GRAHAM + SIBBALD

Planning
Manchester City Council
PO Box 532
Manchester
M60 2LA

223 St Vincent Street,
Glasgow, G2 5QY

E: Glasgow@g-s.co.uk

T: +44 (0)141 332 1194
F: +44 (0)141 332 5914

For a full list of Partners
visit our website.

www.g-s.co.uk

Our Ref: MR/2019/07/0167

Date: 22/07/2019

Dear Sir/Madam

Listed Building Consent for advertising scheme including shopfront window manifestation, door graphics, internally illuminated projecting sign, window-mounted TV display, and internally illuminated aluminium panel sign at 12-16 Mosley Street, Manchester, M2 3AQ

Please find enclosed a planning application for the above proposal on behalf of our client The Slimming Clinic (the applicant).

The application comprises the following documents:

- Listed Building Consent application form
- Advertising scheme details including shopfront elevation, plan, and visualisation

This letter provides a description of the proposed development and an assessment of the planning policy requirements of relevance to the application.

Site Description & Proposed Development

The application site is located at 12-16 Mosley Street, Manchester. The address is situated on the on the southwest edge of Piccadilly Gardens in Manchester City Centre. Number 12-16 is on the northwest side of Mosley Street, and is situated between a Lloyds Bank on one side and office space on the other.

The premises is currently part of the Lloyds Bank and features ATM machines on its' southeast frontage. This frontage is a striking façade in Italian palazzo style and contributes to the building's Grade II listing. In June 2019, the ground floor of the property was subject to a planning application for the change of use of the premises to a medical/health use, and associated Listed Building Consent for the fit out (application references 122742/FU/2019 and 122771/LO/2019). These applications are currently being determined.

This proposal relates to the signage associated with the proposed use of the premises as a slimming clinic, and seeks consent for advertising features related to this function. These consist of an aluminium panel sign above the door, an entrance door graphic, shopfront window manifestations, a window-mounted flat-screen TV displaying promotional material, and an internally illuminated projecting sign.

RICS
Regulated by RICS
Chartered Surveyors
A Quality Assured Firm

Planning Policy Assessment

The current development plan for the property is the Manchester Local Plan. This comprises the Core Strategy (adopted July 2012) and the extant Unitary Development Policies.

Policy 14 of the extant Unitary Development Policies sets out the Council's policy and guidance on Shop Fronts and Related Signs. Paragraph DC14.1 states: "*in determining applications relating to [commercial premises] for shop fronts, security grilles, advertisement signs, canopies, and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.*"

Paragraph DC14.5 states that "*the Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies:*

- *a) In the interests of amenity,*
    - *a. signs should not normally be positioned other than at fascia level;*
    - *b. signs should respect the architectural form of buildings and shop frontages;*
    - *c. where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows;*
    - *d. projecting box signs, or any other type of sign which projects significantly beyond the shopfront, should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted;*
    - *e. the Council will normally permit only one projecting box sign for each shop unit. On listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs;*
    - *f. fixed canopies mounted above fascia level or which obscure the fascia or shopfront will not normally be permitted, unless within a structural opening;*
    - *g. long canopies which ignore the architectural form of frontages will not normally be permitted.*
- *b) In the interests of public safety,*
    - *a. any sign which is detrimental to the safety of pedestrians or motorists will be refused;*
    - *b. all canopies, blinds and awnings should provide a minimum clearance of 2.3 metres above the footpath.*"

The proposal accords with the provisions of this policy as the scheme features a main panel sign that is located at a natural position above the doorway. Though there is no fascia, this is 4.8m above pavement level fits naturally into a gap between features on the frontage. The projecting sign is located at the same height as a pre-existing sign for the bank premises on this frontage and is also similarly located between window bays, which is considered to be an appropriate location in terms of the architecture of the building.

It is noted that individual lettering is preferred in the policy to the proposed panel sign, but this proposal considers the space above the door to be too small to accommodate individual lettering spelling out the name of the clinic. Additionally, the proposed sign is not fascia and consists of an internally illuminated aluminium panel which is considered to be of a higher quality and more visually

appropriate for the setting on a listed building and in a conservation area. It is noted that there are existing examples of shopfronts on this same frontage onto Mosley Street on listed buildings and within the conservation area that feature fascia signs, or signs that are not individually lettered.

It has been demonstrated that the proposed features are appropriate for the building and wider locality in terms of scale, character, location, design, safety, and public amenity. Therefore, it is regarded that the proposal accords with the Council's provision on advertisement proposals.

The proposal site lies within a Conservation Area and the property is a Grade II listed building. Therefore, the proposal will need to accord with the relevant built heritage conservation policies.

The Core Strategy contains Policy EN3 – Heritage which covers development affecting built heritage assets. This Policy states that "*throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre.*

New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting, and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas, and archaeological remains."

This proposal for advertising signage is of a small scale and similar nature to existing signage in the immediate surroundings of the property. It is considered that it is appropriate for the Conservation Area in which it is located, and will cause no significant impact on the character of the area. Furthermore, the proposal will not physically impact on the features of the building for which it is listed, and it is not of a large enough scale to affect the setting or character of the building. The specific concerns with regard to the listed building status and conservation area are addressed in the following paragraphs.

The extant Unitary Development Policies include policies on built heritage and development in Manchester. Policy 18 relates to Conservation Areas, and paragraph DC18.1 states, as relevant to this proposal, that "*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 effect of signs and advertisements*".

The proposal site is located in a city centre area characterised by commercial activity. Signage and advertising schemes are commonplace on many buildings in this area, though they do not dominate the appearance or setting of the locality. It is considered that this proposal represents a scheme of an appropriate scale and design with relation to its setting in the conservation area. The most prominent components of the scheme, the projecting sign and aluminium panel sign, are of a similar size to other signage features in the area and will not introduce any dominant visual features. These will both feature subtle internal illumination that will not produce any significant light sources at night time. Additionally, the door graphics and window manifestations are placed at pedestrian-height and are subtle, formed primarily of transparent material with only some small graphics and lettering. The window-mounted TV display is also considered to be appropriate as it is similarly located at pedestrian height and is of modest size. None of these features will introduce any significant visual impacts to the building or the surrounding area.

Policy 19 on Listed Buildings, as relevant to this proposal, states that the Council will "*not permit any external or internal alteration or addition to a Listed building where, in its opinion, there would be an adverse effect on its architectural or historic character*".

As stated above, this proposal seeks a small addition of an advertising scheme to the frontage of this property. The signage is not considered to be of a significant enough scale to detract from the setting and appearance of the building. The projecting sign featured as part of this proposal will replicate a feature of this kind that was previously in place on the frontage, both this and the aluminium panel sign will cause no physical damage to the structure of the building.

The proposed scheme is consistent with other advertising schemes in the immediate area in terms of both scale and design. The proposed features are situated in appropriate positions on the frontage and comply with all guidance on advertising schemes and shopfronts. Furthermore, they are not of a scale significant enough to affect the character of the conservation area or the setting of the listed building. It is therefore considered that this proposal accords with all relevant policies and guidance of the development plan.

Summary

This application is for Listed Building Consent for an advertising scheme consisting of shopfront window manifestations, door graphics, an internally illuminated projecting sign, window-mounted TV display, and internally illuminated aluminium panel sign at 12-16 Mosley Street, Manchester, M2 3AQ. The property is Grade II Listed and located in a Conservation Area.

The proposal has been considered against all relevant policies and guidance in the development plan and it is considered to comply with this. The proposal site is located in a city centre location characterised by commercial activity and the proposal is in-keeping with similar schemes in the area. It is not of a scale that will harm the character or setting of the conservation area, and will cause no physical harm to the architectural features for which the building is listed. The proposal complies with guidance on advertising signage with regard to the amenity of the area and public safety.

It is therefore considered that the proposal is appropriate for the location and advertising consent should be granted.

I trust that the above and enclosed are acceptable, please do not hesitate to contact me at the details below if you require any further information.

Yours sincerely



Murray Rankin MSc
Graduate Planner
T: 0141 567 5357
E: murray.rankin@g-s.co.uk

Enc.