NOMA's public realm core that is Sadler's Yard, which has been a major success since its completion in 2015. Federation Street itself has minimal activation. The addition of active units along Federation Street, alongside the overall activity at Hanover will help enliven

the space leading up to the public square and act as a further catalyst to attract visitors to NOMA, whilst creating a safe and vibrant street scene for existing tenants.

2 Background

Prior to occupation of the retail units, a unified Signage Strategy has been proposed in accordance with the conditions attached to the associated planning and LBC for the retail units. As part of this a new LBC is required in relation to the fixing of the signs to the historic fabric of the Grade II listed Hanover Building.

It is of note that blade signage has previously been accepted under the previous planning permission (ref. 128890/FO/2020) and LBC (ref. 128891/LO/2020) and through the conditions discharged against this.

This advertisement consent application should be read alongside the concurrently submitted condition discharge applications submitted against the approved planning permission and listed building consent, as well as the concurrent advertisement consent.

3 Description of Development

The proposed description of development is:

“Listed Building Consent for the installation of eight projecting signs on the ground floor”

4 Proposals

The proposals comprise the installation of 8 projecting signs. These have been sensitively designed to create a comprehensive signage strategy for the building and which is sympathetic to the building itself, as well as the wider listed NOMA estate.

The details of the signs are included within the supporting documentation in extensive detail.

The signs will be installed using a hand drill in four locations for each sign. The locations will be chosen to affix in locations of mortar.

5 Accordance with Planning Policy

The proposals have been assessed in the context of planning and heritage policies at national and local level. The primary consideration for the proposals is their adherence to Planning Policy in regard to the historic environment, and local amenity.

National Planning Policy Framework

Paragraph 194 of the NPPF states that in determining applications, Local Planning Authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

Paragraphs 199-202 place great weight on the conservation of designated heritage assets, emphasising the need to avoid “substantial harm” unless that harm is clearly justified (via four specific tests) or there are substantial public benefits that outweigh that harm. Where a development proposal will lead to less

than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits.

Core Strategy

Manchester Core Strategy was adopted by the Council 11 July 2012; it sets the overall strategic direction for planning for Manchester over the plan period from 2012 to 2027 and is in line with national policies. There are a number of policies which are of relevance to this application and which have been summarised below:

- Policy CC9 (Design and Heritage), this policy states that development in Manchester City Centre should protect or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

Unitary Development Plan

The Unitary Development Plan was adopted in July 1995. Coinciding with the adoption of the Core Strategy in 2012 significant proportions of the UDP have been replaced, however, a number of policies were saved on 11 July 2012 and remain extant. Saved policies relevant to this application are noted below.

- Policy DC19.1 Listed Buildings: In determining applications for listed building consent or planning applications for development involving or having an impact on buildings of Special Architectural or Historic Interest, the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting.
- Policy DC18.1 Conservation Areas: The Council will give particularly careful consideration to development proposals within Conservation Areas. The Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering the following issue.

Response to Planning Policy

It is considered that the proposals are a minimal intervention to the existing material of the façade in order to support the proposed signs. The impact on the building will be 'less than substantial' and has been minimised through the use of materials which have been chosen to blend in with and complement the building; and the scale of the signs which have been designed to be unobtrusive and in keeping with the wider signage strategy of the NOMA estate as a whole.

Furthermore, it is considered any perceived harm will be outweighed by the benefits to the business occupying these units of increasing footfall through attracting passing trade. The approval of this application is therefore considered key to the commercial success of these retail units, and by extension supporting the regeneration of the NOMA estate as a neighbourhood.

The overall design has been chosen to provide a consistent visual amenity and complement the varied architecture around the listed NOMA estate. The signage includes inserts for occupiers which will be agreed in line with the submitted signage strategy. These signs will be internally lit to 300 cd/sqm to assist with wayfinding and will not impact on the amenity any surrounding uses which are predominantly office uses.

6 Summary

Overall, the LBC will facilitate the success of these retail units and is in line with the principles set out within the previously agreed planning permission and LBC. Careful consideration has been given to the sensitive installation of the signs as well as the visual appearance of the signage.

7 Application Documentation

The application has been submitted through the Planning Portal, and comprises the following documents:

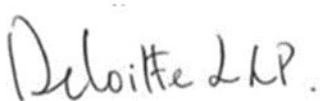
- Application Form ;
- NOMA – Hanover Retail Signage Framework;
- Existing Elevation Drawings; and
- Proposed Elevation Drawings.

The Planning Portal Reference number for the submitted application is PP-10127448.

We trust that you will find this application in order and we look forward to receiving written confirmation of registration.

If you require any further details, please do not hesitate to contact my colleague Frances Hampson (fhampson@deloitte.co.uk / 0161 455 6766) or Eithne FitzGerald (+44 161 455 6963 / eithnefitzgerald@deloitte.co.uk).

Yours sincerely

A handwritten signature in dark ink that reads "Deloitte LLP." The signature is written in a cursive, slightly stylized font.

Deloitte LLP