

Plan:8 Town Planning Ltd

Supporting Statement with Proportionate Heritage Statement

Proposal: Erection of advertisements to the ground floor double height entrance to the existing office

Site Address: 86 Deansgate, Manchester, M3 2ER

Prepared for TKN (ACQ1) Limited

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Plan:8 Town Planning Ltd

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The Site, Surroundings and Heritage Status

The subject property is 86 Deansgate which is a six-storey office building in the City Centre. The property is a modern building with offices from first to the top floor. The ground floor entrance to the offices is located on the left-hand side of the building and occupies one third of the building frontage. There are also two restaurants at ground floor level of the building (82 and 84 Deansgate), this application does not relate to the restaurants. The proposed signage is to be located to the office entrance. The entrance is double height and is formed of a glazed screen with double height pilasters to each side with fascia board completing the frame for the glazing.

The property is not listed but does sit within the Parsonage Gardens Conservation Area and is visible from the St Ann's Square Conservation; the boundary between the two conservation areas is the centre line of Deansgate.

Published information on the City Council website shows general information in relation to the Conservation Areas and their history. Some notable buildings are mentioned, such as Arkwright House and Kendall's (98-116 Deansgate).

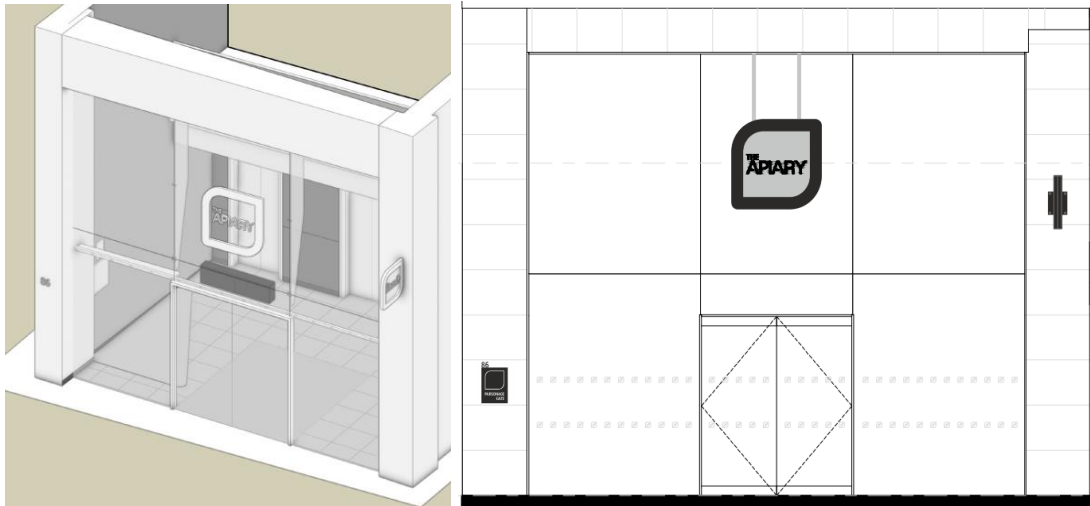
The application property is not mentioned in the published online information neither are the adjoining buildings. The buildings at 76-80 Deansgate (to the north of the application property) are three storey commercial buildings in an art deco style. Each have fascia signs, projecting signs and canopies. To the south 88 to 90 Deansgate is a six-storey ornate building of Victorian era which has large fascia signage immediately adjoining the application site.

This application for advertisement consent relates to the double height ground floor only to 86 Deansgate. The two adjoining restaurants at 82 and 84 Deansgate form part of the same building and as with 76 to 80 there is fascia signage and internally illuminated signage as well as projecting canopies.

The upper floors of the office building are mainly glazed with concrete columns. The double height entrance to the office is curtain walling with central double door. There is a paucity of signage at present to signify the name of the building, the applicant intends to provide suitable signage to enhance the visibility of the building for benefit of future tenants. The curtain walling is framed by two pilasters to the sides and a fascia above, these features are finished in black tiles.

Proposal

There are four main elements to the proposed signage which can be noted in the 3D view and elevation copied below and the table below:



Hanging Sign

A hanging sign in the centre of the entrance which would be fixed from the fascia above.

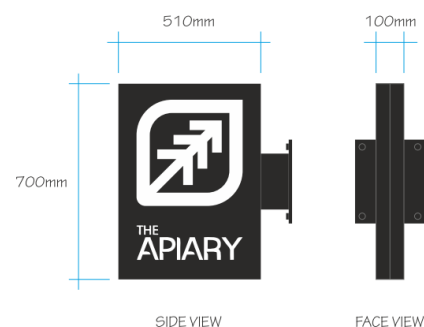
The hanging sign will be acrylic frame in black with clear acrylic centre panel. 10mm high letters in black acrylic. Illuminated with led backlight.

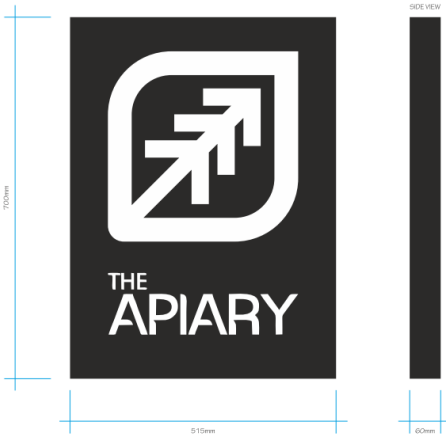
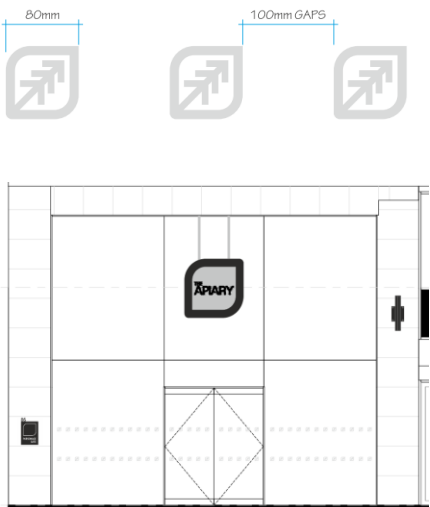
The sign is shown in the image opposite.



Projecting Sign

Folded aluminium trays with clear acrylic letters and symbols fixed to the inside of the aluminium.



Wall Mounted Sign Folded aluminium tray with clear acrylic letters and symbols fixed to the inside of the aluminium.	
Manifestation Vinyl manifestation to inside of ground floor glazed entrance at 900mm and 1500mm above ground level. The vinyl fixed to the inside of the glazed entrance is 80mm high by 80mm wide and will be repeated horizontally with gaps of 100mm. Two lines are proposed the lower at 900mm above ground level and the other at 1500mm above ground level.	

The subject property is modern and is within an area where there is a varied mix of architectural styles. The entrance to the office is double height which is not that common in the area but there are double height spaces in the listed Barton Arcade on the opposite side of Deansgate. With Barton Arcade are hanging signs, projecting signs and wall mounted signs which are similar to those proposed to the those in Barton Arcade.

Design and Access

This section of the statement responds to the Design and Access considerations as suggested appropriate in best practice guidance.

Amount

The proposal is for the display of advertisements to a modern unlisted building which is located within the parsonage Gardens Conservation Area.

Layout

The floor layout will not change.

Scale

The scale of the building will not change.

Appearance

The design is envisaged to complement the existing building. With the advertisements being designed to be proportionate to the ground floor frontage of the building. The signage will be similar to signage already installed on adjoining buildings and those opposite including with Barton Arcade.

Access

The proposal has no access implications.

Heritage Planning Policy Framework and Appraisal

City Council policies are contained within The Adopted Core Strategy for the City of Manchester. Applicable policies would likely be:

- Policy EN1 (Design Principles and Strategic Character Areas) advises that developer's will be expected to consider the City's heritage, including its listed buildings, conservation areas, archaeological remains and historic street pattern.
- Policy EN3 (Heritage) advises that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.
- Policy CC9 (Design and Heritage) advises that development in Manchester should preserve or enhance the heritage assets affected.
- Policy SP1 (Spatial Principles) advises that development in all parts of the City should protect and enhance the built environment.
- Policy DM1 (Development Management) advises that all development should be appropriately sited, scaled, formed, massed and detailed with appropriate layout and materials and should have regard to the character of the surrounding area and effects on built heritage.
- The Unitary Development Plan for the City of Manchester Saved Policy DC14 (Shopfronts and Related Signs) confirms acceptable shop front works. Saved

Policy DC18.1 (Conservation Areas) states that the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including the effect of signs and advertisements.

The National Planning Policy Framework sets out the Government's planning policies for England and how these are expected to apply. It aims to promote sustainable development. The Government states that sustainable development has an economic role, a social role and an environmental role.

Paragraph 200 of the NPPF advises that planning applications submitted relating to Heritage Assets should bear in mind any designation records and other records. The area is described above and proximity to listed buildings. The Council have not published a formal Conservation Area Appraisal but have a section on the website describing the Conservation Area. The subject site is not mentioned within this guide.

The minor elevation alterations to the subject property will not harm the setting of any nearby listed buildings, the closest one being Barton Arcade, which already has similar advertisements displayed.

We consider that the proposal will not change the appearance of the wider area. The proposed alterations will not cause loss or negative change to views of or sequential views toward the listed buildings. There are other modern buildings in proximity and they, along with older buildings all benefit from advertisements at fascia level and projecting signage. As such we consider that the proposed development will not result in harm to the setting of nearby listed buildings.

Further in terms of the impact upon the historic environment the guidance surrounding setting of heritage assets is given in the NPPF glossary: *"The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral."* (Glossary, NPPF, 2015).

Government guidance explains that an assessment of the impact upon heritage assets needs to take into account, and be proportionate to, the significance of the heritage asset under consideration and the degree to which proposed changes enhance or detract from that significance and the ability to appreciate it. The definition of significance (for heritage policy) is: *"The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological,*

architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting." (Glossary, NPPF, 2015).

It seems appropriate to consider the setting over time and the proposed development in context of all current surroundings. Whilst there have not been significant changes to buildings in this part of Deansgate there are several advertisements on shopfronts and other commercial buildings. This proposal will retain the significance of the heritage asset. The proposal here will have such a limited impact upon the character of the heritage assets, and not harming views over the site, that the proposal will result in no harm.

We find the proposal will provide a positive benefit in terms of signifying the presence of the building which will be beneficial for future tenants of the property and for business within the city.

The NPPF confirms at Paragraph 196 that: "Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal....." (Para 196 , NPPF).

We find that the proposal will cause no harm. The benefits of the proposal are provided by signalling the entrance and presence of the building which will assist in the applicants aim that the property be fully let. The proposal makes efficient use of land within the existing built-up area without causing harm to heritage assets.

The scheme can be considered in accordance with Manchester Planning Policy and the NPPF. Our assessment of the site, surrounding area and proposed alterations has reflected advice within local policies and the NPPF. The applicant respectfully requests positive consideration from the Local Planning Authority.