

10th March 2025
L250310 - SAV Cover Letter LBC



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SUBMITTED VIA THE PLANNING PORTAL REF: PP-13840955

Dear Sir / Madam,

**PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990
LISTED BUILDING CONSENT FOR THE DISPLAY OF AN ADVERTISEMENT
17-23 ST ANN'S SQUARE, MANCHESTER, M2 7PW
WATCHES OF SWITZERLAND COMPANY LIMITED**

We write on behalf of our client, Watches of Switzerland Company Limited, to apply for Listed Building Consent ('LBC') for the display of advertisements associated with the commercial operation of the premises at 17-23 St Ann's Square in Manchester City Centre.

In accordance with the Town and Country Planning (Development Management Procedure) Order 2015 (as amended), we enclose the following documents which comprise the application:

- This cover letter;
- The completed application forms;
- Heritage Statement, prepared by Donald Insall Associates;
- Drawing Ref: 1357.P.00.050 Rev A – 'Location Plan';
- Drawing Ref: 1357.P.00.060 Rev A – 'Site Plan';
- Drawing Ref: 1357.P.02.100 Rev B – 'Proposed Signage Details 01 – Shopfront Lettering';
- Drawing Ref: 1357.P.02.101 Rev B – 'Proposed Signage Details 02- Plaques';
- Drawing Ref: 1357.P.00.300 Rev A – 'Existing Front Elevation';
- Drawing Ref: 1357.P.01.300 Rev A – 'Proposed Front Elevation';
- Drawing Ref: 1357.P.01.350 Rev A – 'Existing and Proposed Shopfront Sections';
- Drawing Ref: 1357.P.01.400 Rev A – 'Proposed Signage Location Photos'.

The Site & Planning History

The application site comprises the ground and basement levels of Mansfield Chambers at 17-23 in Manchester City Centre, which is located on the pedestrianised retail area of St Ann's Square.

On 30th July 2024, Listed Building Consent was granted for the internal refurbishment, along with the installation of a new shopfront (Ref: 139944/LO/2024) (the '2024 LBC').

The Proposed Advertisements

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East..

Savills (UK) Limited. Chartered Surveyors. Regulated by RICS. A subsidiary of Savills plc. Registered in England No. 2605138.
Registered office: 33 Margaret Street, London, W1G 0JD



This application seeks LBC for the display of advertisements associated directly with the commercial use of the premises at the Site. This LBC application is submitted in conjunction with an application for advertisement consent.

Full detail of the signage to be displayed on the front facade is provided on the drawings submitted as part of the application.

To summarise however, the proposals will comprise the following:

- Installation of four back-lit signs - one fixed to the rear of the glazed fanlight to each shopfront; and
- Replacement of four plaque signs set within recesses in the stone base of the intervening pilasters with stainless steel plaques

Planning Policy and Assessment of Proposed Advertisements

The National Planning Policy Framework ('**NPPF**') and the Planning (Listed Buildings and Conservation Areas) Act 1990 ('**Listed Buildings Act**') are relevant in the assessment of the LBC Application.

The statutory development plan for the Site consists of Manchester's Local Development Framework – Core Strategy Development Plan Document 2012 (the 'Core Strategy').

Below we assess the proposed development against the relevant local policies that comprise the development plan and the national planning policies contained within the National Planning Policy Framework ('**NPPF**') where appropriate.

The proposal comprises signage which is appropriate having regard to the established role and commercial function of the Site and its original design.

The proposed signage is of an appropriate size having regard to the scale of the wider shopfront. The pallet of materials and colour is sensitive and respectful to the wider building and the established local context.

A Heritage Assessment has been submitted in support of the proposals. As noted within the Assessment, the proposed signage has been designed to respond to the architectural character and existing features of the listed building. The resultant impact is a high quality strategy which minimises the clutter and allows the architectural interest of the listed building's neo-classical principal face to dominate whilst also accommodating the brand required for the high- end retail use. The four back-lit signs are to be fixed to the rear of the glazed fanlight of each shopfront – the positioning is akin to the location of the historic fascia signs, albeit located internally and behind a retained fanlight as per previous comments received from MCC. The four plaque signs are to be placed within recesses in the stone base of the existing pilasters – fixed in place by reusing the existing concealed fixings behind.

Paragraph 199 of the NPPF states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. As above, the proposed signs have been designed carefully such that the scheme is sensitive to the grand domestic architectural character of the building which underpins its significance. It follows that the design and character of the heritage asset will be maintained, and the works will not generate any material impact over and above the established position.

The proposed design accords with Policies CC9, EN1 and EN3 in relation to design and heritage.

The proposal comprises signage which is appropriate having regard to the established role and commercial function of the Site. The proposed signage is of an appropriate scale having regard to the scale of the shopfront and pallet of materials and the colour is sensitive and respectful of the wider local context.

Conclusion



This application seeks LBC for the display of advertisements on the facades at 17-23 St Ann's Square in Manchester.

This cover letter has assessed the proposed signage against the guidance contained within the development plan and the NPPF.

Overall the design of the signage is considered to be appropriate and there will be no unacceptable impacts on the wider setting of the Conservation Area or any of the nearby listed buildings.

We trust that the information provided above and on the enclosed drawings is sufficient for the Council to register and consider this application. We will endeavour to contact you within the next few days to establish your timetable for decision making.

In the meantime, should require any clarification or additional information, please do not hesitate to contact Katie Parfett-Bass or Matt Sobic at these offices.

Yours faithfully

A handwritten signature in black ink that reads "Savills". The signature is stylized, with the 'S' being particularly large and the letters following it being more fluid and connected.

Savills (UK) Limited
Planning