

4th July 2024
L230710 - SAV Cover Letter LBC



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SUBMITTED VIA THE PLANNING PORTAL REF: PP- 13216424

Dear Sir / Madam,

**PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990
LISTED BUILDING CONSENT FOR THE DISPLAY OF AN ADVERTISEMENT
35 KING STREET, MANCHESTER, M2 7AT
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 35 King Street 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;
- Design and Access Statement, prepared by Savills;
- Drawing Ref: 1368.P.00.050 Rev A – 'Location Plan';
- Drawing Ref: 1368.P.00.060 Rev A – 'Site Plan';
- Drawing Ref: 1368.P.00.301 Rev A – 'Existing Front Elevation';
- Drawing Ref: 1368.P.01.301 Rev A – 'Proposed Front Elevation';
- Drawing Ref: 1368.P.01.310 Rev A – 'Existing and Proposed General Sections';
- Drawing Ref: 1368.P.02.100 Rev A – 'Proposed Signage Details 01';
- Drawing Ref: 1368.P.02.101 Rev A – 'Proposed Signage Details 02';
- Drawing Ref: 1368.P.02.102 Rev A – 'Proposed Signage Details 03'; and
- Drawing Ref: 1368.P.01.400 Rev A – 'Proposed Signage Location Photos'

The Site & Planning History

The application site comprises 35 King Street in Manchester City Centre, which is located on the pedestrianised retail area of King Street. The Site comprises a vacant building, which was most recently occupied by Jack Wills, who were in occupation until 2020.

The building which forms this application is Grade II Listed.

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

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Registered office: 33 Margaret Street, London, W1G 0JD



On 1st July 2024, planning permission was granted for external alterations to the property including the rooftop terrace and use of the existing ancillary terrace including for occasional events (Class E) (Ref: 139242/FO/2024) (the '**2024 Permission**'). Listed Building Consent was granted in conjunction, for internal and external alterations to the property (Ref: 139243/LO/2024) (the '**2024 LBC**').

The Proposed Advertisements

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 (Ref: PP - 13216384)

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:

- New flagpole and AP Signage flag above the front entrance door – the flag will comprise a green fabric with white AP Logo. The flagpole will be finished in black with a black metal finish
- Proposed brushed brass monogram signage fixed to the façade on both sides of the entrance door
- Proposed hanging signage on the existing black metal fixings – this will comprise a metal blade sign with black finish and white logo lettering

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 palette of materials and colour is sensitive and respectful to the wider building and the established local context. In addition, all signage is proposed to be non-illuminated.

A Heritage Assessment has been submitted in support of the proposals. As noted within the Assessment, the re-use of the existing hanging sign fixings in order to incorporate a blade sign with mounted lettering would cause no harm to the significance of the listed building and would accord with the prevailing use of hanging blade signs along King Street. Therefore, there will be no harm to visual amenity. Likewise, the discrete monogram signs which are to be fixed with pins, are suited to the character of the façade and would cause no harm to visual amenity. The flag is proposed in place of previous signage fixed to the façade – the flagpole fixing itself will minimise the impact on historic fabric, whilst the flag will assist in marking the presence of the building and its retail use on King Street.

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 35 King Street in Manchester.

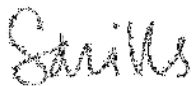
This cover letter has assessed the proposed signage against the guidance contained within the development plan and the NPPF.

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 or Matt Sobic at these offices.

Yours faithfully

A handwritten signature in dark ink, appearing to read "Savills", written in a cursive, stylized script.

Savills (UK) Limited
Planning