
Planning, Heritage, Design and Access, and Statement

Full planning application for the change of use from Sui Generis to Class E(a/b)

Advertisement consent for the installation of signage

Listed building consent for the installation of signage, internal and external alterations and associated works

98 King Street,
Manchester,
M2 4WU

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Planning, Heritage, Design and Access Statement

98 King Street, Manchester, M2 4WU



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1. Introduction

- 1.1. This Planning, Heritage, Design and Access Statement (“Statement”) has been prepared by Savills on behalf of Costa Ltd (“Costa”), in relation to the ground, first, and second floor of 98 King Street, Manchester, M2 4WU (“the Site”).
- 1.2. The Site is currently vacant and Costa is seeking to occupy the Site as one of their coffee shops. To facilitate their beneficial occupation, the following applications are submitted Manchester City Council (“MCC”), as the Local Planning Authority (“LPA”).
- **Application I** – This application seeks full planning permission for a change of use from Sui Generis to Class E(a/b); and
 - **Application II** – This application seeks advertisement consent for 1 x set of internally illuminated fascia tray, 2 x sets of internally illuminated double sided projecting sign and 2 x sets of internally illuminated stacked fascia sign; and
 - **Application III** – This application is for listed building consent for the external and internal alterations to the unit as well as for the installation of signage as part of Application II.
- 1.3. The three applications are accompanied by two principle packages of documents.

Statement Structure

- 1.4. This statement contains the planning and heritage context for the applications and assesses the development plan and material considerations relevant to each of the applications. The advertisement consent application is assessed against the relevant parts of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) (“the Regulations”).
- 1.5. In accordance with the guidance contained within the National Planning Policy Framework (“NPPF”) (December 2024) and the online Planning Practice Guidance (“PPG”), the level of detail contained within this statement, and thus the Design & Access Statement, is proportionate to the complexity of the application and reflects the nature of the proposals.
- 1.6. The remaining sections of this statement are structured as follows:
- **Section 2** – Describes the Site;
 - **Section 3** – Outlines the nature of the proposals;
 - **Section 4** – Considers the impact of the proposals on issues relating to design and access; and
 - **Section 5** – Considers the context of planning policy;
 - **Section 6** – Justification of the proposed works; and
 - **Section 7** – Concludes the Statement.

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Application Plans

- 1.7. The applications are accompanied by a large number of detailed drawings illustrating the proposed works which should be referred to for full details. The table at Appendix 1 displays all plans submitted as part of this application and shows which applications they are relevant to.

2. Background

Site description

- 2.1. The Site comprises approximately 3,917 square feet of internal floor area, arranged over the ground, mezzanine and first floor of a seven storey building located on the eastern side of King Street within Manchester City Centre, known as 'Atlas Chambers' or '98 King Street'.
- 2.2. The Site is currently vacant prior to being occupied by Hervia for the sale of clothing between April 2021 and June 2023. Prior to this, Virgin Money occupied the Site from September 2012 to July 2019, operating as an office, restaurant and lounge area. Reflecting this, the unit's existing general arrangement largely consists of an office and hospitality space and a series of photographs are included as Appendix 2.
- 2.3. The Site occupies a highly accessible location, benefiting from convenient pedestrian access as well as multiple public transport options, including train and bus services.
- 2.4. The site is not in an area at risk of flooding.

Heritage significance

- 2.5. The Site is Grade II listed and is located within the Upper King Street Conservation Area. The unit is Grade II listed under List Entry Number 1197941 having been first listed in June 1994. The listing description is as follows:

"SJ8398SE KING STREET 698-1/27/197 (South side) No.98 Atlas Chambers

GV II

Insurance company office, now banking hall and offices. 1929, by Michael Waterhouse (grandson of Alfred Waterhouse), for the Atlas Assurance Company. Steel-framed with cladding of Portland stone (roof not visible). Narrow rectangular plan on corner site, with chamfered corner. C20 classical style. A 6-storey 4-window facade plus 3-window attic, consisting of a 2-storey banking hall with a cornice, then 3 regular storeys (the upper 2 with shallow giant pilasters) with another cornice, and the top floor and attic treated as a 2-storey 3-window pedimented penthouse with flanking 1-storey wings. The banking hall has a plate-glass screen with a bronze doorway set in the centre and surmounted by a bronze Atlas with golden globe, a bronze plaque on the corner and a cartouche above this, and its left return side (to Brown Street) has a similar plate-glass screen with fluted Doric columns distyle in antis. The upper floors have very regular fenestration (matching that of Ship Canal House to the right) consisting of tilting casement windows with margin panes and plain surrounds, the one-window corner and 6-window return side matching the front (but the attic storey set back at this side). Forms group with Ship Canal House (with which it is easily confused at first sight; q.v.)."

Source: Historic England

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- 2.6. The building adopts a classic twentieth century style, with its historic and architectural merits considered to be located at the exterior, which is comprised of seven symmetrical bays with a round-headed entrance arch breaking into the first floor.
- 2.7. The surrounding area consists of Pall Mall Court, a Grade II listed building operating as medical centre, located to the north of the site. The south of the site is occupied by a number of commercial office buildings along Brown Street and Chancery Lane. A Grade II* listed boutique hotel, known as Hotel Graham, sits to the east and to the west is Flight Club and Pizza Express.
- 2.8. Internally, the site is considered to have no heritage significance reflecting that it has been extensively modernised and is formed of a mix of modern ceilings, wall coverings, and floors.

Planning history

- 2.9. A desktop planning history search has been carried out for the Site. A summary of the most pertinent planning history relating to the Site is as shown in Table 2.1 below.

Reference	Description	Decision	Decision date
097001/LO/2011/C1	Internal alterations and provision of internally mounted advertisements	Granted	14/10/2011
097000/FO/2011/C1	Proposed change of use from vacant A1 retail to a mixed (Sui Generis) use to include hospitality / community space; exhibitions and display space; provision of food and drink / light refreshments; seminars; and A2 (financial services)	Granted	14/10/2011

Table 2.1: Planning history

- 2.10. The application site benefits from the planning permission granted in 2011 for a mixed A1/A2 use, which was classified as Sui Generis to facilitate the occupation of the unit by Virgin Money. Virgin Money subsequently occupied the premises from September 2012 until 2019.
- 2.11. Following this, the unit was occupied by Hervia for the retail sale of clothing in 2021, before closing and subsequently reopening for a short period in 2023. Planning permission was not secured for the change of use of the unit.
- 2.12. The unit's lawful use is therefore considered to be Sui Generis reflecting the 2011 planning permission. The nature of the 2011 planning permission is so bespoke that, in reality, it is not suitable for any occupiers other than Virgin Bank or an alternative banking firm with a similar hybrid operation.

3. Proposals

- 3.1. The three main aspects of the proposals that this Statement supports are discussed in more detail below:

Application I – Full planning application

- 3.2. The full planning application seeks a change of use of the Site from Use Class Suis Generis to Class E(a/b) to allow the currently vacant unit to be brought back into beneficial occupation for Costa to use as coffee shop.

- 3.3. With regards to the nature of Costa's operations, the principal consideration is the Use Classes Order 1987 (as amended) ("UCO"). The Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 ("the 2020 Amendment") defines the uses which fall within Class E(a) and Class E(b).

- 3.4. The 2020 Amendment defines Class E uses as follows:

Class E(a) is defined as "*for the display or retail sale of goods, other than hot food, principally to visiting members of the public*"; and

Class E(b) is defined as "*for the sale of food and drink principally to visiting members of the public where consumption of that food and drink is mostly undertaken on the premises.*"

- 3.5. As the proposed coffee shop will not sell any hot food and a significant proportion of the sales of sandwiches, confectionary and drinks are likely to be for takeaway purposes, there is a significant element of the use which would ordinarily fall within the Class E(a).
- 3.6. The proposed coffee shop will also have an element of seating whereby customers can consume food and drink on the premises. This adds an element of Class E(b) use.
- 3.7. Due to the likely balance of E(a) and E(b) sales that will take place, the conclusion is reached that the most appropriate categorisation of the use is as a mixed E(a)/E(b) coffee shop.
- 3.8. Inherently, the balance of whether the operation comprises more of a Class E(a) element or Class E(b) element will depend on a number on the specific store but it is nonetheless clear that Costa's operations fall wholly within Use Class E.

Application II – Advertisement consent

- 3.9. Application II seeks advertisement consent. The proposed advertisement comprises the following signage:

- 1 x set of aluminium internally illuminated red fascia tray with white 'Costa Coffee' lettering;
- 2 x sets of acrylic internally illuminated red fascia double sided projecting sign with white 'Costa Coffee' lettering; and

- 2 x sets of aluminium internally illuminated stacked red fascia sign with white 'Costa Coffee' lettering.

Application III – Listed building consent

- 3.10. This application seeks listed building consent.
- 3.11. Firstly, this is for the installation of the advertisements proposed in Application II.
- 3.12. Secondly, for the external and internal alterations to the unit to allow Costa to occupy the unit as a coffee shop. Changes largely relate to turning the unit into a space more appropriate for the occupation of coffee shop. No works have taken place as of yet.
- 3.13. The external alterations proposed to take place are listed below:
- Cleaning of existing stonework, glazing, and framework, with repainting of timber details
 - Application of frosted / vinyl film to glazing in selected areas
 - Installation of various new signage
 - Installation of accessibility bell, advisory stickers, and health and safety vinyls to glazing.
- 3.14. The internal alterations proposed to take place are listed below:
- Removal of existing partitions, offices, doors, frames, secondary glazing, floor coverings, and redundant services
 - Retention and cleaning of existing glazing and glazed balustrades
 - Installation of new stud partitions, suspended ceilings and lighting, flooring and counters
 - Installation of new wall panelling, skirtings, tiling, wallpapers, and decorative paint finishes
 - Provision of new digital POS equipment, order screens, illuminated signage and menu boards
 - Installation of new fixed furniture including seating, booths, amphitheatre bench seating with upholstered pads and integrated tables, condiment stations, foliage planters, mirrors, and decorative artwork
 - Installation of new back-of-house facilities.

4. Design and Access

Introduction

- 4.1. As required in Section 9 of the Town and Country Planning (Development Management Procedure) (England) Order 2015 there is a statutory requirement for the production of a Design and Access Statement for all applications related to a listed building. This section will address principles relating to access, amount, layout, scale and appearance.

Access

- 4.2. The site is located in a highly sustainable location, accessible by private car and bus, and is situated approximately 900m from Manchester Victoria Station. Access arrangements into the building would not be altered with appropriate access into the ground floor of the premises being retained via the main entrance door on the junction of Brown Street and Chancery Lane.

Amount

- 4.3. The proposals will not result in the creation of any additional floorspace therefore this is not applicable.

Layout

- 4.4. The layout changes are required to facilitate occupation by Costa and consist of the removal and installation of partitioning to facilitate occupation of the Site by Costa as a coffee shop.

Scale

- 4.5. The proposals will not result in the creation of any additional floorspace or the change in scale from that which is existing.

Appearance

- 4.6. Internally, the proposals seek to facilitate occupation by Costa and consist of the installation of new flooring, wall coverings, and ceilings.
- 4.7. The external appearance will remain largely as existing. The shopfront is to be retained, with majority of works consisting of fully cleaning and polishing the exterior. This includes the windows, frames, and facade. Signage in accordance with the authorities guidance for signage within conservation areas will be placed on the building's exterior.

5. Planning Policy

Introduction

- 5.1. This section of the statement establishes the key planning framework against which the applications should be determined.

National Planning Policy Framework (December 2024)

- 5.2. The National Planning Policy Framework (December 2024) (“NPPF”) sets out the national planning policy for England. The document covers a wide variety of planning matters, providing advice to LPAs on plan making and development control, the central theme being the presumption in favour of development. The most relevant aspects of the NPPF are identified below.
- 5.3. The NPPF provides general advice alongside the presumption in favour of sustainable development.
- 5.4. Chapter 2 (achieving sustainable development) encourages LPAs to promote economic growth, create jobs and prosperity by ensuring that the planning system does everything it can to support sustainable economic growth.
- 5.5. Chapter 7 (ensuring the vitality of town centres) seeks to encourage the health, vitality and viability of town centres.
- 5.6. Chapter 12 (achieving well-design places) expresses the importance of planning positively for the achievement of high quality and inclusive design for all development and to establish a strong sense of place, using streetscape and buildings to create attractive and comfortable places to live, work and visit.
- 5.7. Chapter 16 (conserving and enhancing the historic environment) notes design should be sustainable and should conserve heritage assets. The NPPF provides general advice on design and the conservation of heritage assets, to be read alongside the presumption in favour of sustainable development. Paragraph 202 of the NPPF, amongst other matters, seeks the conservation of heritage assets in a manner “appropriate to their significance”. Paragraph 214 notes:

“Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss.”

Development plan

- 5.8. In accordance with Section 38(6) of the Planning and Compulsory Purchase Act (2004) (as amended), applications should be determined in accordance with the development plan unless other material considerations indicate otherwise. The development plan relevant to the application site is the Manchester Local Plan – Core Strategy (July 2012) and the most pertinent policies are listed below:

Manchester Local Plan – Core Strategy

- **Policy EC 3 (The Regional Centre)** states that within the Regional Centre, development for employment generating uses such as commercial development, will be encouraged.
- **Policy CC 1 (Primary Economic Development Focus: City Centre and Fringe)** notes that the provision of a range of economic development uses, such as retail, will be encourage in the City Centre in line with Policy C1, to support the development of a vibrant employment location attractive to businesses, employees and visitors to the City Centre.
- **Policy CC 2 (Retail)** states new proposals will be assessed against the relevant design policies in the Manchester LDF and in particular must be respect existing built heritage and public realm.
- **Policy CC 9 (Design and Heritage)** requires buildings to be of the highest standards in terms of appearance and function, with particular attention to be given to the City Centre context and character, and heritage assets should be preserved or enhanced.
- **Policy EN 1 (Design Principles and Strategic Character Areas)** notes all development will be expected to follow the seven principles or urban design and have regard to the strategic character area in which the development is located. Design and access statements are required for new proposals to demonstrate how design principle are addressed and how the local character of the City is reinforced and enhanced.
- **Policy EN 3 (Heritage)** states proposals will be encouraged where the distinct historic and heritage features of its districts and neighbourhoods, are complemented and used to the advantage of the development.

Other material considerations

- 5.9. The Places for Everyone (“PfE”) plan was adopted in March 2024, with the purpose of providing a long term plan for the Great Manchester Authorities, to help sustain the provision of job, new homes and sustainable growth. The most pertinent policies in the PfE are listed below:

PfE Joint Development Plan Document 2022 to 2039 (March 2024)

- **Policy JP-Strat2 (City Centre)** states that the City Centre will continue to be the primary focus for businesses and retail activity in Greater Manchester.
- **Policy JP-P2 (Heritage)** notes that any proposals affecting designated and non-designated heritage assets and/or their settings, will only be considered where the national planning policy is taken into account.

Extant Unitary Development Policies (UDP)

- 5.10. The UDP plan was largely replaced by the Core Strategy in July 2012. The most pertinent remaining policies in the UDP are listed below:

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- **Policy 10 (Food and Drink Uses)** states proposals involving the sale of food or drink for consumption on the premises, or for hot food to be consumed off the premises, the following will have to be taken into consideration:
 - a. the impact on the amenity of neighbouring residents;
 - b. the inclusion of safe and convenient car parking and servicing arrangements;
 - c. aspects of inclusive design and ease of access for all; and
 - d. suitable access and collection of reuse and litter.
- **Policy 14 (Shopfronts and Related Signs)** notes shopfronts should allow for the full access for people whose mobility is impaired and any type of advertisement should be considered only in the interest of amenity and public safety.
- **Policy 15 (Advertisements, Hoardings and Posters)** requires advertisements to be in line with the locality and the property in which they stand, to not harm the character or architectural features of a building and should not be obtrusive or adversely affect the flow of traffic, by reason of its position, size, or design.
- **Policy 18 (Conservation Areas)** states the Council will seek to preserve and enhance the character of its designate conservation areas by considering the following issues:
 - a. the relationship of new structures to neighbouring buildings and spaces;
 - b. the effect of major changes to the appearance of existing buildings;
 - c. the desirability of retaining existing features, such as boundary walls, gardens, trees, (including
 - d. street trees);
 - e. the effect of signs and advertisements;
 - f. any further guidance on specific areas which has been approved by the Council.
- **Policy 19 (Listed Buildings)** notes a change of use to a listed building will not be permitted where it would have a detrimental effect on the character or appearance of the building, nor allow any external or internal alterations where there would be an adverse effect on its architectural or historic character.

6. Justification for the Proposed Works

Introduction

- 6.1. This section of the statement assesses the key issues of each of the application proposals against the planning policy framework identified in Section 4, as well as other material considerations. The assessment of the applications is considered in the following order:

Application I – Full planning application for the change of use to Class E;

Application II – Advertisement consent for the installation of various signage; and

Application III – Listed building consent for external and internal alterations and for the installation of signage as outlined in Application II.

- 6.2. These are assessed in turn below.

Application I – Full planning application

- 6.3. This planning application is being progressed to obtain the necessary lawful use as Class E(a/b) to allow occupation as a coffee shop.

- 6.4. Paragraph 001 (Reference ID: 2b-001-20190722) of the NPPG on town centres and retail notes:

“Local planning authorities can take a leading role in promoting a positive vision for these areas, bringing together stakeholders and supporting sustainable economic and employment growth. They need to consider structural changes in the economy, in particular changes in shopping and leisure patterns and formats, the impact these are likely to have on individual town centres, and how the planning tools available to them can support necessary adaptation and change.

A wide range of complementary uses can, if suitably located, help to support the vitality of town centres, including residential, employment, office, commercial, leisure/entertainment, healthcare and educational development.”

- 6.5. This, in conjunction with the presumption in favour of sustainable development set out within the NPPF indicates the LPA should be proactive and support investment in town centres.
- 6.6. The proposed change of use would bring a longstanding vacant unit (since 2021) away from a very prescriptive and restrictive Sui Generis use, to facilitate occupation by Costa. It is considered that the proposals support the aim of Policy CC 1 in converting units to enable retail (and other) uses.
- 6.7. A number of benefits are expected to arise from the proposed use of the site by Costa which are highlighted below:

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High levels of footfall & dwell time

- 6.8. Occupation by Costa will promote the vitality and viability of the city centre. The high levels of patronage typically associated with Costa's operations are positive characteristics that have been recognised widely as supporting the grants of planning permission for similar uses on high streets elsewhere in the past. The high level of footfall is a clear benefit to Manchester.

Employment

- 6.9. Occupation by Costa will facilitate its beneficial occupation and employment opportunities. In the case of Costa, they anticipate recruiting approximately 20 members of the staff at the coffee shop, expected to comprise a mixture of full and part time staff.
- 6.10. The proposals will therefore offer employment opportunities from the site which has otherwise provided no employment opportunities since it was vacated by Hervia in 2021. In the context of fostering economic growth and employment opportunities, the proposals should be encouraged and are supported by the NPPF in this regard.

Vacancy & marketing of the site

- 6.11. The Site is situated within a prominent location on King Street, however the unit is currently vacant and has been since 2021. Despite the active marketing of the Site by Metis Real Estate Advisers, interest in the units is understood to have been limited. It is evident the existing planning permission is unsuitable as it prevents occupation. Interest received during this marketing exercise has largely been generated from drinking establishments, however as outlined in the marketing letter by the agents at Appendix 3, the unit's location does not make it desirable for evening trade. This is considered an important material consideration in justifying the acceptability of this application for the change of use to bring to an end the long-term vacancy of the Site.

Long-term occupation

- 6.12. As demonstrated on the submitted drawings, the proposals look to deliver the long-term and beneficial occupation the first three floors of the Site, which is currently underutilised due to its long-term vacancy. The long-term occupation of this prominent town centre unit by Costa, a well-established coffee shop retailer, is considered a significant benefit to the vitality and viability of the town centre, in line with wider objectives of the development plan.
- 6.13. Costa's eagerness to invest and deliver a long-term occupation of the Site is therefore seen as an important material consideration.

Summary

- 6.14. The Site is located within Manchester City Centre. The Site currently holds a Sui Generis planning permission but that is restricted to occupation by Virgin Money and associated franchisees. Virgin Money surrendered its lease and vacated the site in July 2019. Hervia, a retail clothing company occupied the unit between April 2021 and Jun 2023. The Site is currently not in occupation and therefore vacant, contributing nothing towards the vitality and viability of the high street and wider city centre. Owing to the planning conditions attached to the planning history, the site cannot be occupied without a variation of the planning condition or a new change of use planning permission being granted.

- 6.15. This application seeks planning permission for a change of use from Sui Generis to Class E(a/b). The application is progressed on the basis that Costa will occupy the unit as one of its coffee shops and will deliver significant benefits. The proposed change of use is therefore considered to be in accordance with planning policy at national, regional and local levels.

Application II – Advertisement consent

- 6.16. The NPPF and the Regulations permits the LPA to only consider amenity and public safety matters in determining advertisement consent applications. Similar criteria are presented through Policies 14 and 15. These criteria are assessed below in respect of the proposed signage at the site which has been carefully designed and considered to respond to the existing architectural features of the site.

Amenity

- 6.17. The proposed signage has been sensitively designed, taking into account of the site's characteristics, including it being Grade II listed and set within the Upper King Street Conservation Area.
- 6.17.1. The proposed signage appropriately reflects and responds to others which have the benefit of consent currently in situ in the surrounding area, including a number of illuminated fascia and projecting signs within the surrounding conservation area. Approval was previously granted for various signage at Flight Club (ref. 119534/AO/2018) and the proposal signage is considered to be of similar nature which will be sensitively installed and are considered to respect the character of the building. The sign has been carefully designed to respect the proportions of the building, fitting within the architectural features of the existing frontage, consistent with other units within the area which helps to improve the appearance of the building itself. The signage is considered appropriate and is neither intrusive nor harmful to the significance of the building or its setting within the Upper King Street Conservation Area, where similar types of signage are evident.
- 6.18. In short, the signage which requires the benefit of consent is of a high standard of design to be in keeping with the character of the building, streetscene and wider setting. The signage is not excessive or obstructive and fits in with the architectural detailing and proportions of the host building and the wider visual interest of the Upper King Street Conservation Area and other designated and non-designated heritage assets nearby. The proposed signage would not harm the architectural or historic significance of this listed building. The advertisement is therefore considered acceptable in terms of visual amenity, satisfying the requirements of the NPPF, Regulations and Local Plan policies in so far as these apply and are material to the outcome of this application for advertisement consent.

Public Safety

- 6.19. The location of the signage is not considered harmful to either pedestrian or vehicular traffic. Bold Street fronting the site is double carriageway one way route with generally low traffic speeds. The proposed signage is not considered to interfere with any road signs. The proposal therefore raises no public safety concerns and is acceptable on these grounds.
- 6.20. The proposed advertisements, when assessed against amenity and public safety, are therefore considered acceptable and it follows that advertisement consent may be granted.

Application III – Listed building consent

External alterations

- 6.20.1. The external alterations primarily relate to the installation of various advertisements and polishing of the existing stonework and façade. The existing wider detailed shopfront is to be retained. Costa require the external alterations to facilitate its beneficial occupation of the site as shown on the submitted drawings. The proposed works will result in no heritage harm to the fabric of the building. On this basis therefore, the proposals are considered to accord with the relevant policies of the development plan and the relevant sections of the NPPF.
- 6.21. The proposed external alterations are minimal, seeking to clean and receive paintworks to the existing façade and stonework. Key architectural features – including the plate-glass screen, bronze doorway, bronze Atlas with golden globe, a bronze plaque on the corner and a cartouche – will remain unchanged. Therefore, the proposals will retain the core features of the exterior and will not alter the existing architectural design. The proposals are therefore compliant with Policy CC 9, EN 1 and EN 3 of the Manchester Local Plan.

Internal alterations

- 6.22. The resultant fit out works to the internal aspects of the unit by Costa are of an equivalent contemporary nature reflecting the earlier modern fit-outs and finishes and will not harm the architectural or historic significance of the building and are considered acceptable to facilitate the beneficial occupation of the unit by Costa. As a result of the works, the unit will be improved and thus will enhance the building and provide long-term economic benefits to the site.
- 6.23. Any work carried out to the internal aspects of the unit is not considered to materially impact or result in the loss of original fabric, and is considered acceptable given the existing modern fit out and the reversible nature of such works in the course of time.
- 6.24. The design and appearance of the resultant fit out is considered appropriate, accommodating and being complementary to the appearance and characteristics of the building. The resultant internal fit out and finishes will provide for an aesthetic finish, capitalising upon existing features and the shopfront, promoting the character and appearance of the prominent ground floor frontage of this heritage asset. These works are considered to result in less than substantial harm to the heritage asset.
- 6.25. The proposals seek to sensitively adapt the interior to accommodate Costa's operational requirements while preserving the building's historic character. The proposed works have been designed to minimise any impact on the building's historic elements while ensuring the space is functional for its new use.

7. Conclusions

Summary

- 7.1.1. Costa is seeking to occupy the long-standing vacant site at 98 King Street as one of their coffee shops. The site has experienced long-term vacancy since 2021 despite being in a prominent location within Manchester City Centre. Consequently applications are submitted to the LPA seeking full planning permission for the change of use to Class E(a/b), advertisement consent for the installation of various signage and listed building consent for external and internal alterations as well as the installation of advertisements.
- 7.1.2. Although separate applications are submitted for each of the above applications, for ease of reference and to allow the works to be read alongside one another and understood collectively, this statement outlined and assessed the proposals for all three aspects of the proposals in one place.
- 7.1.3. The proposed change of use to Class E(a/b) is considered to be in accordance with planning policy at national, regional and local levels by providing a use that will encourage the health, vitality and viability of a key high street within Manchester City Centre. There will be no adverse amenity implications of the proposed change of use and matters can be appropriately conditioned.
- 7.1.4. The proposals seek advertisement consent for the installation of various signage consisting of internally illuminated fascia signs and internally illuminated projecting signs. When assessed against the amenity and public safety tests, the signage is considered acceptable and it follows that advertisement consent may be granted.
- 7.1.5. The external and internal alterations to the unit is also found to be in accordance with planning policy. The accompanying assessments show the proposed works are considered acceptable against design and amenity considerations, thereby justifying the grant of planning permission.

Conclusions

- 7.2. The architectural and historical significance of the listed building in which the application site sits will not be materially affected by the proposal. This is due to the fact that no significant features are being removed within the interior, the shopfront has not resulted in the loss of any original features and is in character with the nearby shopfronts and the signage proposed is compliant with the Council's guidance on advertisements.
- 7.3. Given the above, the proposals can be considered to preserve and indeed enhance the character of the listed building and the conservation area.

Appendix 1 Table of Submission Plans

Appendix 2 Bank of Photos

Appendix 3 Marketing Letter
