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15 July 2024

Angela Leckie
Manchester City Council
Planning,
P O Box 532,
Manchester,
M60 2LA

Dear Angela,

SUBMISSION OF AN ADVERT CONSENT AND LISTED BUILDING CONSENT FOR THE PAINTING OF A TEMPORARY PUBLIC MURAL AT 12 PICCADILLY

Avison Young has been instructed by Global Street Art ('the Applicant') to submit an Advert Consent and Listed Building Consent for a proposed mural on the southern elevation of 12 Piccadilly, Manchester. The formal description of development, as set out on the application forms, is as follows:

"Advert Consent for the painting of a temporary public mural at 12 Piccadilly."

"Listed Building Consent for the painting of a temporary public mural at 12 Piccadilly."

As you are aware, planning application 137794/FO/2023 and Listed Building Consent 137795/LO/2023 which relate to 12-16 Piccadilly are currently under determination for the erection of a new 34 storey building and the conversion of 12 Piccadilly to create an aparthotel with a publicly accessible café, exhibition hall and rooftop bar and restaurant. The proposed mural would be in place until construction commences on the proposed aparthotel development.

The site and surroundings

The site is located at 12 Piccadilly (Former Union Bank), which is a Grade II Listed Building. The building has been vacant since 2006. Adjacent to the site to the south there is a derelict 'gap site' which has been vacant for over 20 years. The Waldorf Public House and Indemnity House (no, 7 Chatham St) immediately adjoin the site to the west.

The site is located within Manchester's City Centre on the west side of Piccadilly, to the south of Piccadilly Gardens and north of Manchester Piccadilly Train Station. The site is therefore considered to be a key, prominent, city centre location.

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The southern elevation of 12 Piccadilly is currently covered in graffiti and mis-matched paint, giving both the listed building and the street scene of Piccadilly an unpleasant appearance (see images below).



Figure 1: Google Street view image showing vandalism and overgrown exterior of the site at 12 Piccadilly (June 2023)



Figure 2: Google Street view image showing graffiti and mis-matched paint on the exterior wall of 12 Piccadilly (April 2021)

Research has shown that the commissioning of street art, such as murals, can be used as a deterrent for vandalism as the artwork makes tagging more difficult. Therefore, it is proposed that a temporary mural be painted on the southern elevation of 12 Piccadilly to enhance the setting of the listed building and the streetscape of Piccadilly.

The site is located to the southwest of the Northern Quarter, an area of the city centre that is globally recognised for its street art and creative culture. Additionally, the site is located within proximity of large murals, such as the Blue Tit on Newton Street and adjacent to the site to the

west is the well-recognised *"on the sixth day, god created Manchester"* mural. Furthermore, there are numerous cases of murals celebrating Manchester located on listed buildings, such as the Ian Curtis mural which has recently been painted on the Grade II listed Star & Garter Public House. Within this area of the city, there is a large presence of murals of this style, which appear to be well-maintained and respected within the urban environment.

Proposed Mural

The proposed mural is an image from 'Boy's Own' which shows famous English football players of 1881 (see image below). Boy's Own was a British story paper aimed at young and teenage boys, published from 1879 to 1967, many articles of which celebrated football. The applicant has liaised with the National Football Museum, who hold the copyrights of the image, and they are enthusiastic about the project and would like to collaborate.



Figure 3: Image of proposed mural at 12 Piccadilly (Image source: The National Football Museum).

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The National Football Museum are hosting a street art exhibition *'MARKERS'* which will run from May 17th until January 2025. The exhibition will bring together nine commissioned pieces of artwork from Manchester-based artists who have selected a hero from the footballing world to honour. This mural aligns with the exhibition as it celebrates the early origins of English football culture and presents an image of football players which starkly contrasts those that are seen in the media today.

In addition, the image of English football players is suiting as the Men's Euros are this summer. Therefore, the mural will further facilitate a football spirit that will be evident across the city this summer. Manchester is globally recognised for its football legacy and culture, and this mural provides a way of celebrating this without any association to either Manchester football club. Therefore, the mural could bring together fans across the city to celebrate football.

The mural is planned at no cost to Manchester City Council or The National Football Museum. The curators of the art would be named on a small plaque as well as some information about the mural and to promote the 'Markers' art exhibition at the National Football Museum. The mural will not be used as means of commercial advertising, but rather as a way for passers-by to learn more information and to promote the National Football Museum.

To avoid painting on the exposed brick of the listed building, the mural will only be spread across the previously painted areas of the elevation. The mural is separated into two main sections which join at the base of the elevation. The thinnest, western section of the mural extends to 18.75 metres in height and 2.92 metres in width at its widest point. The wider, eastern section of the mural extends to 17.45 metres in height and 13.28 metres in width at its widest point. The distance from the ground to the base of the sponsors plaque will be 3.7m. The sponsor plaque will be a width of 1189mm and height of 841mm. The QR Code will be a width of 841mm and height of 841mm.

In addition to the mural, the proposals include the tidying up of the 'gap site' immediately adjacent to where the mural is proposed. This will include removal of the weeds and sporadic vegetation and rubble on the site. This will also include the removal of the current metal fencing which will be replaced by a 2.0m high green mesh security fencing and gate. This will also act as a deterrent towards anti-social behaviour. Details of the gap site maintenance are included in the site maintenance and management strategy which has been submitted in support of this planning application.

Anti-social behaviour strategy

Taking on board pre-application advice from Manchester City Council, there will be appropriate anti-social and vandalism mitigation in place to protect the mural. There is evidence which shows that public murals themselves deter graffiti tagging, however the applicant has confirmed that should graffiti appear on the mural, this will be removed when it appears. The appearance of graffiti will be monitored by CCTV.

Planning Assessment

Manchester Core Strategy was adopted by Manchester City Council in July 2012 and is the key document in Manchester's Local Development Framework covering the period 2012-2027.The following paragraph demonstrates that the proposed mural is in accordance with the policies puts

forward a case as to why the proposed mural and associated tidying up of the adjacent 'gap site' the policies set out in Manchester's Core Strategy.

The following MCC development plan policies and guidance are relevant to the proposed mural at 12 Piccadilly:

Policy EN3 Heritage and Policy CC9 Design and Heritage

These policies state that the council encourages development that seeks to preserve, complement and enhance heritage assets. The proposed mural and external works will align with this policy as the mural both protects and enhances the existing heritage of the building through tidying up the external 'gap site'.

The UDP was adopted by the Council in July 1995 but was later replaced by the Core Strategy. There are however some 'saved' policies, including policy

The following policy from the UDP still remains relevant:

DC 19.1 Listed Building

This policy states that the council seeks to preserve and enhance the settings of listed buildings by appropriate control over the design of new development in their vicinity and control over the use of adjacent land. The proposed mural and management and maintenance of the adjacent 'gap site' is in accordance with policy DC 19.1 as it will enhance the setting of the listed building.

The Places for Everyone (PfE) Plan was adopted by nine of the Greater Manchester Authorities on 21st March 2024. The following policies are of relevance to the proposals from the PfE plan:

JP-Strat2: City Centre

States that the city centre will be a priority for investment in development and infrastructure. This policy states that the plan will encourage improvements in the public realm to help enhance the local character and environmental quality of the City Centre so it can rival city centres across the globe. Further, this policy states that the plan will seek to protect and enhance the city centre's historic environment and assets. By improving the appearance of the southern elevation of 12 Piccadilly and by improving the neglected adjacent 'gap site' the proposal will enhance the public realm and contribute positively to the local character and environmental quality.

Policy JP-P2: Heritage

This policy states that the plan seeks to proactively conserve, sustain and enhance the historic environment and heritage assets and their settings. As aforementioned, the proposals seek to enhance the setting of the Listed Building. The policy states that the conservation and enhancement of heritage assets and their settings should be integrated with creative and contextual architectural responses that contribute to their significance and sense of place. The mural is a key example of a creative and contextual architectural response which positively enhances the sense of place in which the listed building is located.

Heritage

12 Piccadilly is a Grade II listed building and therefore a Heritage Impact Statement has been submitted in support of this planning application and Listed Building Consent. The Heritage Impact Statement concludes that incorporating the listed building back into an active streetscape

along Piccadilly has the potential to considerably enhance the value and appreciation of the listed building, as well as its local setting.

Conclusion

In summary, the proposed mural provides an exciting opportunity to transform a declining urban space into a visually attractive feature located on one of Manchester's busiest pedestrian streets. As demonstrated in the submitted Heritage Impact Statement, the proposed mural and management of the adjacent gap site will considerably enhance the value and appreciation of the listed building, as well as its local setting. The public benefits of the proposed mural will therefore outweigh any harm to the listed building.

In support of this Advert Consent and Listed Building Consent, the following reports and plans have been submitted:

- Planning application forms and fee;
- This covering letter;
- Site Location Plan;
- Plans of the proposed mural;
- Heritage Impact Statement.
- Site Management and Maintenance Strategy

The Listed Building Consent documentation has been submitted via the Planning Portal (Ref. PP-PP-13245886).

I trust that this is satisfactory for the Council to enable swift validation of the application. We would welcome continued positive dialogue with the Officers during the determination of this application.

In the meantime, should you require any further information or wish to discuss the application then please do not hesitate to contact me.

Yours Sincerely,



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For and on behalf of Avison Young (UK) Limited