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Your Ref: PP-08180769
Email: sharper@firstplan.co.uk
Date: 26 September 2019

Planning Department
Manchester City Council
Manchester
M60 2LA

Dear Sir/Madam,

PLANNING APPLICATION FOR THE INSTALLATION OF CANOPY AT EVERYMAN, ASTLEY AND BYROM HOUSE, QUAY STREET, MANCHESTER, M3 4AE

We have been instructed by our client, Everyman Group, to submit the enclosed application online via Planning Portal (ref: PP-08180769) for a revised canopy to the St John Garden Elevation at the Everyman Cinema at the above address.

Accordingly, the application comprises of the following information:

- Completed Planning Application Forms;
- Completed CIL Form;
- Site Location Plan (drawing no. 106.47/051);
- Site Block Plan (drawing no. 106.47/050);
- Existing Elevations (drawing no. 106.47/304);
- As Approved External Shopfronts (drawing no. 106.47/305 Rev B);
- Proposed External Shopfronts – Signage Locations (drawing no. 106.47/305 Rev E);
- Proposed External Signage Details (drawing no. 106.47/306 Rev F);
- Planning and Heritage Statement (included within this letter).

The requisite application fee of £234 has been paid online.

Site Description

The application site is located within Manchester City Centre. The surrounding areas comprise a mixture of uses, including offices, hotels, restaurants, shops and residential dwellings. This application follows from a previously approved application at Astley and Byrom House for a mix of uses including a cinema. The cinema as outlined in the original application will occupy the ground floor of the building.

Relevant Planning History

Planning permission was granted in July 2018 for *"refurbishment of Astley and Bryrom House including: external reconfiguration and improvement of the building facades; a new entrance and canopy onto Quay Street; single storey roof top extensions; introduction of a pavilion structure and external amenity at rooftop level of the Cooper Building; ground floor changes of use (Use Class A1, A3 and D2); and associated works"* (planning permission ref: 119610/FO/2018).

An application to discharge condition 5 of the above application, relating to external lighting, is currently under consideration (ref. CDN/19/0713). This submission includes details of the canopy lighting to the north elevation of the building on Quay Street.

In addition to the above, the following applications have been submitted in relation to Everyman's occupation of the approved cinema:

- Planning permission was granted in June 2019 for the installation of an entrance canopy with festoon lighting to the underside (ref: 123181/FO/2019);
- Advertisement consent was granted in June 2019 for the erection of two fascia signs and one projecting sign (ref: 123182/AO/2019); and
- Advertisement consent is currently under consideration for the erection of a projecting sign on the St John's Garden elevation of the building.

Application Proposals

As set out above, planning permission was approved in June 2019 for a canopy to the St John's Garden elevation at Astley and Byrom House. The canopy included festoon lighting to the underside with a black gloss surround; this created an attractive entrance to St John's Garden for the visitors to the Everyone Cinema.

Following the grant of planning permission in June 2019, works have progressed on site and Everyman are now seeking a revised canopy to the St John's Garden elevation. The revised canopy is proposed to be more akin to the canopy proposed by the landlord to Quay Street. The new design will comprise black painted aluminium sections with ivory perspex inserts which will be internally illuminated with white LED forming a lightbox appearance.

Similar to the approved canopy, the new canopy will be located within the existing recess of the entrance, flush with the existing front façade with the same measurements as that already approved (5800mm x 975mm).

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) is a material consideration.

The Proposals Map designates the site as within the Manchester City Centre and St John Street Conservation Area.

National Planning Policy Framework (NPPF, 2019)

The NPPF sets out the Government's planning policies for England and how these should be applied.

Paragraph 132 states:

> ***"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process 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 impacts."***

Manchester Local Plan- Core Strategy (adopted 2012)

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

Policy EN3 includes the policies for heritage assets. Development should preserve or enhance the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance. Proposals which enable the re-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset.

Manchester Local Plan- Extant UDP (adopted 1995, saved 2012)

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

Planning and Heritage Statement

The application site lies within the St John Street Conservation Area, and it is adjacent to the listed buildings at Quay Street and Byrom Street. Accordingly, these form the relevant heritage assets for consideration.

The online conservation area appraisal outlines that St John Street is the only surviving Georgian terraced street in central Manchester and forms the heart of the conservation area which was designated on 4th November 1970. The application site is not specifically mentioned within the appraisal; however, the appraisal confirms that there are a number of existing high-quality buildings in the area and alterations to buildings must attain a similar standard of design.

In addition, the appraisal sets out that new structures should respect the architectural character of the historic area and create proposals which harmonise with them and have a vitality of its own and reflect the period in which it is built.

The application seeks a revised canopy design to that approved in June 2019 (ref: 123181/FO/2019). The canopy proposed as part of this application is within the same location and of the same dimensions as that already approved. As such, it is considered the canopy is acceptable in principle. The remaining issue for consideration here is therefore the design.

In terms of the design, a similar lightbox canopy has already been approved at the front of the building under application ref. 119610/FO/2018 for the overall refurbishment of the building, and lighting details are currently being considered under application ref. CDN/19/0713. The application proposal will therefore provide a more cohesive external appearance to the overall development, mirroring the other canopy to the front whilst still reflecting Everyman's unique and well known branding.

In terms of illumination, the proposal will not have an adverse impact on the surrounding amenities. The illumination has been carefully considered by the designers and will be of a level appropriate to the setting of the building and the other nearby canopy.

It is considered that the revised canopy will fit more harmoniously to the overall building, by specifically referencing the lightbox feature to the other elevation. As such, the revised canopy is in accordance with Policy DC18.1 and Policy CC9 and the guidance within the conservation area appraisal and should therefore be supported.

Conclusions

Overall, it is considered that the proposals should be considered acceptable, having regard to the site's setting and its surrounds. The revised canopy will not detract from the surrounding setting and fits seamlessly with the as approved renovation works and signage of the building and cinema. The application proposals are of high-quality design which is sympathetic to the setting, as well as the relevant policies and guidance in the Local Plan. Accordingly, it is considered that the proposed canopy is acceptable and should be supported.

I therefore trust that you have sufficient information in order to validate the applications, and look forward to receipt of this shortly. However, if you do have any queries then please do not hesitate to contact me.

Yours faithfully,



SAM HARPER
Director

Enc.