WALSINGHAM PLANNING
SPECIALIST PLANNING & DEVELOPMENT CONSULTANTS
Bourne House, Cores End Road, Bourne End, Bucks SL8 5AR
T 01628 532244 F 01628 532255 E bourne.end@walsingplan.co.uk
www.walsinghamplanning.co.uk

PIZZA EXPRESS
84 KING STREET
MANCHESTER
M2 4WQ

APPLICATIONS FOR LISTED BUILDING CONSENT
AND
ADVERTISEMENT REGULATIONS APPROVAL

PLANNING & HERITAGE STATEMENT

MARCH 2014

1.0 THE SITE

1.1 Pizza Express are to occupy the premises on the corner of King Street and Pall Mall once occupied as Emporio Armani, before that the National and Provincial Building Society offices and at one time Sun, Fire and Life's offices.



1.2 Planning permission was granted for a change of use of the premises from A1 retail to A3 further to application 097100/FO/2011/C1, along with an associated works to the shopfront windows, also granted. Listed Building Consent (097101), both approved in December 2011. In 2012 permissions were granted in respect of proposed signage associated with the intended occupier Le Relais de Venise (098499/LO/2012/C1 and 098259/AO/2012/C1)

1.3 The building is Grade II listed (recorded as 84-86 King Street and 27-29 Pall Mall), an office building dating from the early C20 and built in a classical style.

2.0 THE PROPOSAL

2.1 The proposed signage relates to both frontages. On the Pall Mall frontage permission has previously been given for the siting of tables and chairs for outdoor dining.

2.2 On the King Street elevation it is proposed to install:

- A projecting sign, extending a total of 824mm from the stone façade
- Flat cut aluminium lettering at fascia level, fixed to the recessed joints in the stonework and illuminated from above by black trough lighting.
- A cluster of signs in the entrance recess on the corner of the two streets comprising a poster box sign, a menu box and a takeaway sign.

2.3 On the Pall Mall frontage the fascia sign, projecting sign and cluster would be repeated.

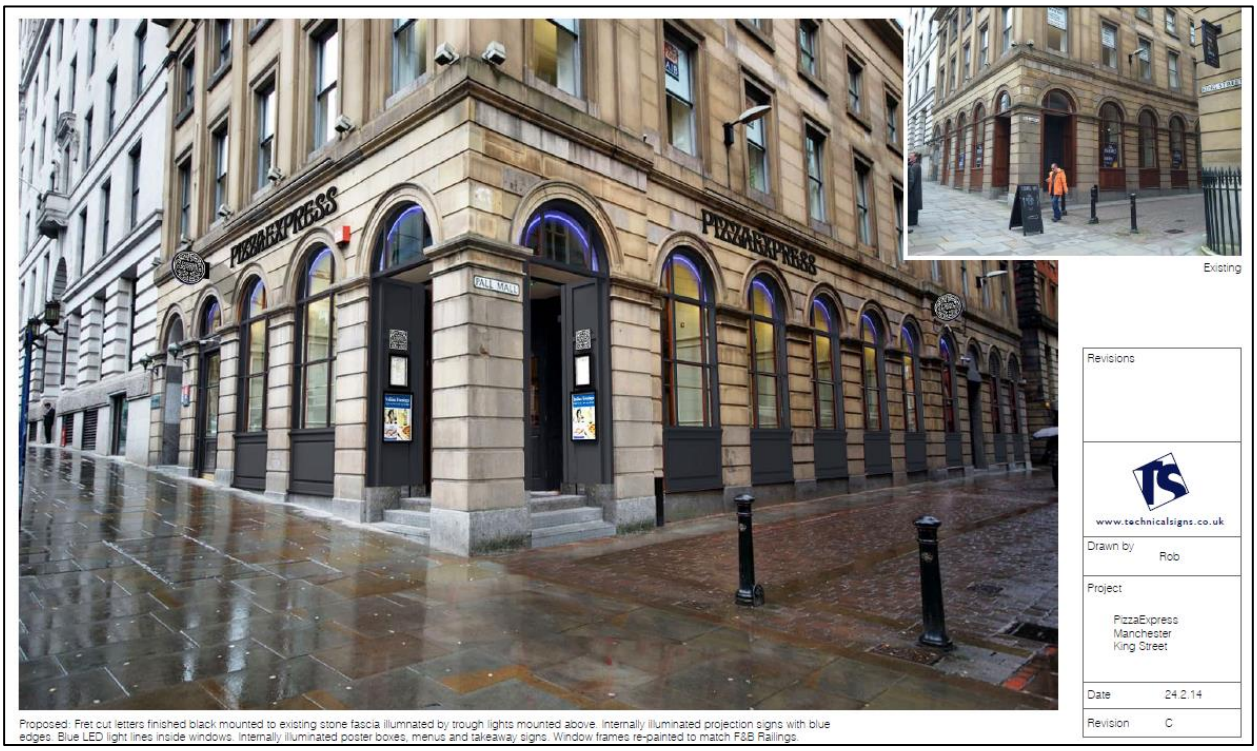
2.4 On both frontages, within the building, LED lighting would be used to highlight the arch around the top of each window.

2.5 The applications are split to cover each element as follows:-

- The Advert Regs Application (PP-03268549) deals with each of the advertisements on both streets. It does not include the LED lighting a) because LED lighting does not constitute an advertisement, and b) even if it did, the matter would be covered by deemed consent under Class 12.
- The first application for listed building consent (PP-03268554) deals with the projecting signs and menu box cluster, on the basis that LBC/permission has already been given for similar signs and the new signs merely represent a change of occupier/operator.

- The second application for listed building consent (PP-03268558) deals with the fascia signs and the LED lights, although it might be assumed that the latter do not affect the character of the building as a listed building. The

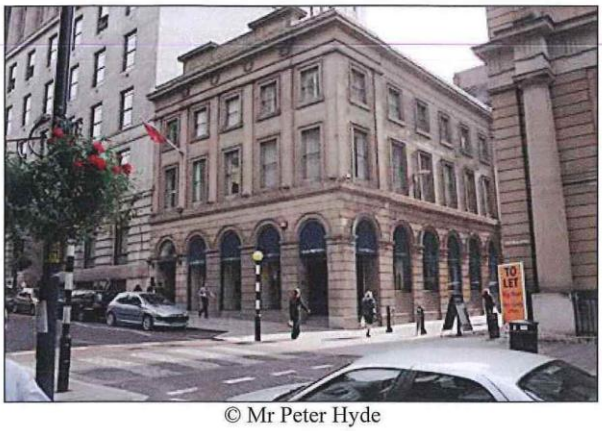
second application is made a) because these items do not have the benefit of a previous consent, and b) because some planning authorities do not choose to issue split LBC decisions in the event that some alterations are supported and others not.



3.0 PLANNING AND HERITAGE STATEMENT

3.1 The application site is a grade II listed building, added to the list of buildings of architectural or historic interest in 1974. It is also listed for its Group Value. Details of the building, from the historic building records, are set out below.

Images of England



© Mr Peter Hyde

IoE Number:	388248
Location:	27 AND 29 PALL MALL (east side) MANCHESTER, MANCHESTER, GREATER MANCHESTER
Photographer:	Mr Peter Hyde
Date Photographed:	02 October 2002
Date listed:	03 October 1974
Date of last amendment:	03 October 1974
Grade	II

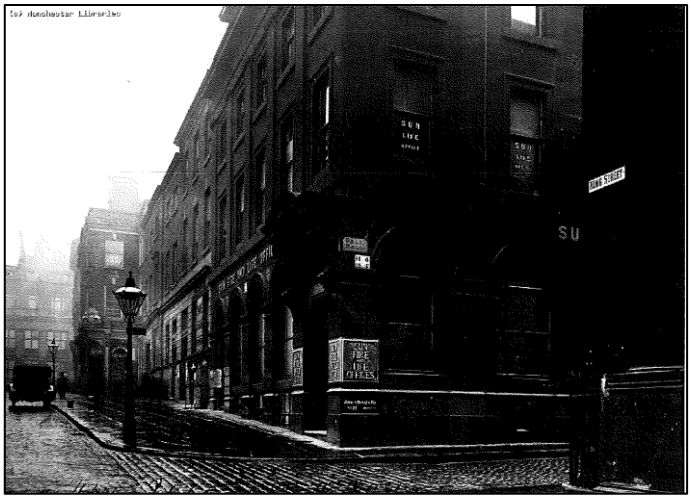
The Images of England website consists of images of listed buildings based on the statutory list as it was in 2001 and does not incorporate subsequent amendments to the list. For the statutory list and information on the current listed status of individual buildings please go to The National Heritage List for England.

SJ8398SE
698-1/27/195

MANCHESTER
KING STREET
(South side)

MANCHESTER SJ8398SE KING STREET 698-1/27/195 (South side) 03/10/74 Nos.84 AND 86 National and Provincial Building Society GV II Includes: Nos.27 AND 29 PALL MALL. Office building. c.1910, altered. Probably iron-framed, with cladding of sandstone ashlar (roof not visible). Rectangular plan on end-of-block site. Classical style. Three storeys and 5 bays, symmetrical; channelled rustication to ground floor, which has an arcade of round-headed arches on piers with moulded imposts, the right-hand arch being the entry to a diagonal internal porch (running through to Pall Mall) and the others all plate-glass windows; giant pilasters to the upper floors, which have sashed windows with moulded architraves; frieze with wreaths over the 4 central pilasters; moulded cornice, and parapet with 2 rectangular corniced upstands.

3.2 The building therefore dates from about 1910, built as an office and typical of the classical style adopted by banks and building societies. The alterations made to the ground floor fenestration through the 2011 permissions were consistent with the style that can be seen in the photograph (below) of the building in 1924, when it was occupied by Sun Fire and Life.



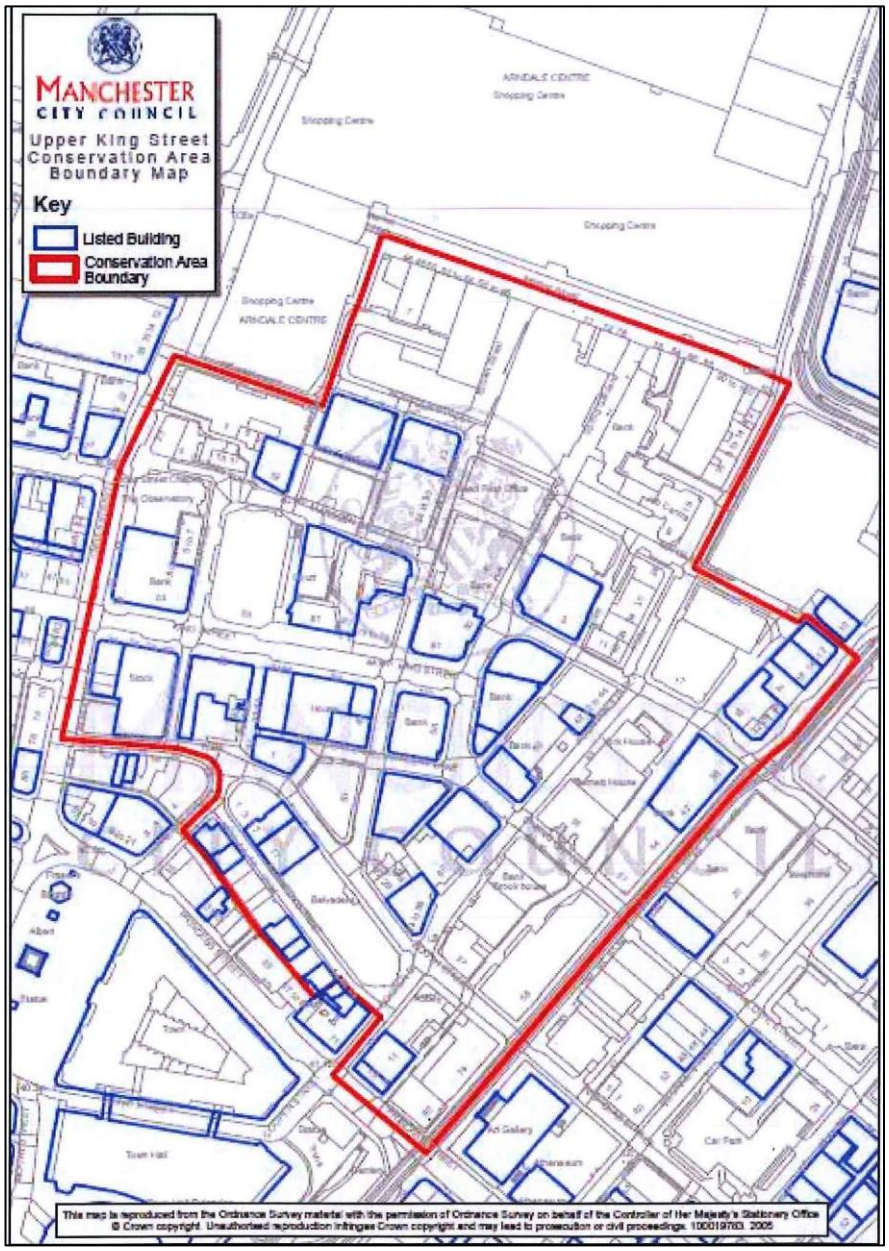
Sun Fire (from Manchester Libraries)



Standard Life (from Manchester Libraries)

3.3 The above photo, showing the building on the opposite corner of Pall Mall and King Street, displays a more gothic style of architecture.

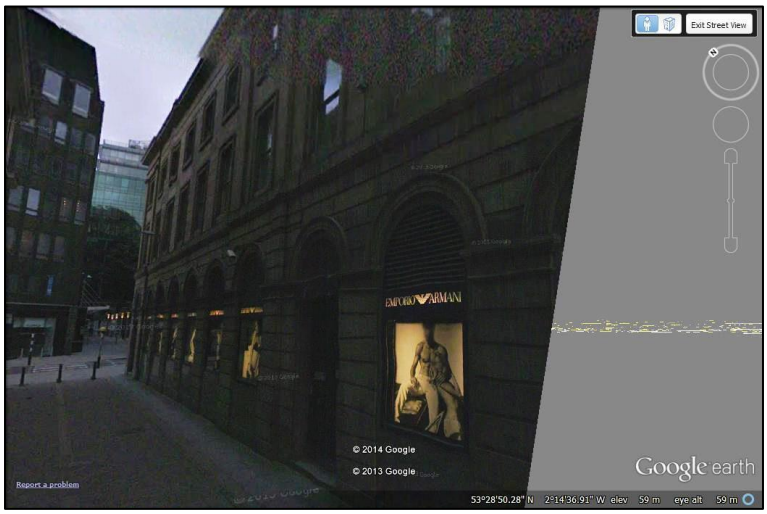
3.4 Both are interesting and relevant in their use of applied lettering to the fascia, and, in the case of the Standard Life building, above that level.



3.5 The site is located within the Upper King Street Conservation Area.

3.6 The proposed fascia signage is less forthright than its predecessors, the simple lettering only 380mm deep and extending across only a small length of each frontage (two window spans). Coloured in Farrow and Ball “railings”, the letters are appropriately dark and discreet and the trough lighting, in the same finish, is equally so. The building already benefits from a number of down/up lights and the additional lights will not detract from its appearance, especially now that its use is to be one which depends upon evening use, as distinct from a shop or office. The fixing of the lettering is to the recessed joints only and not to the stonework. The spacers, which allow for the projection of the lettering 22mm from the face of the building, are to be fixed only to the letters. The application of the fascia signage therefore has no material effect upon the historic fabric of the building and the works are to be wholly reversible with no damage to the building’s fabric or appearance.

3.7 The projecting signs are to be of an appropriate size and, with limited illumination of the lettering/logo/rim only, would benefit from deemed consent under Class 4a but for the height of the fascia and were the site not within a conservation area. The single sign on each elevation is appropriate and not excessive, given the length of the frontages, and, again, the nighttime use. Both King Street and Pall Mall are lengthy streets, and, for the restaurant to be seen by potential customers from any distance, the projecting signs, and their minimal illumination, are necessary. The Armani store has previously relied upon illuminated signage on Pall Mall.



3.8 The menu boxes and associated signs might be considered to be inside the building, given the diagonal recessed porch which forms the corner of the two streets. As such they would be exempt from advertisement control under Class 12. Located on the inside of the arched porch, they would have no impact upon the appearance of the listed building, nor upon its character or historic fabric.

3.9 LED lighting has long been held not to constitute an advertisement (see attached letter from Planning Inspectorate). As such there is no need to include it in the Advert Regs application. The impact upon the listed building is minor, no more so than the Armani lighting shown above. It is the nature of lighting that it is, for the most part, invisible or barely visible until such time as an electric current is passed through it, an action which is not itself development or works affecting a listed building (see attached case CG Hotels v LB of K&C). As such, it is submitted that this form of decoration does not need planning or advertisement approval and does not have any detrimental impact upon the listed building or the conservation area.

3.10 In terms of planning policy, set out in the NPPF and the UDP (saved policies), the applicants are satisfied that there are no issues of amenity or public safety pertaining to the proposed signage. In the context of para. 67 of the NPPF, the advertisements, at fascia level and in an entrance lobby, cannot be construed as “poorly placed” or as having a negative impact upon the appearance of the built environment. The NPPF requires that “only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be the subject of the LPA’s detailed assessment”. No such impact arises from the proposed signage either individually or cumulatively.

3.11 The provisions of policies DC15.1 and DC15.2 are properly and fully met. Public amenity is not affected and nor are the character/architectural features of the building. The character of the conservation area as a whole is not affected, thereby satisfying policy DC18.1, and, as noted above, the signage is not a new addition to the building, when compared to its previous use as an office. There is no impact upon its architectural or historic character, nor on its setting, thereby satisfying policy DC19.1 (c) and (d)

3.12 The applications are therefore commended to Manchester City Council.

Mark Thackeray BSc (Hons) Dip TP MRPTI
Walsingham Planning
MARCH 2014