

Planning

Growth & Development

Delegated officer report for planning application

Application no. 137530/LO/2023

Date registered valid: 12 July 2023

Proposal: LISTED BUILDING CONSENT Replacement of existing fascia signage, shopfront painting and internal alterations and refurbishments.

Address: Starbucks Coffee House, 1 - 3 Piccadilly, Manchester, M1 1LZ

Ward(s): Piccadilly Ward

Applicant: Starbucks Coffee Company (UK) Limited

Agent (if any): Miss Hannah Caudwell Pegasus Group

Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 28/09/2023

Application details

Type of application: Listed Building Consent

Development type: Listed building alteration

Date of site visit: 21 July 2023

Standard consultations:

Printed: 21 July 2023 Expired: 11 August 2023

Neighbour notifications

Printed: 21 July 2023 Expired: 11 August 2023

Site notice

Posted: 21 July 2023 Expired: 11 August 2023

Press advert

Published: 25 July 2023 Expired: 8 August 2023

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The application relates to the four storey Grade II listed corner building, with attic, located at no1-3 Piccadilly. The property dates from 1879 and is adorned with decorative upper floors, bay windows and prominent circular turret. The ground floor of the application site features a shopfront painted black, 3no fascia signs comprised of individual internally illuminated letters, 1no projecting sign and 1no hanging sign. The property's side elevation along Tib Street features 2no of said fascia signs and a single projecting sign, with its front elevation featuring a single hanging sign and single fascia sign. The ground and first floor of the application site are in active use as café (Class(b)), and its upper floors lie vacant.

Listed building: Grade II

Conservation area: Smithfield Conservation Area 1987

Tree Preservation Order: Not applicable

Description of area

The application site lies on the junction where Tib Street meets Market Street. The neighbouring area constitutes that of Piccadilly Gardens and Market Street, a commercial area that lies within the heart of Manchester City Centre. Neighbouring properties comprise of a mix of ages, design and scale. The most notable additions within the neighbouring street scene consist of the Grade II listed Rylands Building at no109-125 Market Street, the Royal Buildings site at no2 Mosley Street and the Market Street tram stop. Neighbouring advertisements consist of fascia signs, hanging signs and projecting signs.

Description of development

The application seeks listed building consent for the replacement of existing fascia signage and internal alterations and refurbishments.

The proposed alterations to the property's signage would see the removal of the site's existing 3no individual letter fascia signs and single projecting sign. In place of the property's existing projecting sign, a hanging sign would be installed. The design of the hanging sign would be match that of the property's existing hanging sign on the front elevation. This being that the sign would feature a circular panel that would have a height of 0.6m, a depth of 0.6m and a width of 0.04m. The panel would then be suspended from a bracket with double sided trough lights. When including the dimensions of the bracket the hanging sign would have a height of 0.74m, a width of 0.43m and depth of 0.725m. The proposed individual letter fascia signs would be located on the site of 2no of the property's existing fascia signs, one to the front elevation and one to the side elevation. The proposed signs would have a height of 0.305m, a width of 2.952m and a depth of 0.35m.

Interior alterations proposed for each floor are listed below:

Basement

Existing storage units would be removed and replaced with new shelving units.

Ground Floor

Modern partitions would be removed and replaced with new insertions that would create an enlarged back of house space. The existing counter space would be removed in place of a new counter space and the walls would be decorated with a timber slat finish. A 0.4m wide by 0.4m high vinyl sign would then be displayed in the shop door window.

First Floor

The existing WC and its associated fixings would be removed, and the floor repurposed as a back of house space.

Planning History

137580/AO/2023 - Replacement of existing fascia signs and projecting sign with 2no internally illuminated fascia signs and 1no hanging sign – Application pending consideration.

110963/LO/2016/C2 - Listed Building Consent application for the display of one externally illuminated projecting sign, a window vinyl sign, repainting of the shop front and creation of an external seating area – Approved June 2016.

110962/AO/2016/C2 - Display of signage including one externally illuminated projecting sign and one new window vinyl – Approved June 2016.

110961/FO/2016/C2 - Creation of external seating area adjacent to Tib Street elevation – Approved June 2016.

113414/FO/2016 - The installation of a roller shutter – Approved October 2016.

113415/LO/2016 - Listed Building Consent to paint existing roller shutter and the installation of a roller shutter – Approved October 2016.

Consultations & Notification Responses

Publicity – None received

Policy

The Manchester Core Strategy – Development Plan Document 2012-2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy CC9 – Design and Heritage
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy EN3 – Heritage
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester - For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC15 – Advertisements, Hoardings and Posters
- Policy DC19 – Listed Buildings

National Planning Policy Framework (NPPF)

- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and enhancing the historic environment

Other legislative requirements

Planning (Listed Buildings and Conservation Areas) Act 1990

Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 (LBCA Act) states that in considering whether to grant Listed Building Consent for any works the Local Planning Authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Section 66 of the LBCA Act requires the local planning authority to have special regard to the desirability of preserving the setting of listed buildings. This requires more than a simple balancing exercise and considerable importance and weight should be given to the desirability of preserving the setting.

Issues

Impact upon Heritage Asset

The proposal comprises of external alterations to the property’s advertisements and internal alterations to the property’s basement, ground and first floors. The assessment for the proposal’s impact on the significance of the listed building has been set out below by analysing the proposed works to each floor and then the proposed external alterations in isolation.

The proposed works to the property’s basement are considered to be minor works. As existing the space features as a back of house storage space and staff room area. The proposed removal works of existing storage units are not considered to affect the historical significance of the building and in a similar vein the installation of new storage shelves is considered to be acceptable, in that it would have a neutral impact on the significance of the building.

The works concerning the ground floor are the most extensive of that proposed. The removal of modern back of house partitions and their subsequent replacement with new partitions is

considered to have a neutral impact, with the proposal having been amended to allow for the preservation of the shopfront's existing windows fronting out onto Tib Street. The installation of a new full height wall behind the proposed counter is considered to cause a negligible level of harm, with the applicant having provided information that indicates that the original brick wall would have been utilised as a place for the display of goods, with numerous shelves having been fixed to said wall when the property previously functioned as a bazaar shop in the early 20th century. In a similar vein the proposed vinyl in the shop's doorway is considered to have a neutral impact, with it being common within shops both historical and modern to have some form of advertisement displayed internally on their front door. It is noted that the columns within the property are to be left unfinished which is viewed positively.

The works to the first floor are considered to be minor, with the existing WCs and its associated fixings proposed to be removed. Taking into account how the toilet fixings at first floor are modern interventions themselves their removal would have a neutral impact on the significance of the listed building.

The proposal would see the removal of 4no advertisements from the application site and the subsequent installation of 3no new advertisements, thus seeing a net loss of advertisements on site. The proposed hanging sign would match the existing hanging sign present on the front elevation of the application site. With a width of 0.04m the hanging sign would not appear overly bulky or cumbersome within the street scene and would thereby give the application site's signage a more homogenous appearance. The existing fascia signs have a width of 4.88m and a height of 0.3m, with the proposed letter signs featuring the same height and a reduced width of to 2.85m, it is considered the reduction in the size and number of individual letter signs would enhance the appearance of the application site, reducing visual clutter. Additionally, with a proposed depth of 0.35m, the fascia signs are considered would not have an overly bulky appearance. Whilst it is noted that the continued presence of signage on the application site somewhat detracts from it's historical significance, it is acknowledged and appreciated that the proposal would see a net reduction in the number of advertisements on site and a simplification of their overall design. On this basis the proposal is judged to have a neutral impact on the significance of the listed building.

On this basis the proposal would have a neutral impact on the significance of the listed building and therefore, the proposal would meet the statutory test to preserve as put forward under Section 16(2) of the Planning (Listed Building and Conservation Areas) Act 1990 and as such is in accordance with policies SP1, CC9, EN3 and DM1 of the Manchester Core Strategy (2012), saved policy DC19.1 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework and Planning (Listed Buildings and Conservation Areas) Act 1990.

Conclusion

In light of the above and subject to appropriate planning condition, the proposal has been found to have a neutral impact on the historical significance of the Grade II listed building in accordance with policies SP1, CC9, EN1, EN3 and DM1 of the Manchester Core Strategy (2012), saved policies DC15.1 and DC19.1 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework and Planning (Listed Buildings and Conservation Areas) Act 1990. On this basis the application is recommended for approval.

Other Legislative Requirements **Equality Act 2010**

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct

prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Article 35 Declaration

In assessing the merits of an application officers will seek to work with the applicant in a positive and proactive manner to seeking solutions to problems arising in relation to dealing with the application. In this instance, this has included ongoing advice that has resolved the issues associated with the proposal.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

- o A-2002 Rev 3: Proposed Exterior Elevations (Dated 07/09/2023; Received 07/09/2023)
- o I-1103 Rev 1: Proposed Interior Floor Plan (Dated 21/08/2023; Received 07/09/2023)
- o I-1104: Proposed Interior Door Schedule (Dated 07/06/2023; Received 12/07/2023)
- o I-1105 Rev 2: Proposed FF&E Plan & Schedules (Dated 06/09/2023; Received 07/09/2023)
- o I-1108 Rev 1: Proposed Reflected Ceiling Plan (Dated 21/08/2023; Received 07/09/2023)
- o I-1109 Rev 1: Proposed Floor Finish Plan (Dated 21/08/2023; Received 07/09/2023)
- o I-1111 Rev 3: Proposed Wall Finish Plan (Dated 12/09/2023; Received 12/09/2023)

- o I-2101 Rev 3: Proposed Interior Elevations (Dated 12/09/2023; Received 12/09/2023)
- o I-2102 Rev 3: Proposed Interior Elevations (Dated 12/09/2023; Received 12/09/2023)
- o I-2103 Rev 3: Proposed Interior Elevations (Dated 12/09/2023; Received 12/09/2023)
- o I-5002B Rev 3: Proposed Design Details (Dated 12/09/2023; Received 12/09/2023)
- o I-5002C Rev 3: Proposed Design Details (Dated 12/09/2023; Received 12/09/2023)
- o I-5006B Rev 2: Design Details (Dated 06/09/2023; Received 07/09/2023)
- o I-2200: Proposed Section A'A (Dated 06/09/2023; Received 07/09/2023)
- o A2/200005 Rev 1: Starbucks Coffee Borough Street Projecting Sign (Dated 04/03/2016; Received 07/09/2023)
- o C1229_SBUX_MANCHESTER (Includes external fascia signs and vinyl sign details; Received 27/09/2023)

Reason: To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy, the National Planning Policy Framework and the Planning (Listed Building and Conservation Areas) Act 1990.

3) No materials shall be used on listed building other than those referred to on the approved plans / supporting documentation.

Reason - To ensure that the appearance of the development is acceptable to the City Council as local planning authority in the interests of the visual amenity and preserving the historical significance of the listed building in accordance with policies SP1, CC9, EN3 and DM1 of the Core Strategy, saved policy DC19.1 of the Unitary Development Plan for the City of Manchester and the National Planning Policy Framework.

Appendix 1 – List of consultees & neighbours notified

Heritage & Urban Design

Royal Buildings, Mosley Street, Manchester, M2 3AB
122A Market Street, Manchester, M1 1WA
130 - 132 Market Street, Manchester, M60 1AY
Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
First Floor Suite 3, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
124 - 126 Market Street, Manchester, M1 1WA
First Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AB
Debenhams, 109 - 127 Market Street, Manchester, M60 1TA
Second Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
Third Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
128 Market Street, Manchester, M1 1WA
Fourth Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
Halifax, 5 Piccadilly, Manchester, M1 1LZ
First Floor Commissionaires Room, Royal Buildings, Mosley Street, Manchester, M2 3AB

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Smithfield Conservation Area 1987
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL