Paul Butler Associates
Planning, Development & Heritage Consultants

15 February 2018

Mrs Julie Roscoe
Head of Planning
Manchester City Council
Town Hall
Albert Square
Manchester
M60 2LA

FAO Angela Leckie

Ljr/171128/rt01a

Dear Mrs Roscoe,

The Bay Horse Tavern, 35-37 Thomas Street, Manchester, M4 1NA
Submission of Applications for Advertisement Consent and Listed Building Consent for 'Installation of 2no. Externally Illuminated Signs above Ground Floor Windows to Thomas Street Elevation'

Introduction

On behalf of our client, The Bay Horse Tavern Ltd, please find attached applications for Advertisement Consent and Listed Building Consent for the installation of 2no. externally illuminated signs above the ground floor windows of the Thomas Street elevation of The Bay Horse Tavern. The proposed advertisements are required to increase the visibility and improve the appearance of The Bay Horse following its recent relaunch by the applicants.

In order to provide a clear understanding of the proposal this letter provides a brief background to the application site and its surroundings; includes a description of the proposed advertisements; sets out the planning policy guidance of relevance to the proposal; and, assesses the proposed advertisements against the relevant planning policy context.

Application Site and Surroundings

The Bay Horse is located on the east side of Thomas Street within the Northern Quarter area of Manchester City Centre. The building is bounded by built development to the north (33 Thomas Street) and south (39 Thomas Street) and development fronting Edge Street to the east (see figure 1 below).

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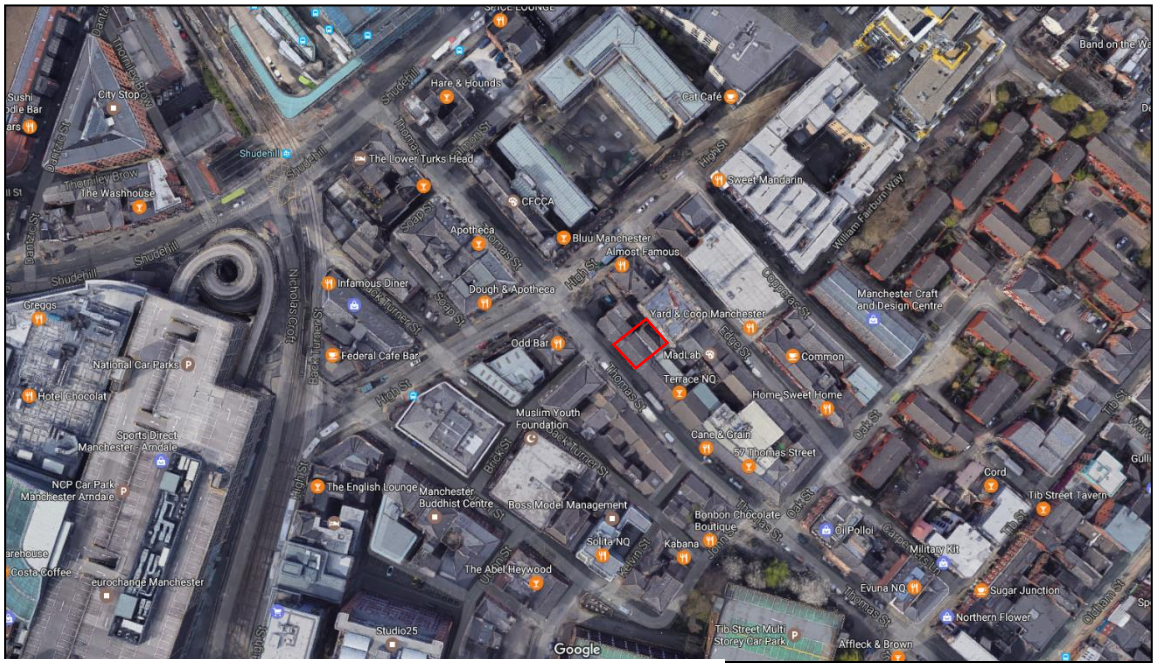


Figure 1: The application property location (outlined red).

The building forms part of a grade II listed designation which includes 31 – 35 Thomas Street and appears as an entry on the Historic Environment Record (No. 8637.1.0). The listed building description reads as follows:

> *'GV II. Row of 3 small town houses, or shops with dwellings and workshops over, now shops. Late C18, altered. Red brick painted white, slate roof. Double- depth plan, each house single-fronted, with back extensions. Three low storeys over cellars, a 3-window range; each has a doorway to the left, up 3 steps, those to Nos 31 and 35 round-headed with open-pedimented Tuscan pilaster doorcases, panelled doors and plain fanlights, and that to No.33 square-headed with similar door and plain overlight; each has one large square shop window at ground floor with a cornice on consoles (that to No.33 run out over the door), all now with C20 plate glass; one large segmental-headed window at 1st floor, all with coupled 4-pane sashes; at 2nd floor Nos 33 and 35 have low horizontal 3-light casements, and No.31 has 2 shorter but similar windows with 8 panes each. Large multiple-flue chimney stack to left. Rear and interior not inspected. Rare survival of domestic buildings of this period in city centre (and if originally shops, unique).'*

Despite being nationally listed, the property does not include any apparent historic fabric. In the 1980's the building was redeveloped, but unfortunately caught fire (pers comm). Listed Building Consent for demolition was granted in 1991 (Planning Ref 036030) due to it being in a dangerous structural condition and it was subsequently demolished and rebuilt. The Smithfield Conservation Area Legal description also notes that "35-37 Thomas Street … [were] largely rebuilt in recent years". Externally the building was rebuilt to match the demolished building.

The site lies inside the Smithfield Conservation Area and is close to other listed buildings, such as 75-77 High Street, a shop, and warehouse from the 1880's. Smithfield was known as the centre for

Manchester's food markets, where fruit, vegetables, meat and fish were sold on both a wholesale and retail scale. At its peak around the turn of the century, it was probably the largest market complex in Britain, occupying seven acres and the predominant building type was food markets. Buildings to the south of the Conservation Area, closest to the commercial heart of the regional centre along Oldham Street, Market Street and Church Street, are larger and of later date than the rest of the area. The contrast is especially noticeable around Turner Street and Back Turner Street, where there are some very smallscale houses dating from the Georgian period, subsequently converted or used for commercial purposes.

Today, the area around the site is commonly known as the Northern Quarter. It is part of the City Centre which is characterised by a broad mix of uses. Food and drink uses are particularly established within the Northern Quarter and have been successful in bringing activity and vibrancy to the area and providing vacant buildings with active uses. These premises all display advertisements which are vital in attracting business.

The Application Proposal

This letter has been prepared in support of an application for advertisement consent and listed building consent for the installation of 2no. externally illuminated signs above the ground floor windows of the Thomas Street elevation.

The signs will comprise a flat timber panel with laser cutout lettering. The signs will be black with gold letters visible behind. They will affix to the area above the ground floor windows which is non-original fabric comprising timber. There were previously box shutter housings installed in these locations, before the recent refurbishment of the premises by the applicants. The signs will be illuminated from above with traditional style lighting finished black.

Planning Policy Context

Planning policy guidance of relevance to the proposal is contained within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007; the National Planning Policy Framework (2012); National Planning Practice Guidance; Manchester's Core Strategy Development Plan Document (2012); Saved policies of the Unitary Development Plan for Manchester (July 1995); and, the Guide to Development in Manchester Supplementary Planning Document and Planning Guidance (2007).

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Government Circular 03/2007 Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires local planning authorities to exercise their powers in relation to impact on amenity or public safety only, taking into account relevant development plan policies so far as they relate to amenity or public safety.

National Planning Policy Framework (NPPF) (2012)

Published in March 2012, the NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development. It advises that planning law requires applications for

planning permission be determined in accordance with the development plan unless material considerations indicate otherwise. Of particular relevance to the proposal, the NPPF states:

- *'To help achieve economic growth, local planning authorities should plan proactively to meet development needs of business and support an economy fit for the 21st Century.'* (Paragraph 20)
- *'Investment in business should not be over-burdened by the combined requirements of planning policy expectations.'* (Paragraph 21)
- *'The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively by making places better for people.'* (Paragraph 56)
- *'Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation…Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts' (Paragraph 67).*
- *'In determining planning applications, local planning authorities should take account of: the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and the desirability of new development making a positive contribution to local character and distinctiveness (Paragraph 131)'.*

National Planning Practice Guidance

The government published guidance on design and advertisements via the National Planning Practice Guidance (NPPG) website on 6 March 2014.

In terms of design NPPG reinforces the NPPF and advises that good quality design is an integral part of sustainable development and as a core planning principle, plan makers and decision takers should always seek to secure high quality design.

With regards to advertisements the guidance states: *'Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development'.*

The guidance goes on to state that *'local planning authorities* [should] *control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors'.*

The Core Strategy Development Plan Document (July 2012)

The Core Strategy was adopted on July 2012 and is the key Development Plan Document. Relevant policies within the Core Strategy include:

Policy SP 1 'Spatial Principles': states that development in all parts of the City should make a positive contribution to neighbourhoods of choice including protecting and enhancing the built and natural environment.

Policy CC 9 'Design and Heritage': states that development in the City Centre should preserve or enhance heritage assets, including conservation areas.

Policy EN 3 'Heritage': sets out that new developments must be designed so as to support the Council in preserving/enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance including conservation areas.

Policy DM 1 'Development Management': states that all development should have regard to the following specific issues:-

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding area in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.
- Effects on amenity.

Saved Policies of the Unitary Development Plan for Manchester (July 1995)

The Unitary Development Plan (UDP) was superseded by the Core Strategy. However, a number of UDP polices have been 'saved'. Extant polices contained within the UDP which are relevant to the proposed scheme include:

Policy DC18.1 'Conservation Areas' seeks to protect, preserve and enhance the character of the city's conservation areas.

Policy DC19 'Listed Buildings' states that the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings.

Policy DC14 'Shop Fronts and Related Signs' seeks to ensure that the frontages and signage of commercial premises are in keeping with the character of the building and the surrounding area.

Policy DC15 'Advertisements, hoardings and posters': which states that the Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. The Council will take account of the following matters in assessing these interests:

a) The general location of the proposed development and the effect on visual amenity;
b) The scope for posters and hoardings to make a positive contribution to the locality;

c) The design of the structures, and the relationship with any premises on which they are located;
d) The effect of the proposal on permanent redevelopment of the land;
e) Public safety resulting from the positioning of the design of the display;
f) The ease with which the structure is capable of being satisfactorily maintained;
g) The use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;
h) The number of advertisements in the locality and their cumulative effect on visual amenity.

The Guide to Development in Manchester Supplementary Planning Document and Planning Guidance (2007)

Guidance contained within this document of relevance to the proposal includes:

Chapter 2 'Design': which states new development, whether for residential, industrial, commercial or retail purposes, should have a high standard of design making a positive contribution to the City's environment.

For the reasons identified below, it is considered that the proposal accords with the above planning policy guidance.

Planning Appraisal

The key material considerations against which the advertisements should be considered include: effect on amenity; and, effect on public safety. The relationship of the proposed advertisements with the listed status of the building and its conservation area location are also significant material considerations.

Principle of Advertisements

The application proposal involves the installation of signage to the Bay Horse Tavern. Previous signage to the premises was removed during its recent refurbishment and at present the bar/restaurant does not have any signage. The signage is therefore vital to increase the visibility of the premises to potential customers and help to improve trade. The signs will display the name of the premises, 'The Bay Horse' and 'Beers Wines Spirts', helping to clearly distinguish the premises as a bar/restaurant.

The site is located in part of the Northern Quarter which is characterised by commercial premises. Existing businesses already display various types of advertisements, confirming that the principle of the proposed signage is acceptable.

Design, Visual Appearance and Effect on Amenity

In accordance with national and local planning policy it is necessary to consider the impact of the proposed advertisements in terms of their design and visual appearance.

The signage will comprise a flat timber panel with laser cut lettering. The panel will be black with gold letters visible behind. The black and gold colours will be inkeeping with existing black woodwork and gold coloured fixtures on the Thomas Street elevation of the building, and will reflect the traditional pub character of the premises.

The signs will be installed above the ground floor windows located either side of the central entrance. They will affix to an area which was previously occupied by roller shutter housing prior to the recent refurbishment of the building undertaken by the applicants. The scale of the signs is appropriate and they will not be visually obtrusive or dominate the building's appearance or the streetscene. The signs will be carefully installed to ensure that no fixings are visible. The signs will clearly identify the premises as a publicly accessible bar/restaurant, improving the overall appearance of the building and the Thomas Street streetscene.

The signs will be illuminated by traditional style lighting, finished black. This style of lighting will provide subtle illumination whilst critically enabling the signs to be visible into the evening. The design of the lighting will also reflect the traditional aesthetic of the premises.

In summary, the proposed signage and associated lighting are high quality and will enhance the appearance of the building and will be consistent with relevant provisions of the NPPF; Core Strategy Policy SP 1, CC 9, and DM 1; Saved UDP policies DC14 and DC15; and, the Guide to Development in Manchester SPD.

Effect of Advertisements on Public Safety

Planning policy guidance states that new signage should not present any risk to highway or public safety.

The signs and associated lighting will be installed at high level, ensuring there is no obstruction to the footpath or highway. This will also ensure that the sign will not be prone to vandalism or any other forms of antisocial behaviour. The signs and lighting will be securely attached to the building to ensure public safety and they will be appropriately maintained by the applicants.

There are numerous existing advertisements located on premises along Thomas Street and the proposed signs with their subtle, static illumination will not act as a distraction to motorists.

For the above reasons the proposal will not have an adverse impact on public safety and is consistent with provisions of the NPPF and Core Strategy Policy DM 1.

Relationship of Proposed Advertisements to the Listed Building and Smithfield Conservation Area

As noted previously, the proposed signs are of a carefully considered, high quality design. They are considered to enhance the appearance of the building and the character and appearance of the Smithfield Conservation Area.

The signs will affix to the building above each of the ground floor windows in the location of previous box roller shutter housings. They will not obstruct any existing features or affect any significant listed fabric since the building was rebuilt in the early 1990s.

In summary, due to the proposed location and subtle design of the signs and associated lighting, the proposal will have a positive impact on the listed building and on the character and appearance of the Smithfield Conservation Area. The proposal is therefore consistent with

provisions of the NPPF; Core Strategy Policies CC 9 and EN 3; and, the Guide to Development in Manchester.

In conclusion, it is clear that the proposed advertisements and associated lighting will not have an adverse impact on amenity or public safety, and will have a positive impact on the listed building and on the character and appearance of the Smithfield Conservation Area. As a result, the proposal is in accordance with relevant national and local planning policy guidance.

Submission Information

The following information has been submitted in support of the application:

Documents

- Completed Application Forms for Consent to Display Advertisements.
- Completed Application Forms for Listed Building Consent.

Drawings

Drawing No.	Rev	Drawing Name	Scale	Papersize
		Location Plan	1:1250	A4
CG/01/11	-	Thomas Street Elevation Existing	1:50	A3
CG/01/15	R2	Thomas Street Elevation Proposed	1:50	A3

The above information has been submitted alongside the application forms via the planning portal. The application fee (amounting to £132) will be paid separately by the applicant following submission.

We look forward to confirmation that the application has been validated. In the meantime, if you require any further information in order to determine the application please do not hesitate to get in touch.

Yours sincerely



Ralph Taylor BSc. MPLAN MRTPI
Planner

CC Lyndon Higginson, The Bay Horse Tavern Ltd