4th July 2024
L230704 - SAV Cover Letter

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SUBMITTED VIA THE PLANNING PORTAL REF: PP-13207544

Dear Sir / Madam,

SECTION 220 OF THE TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
APPLICATION FOR DISPLAY OF ADVERTISEMENTS
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 advertisement consent for the display of advertisements on hoarding which will be erected during the construction period of the proposals 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;
- Drawing Ref: 1368.P.00.050 Rev A – 'Location Plan';
- Drawing Ref: 1368.P.00.060 Rev A – 'Site Plan';
- Drawing Ref: 1368.P.02.000 Rev A 'Existing King Street Elevation and Plan';
- Drawing Ref: 1368.P.02.001 Rev A – ' Existing St Ann's Place Elevation and Plan';
- Drawing Ref: 1368.P.03.000 Rev A – 'Proposed King St Hoarding';
- Drawing Ref: 1368.P.03.001 Rev A – 'Proposed St Ann's Place Hoarding';
- Drawing Ref: 1368.P.04.000 Rev A – 'Proposed King Street Hoarding Visual';
- Drawing Ref: 1368.P.04.001 Rev A – 'Proposed St Ann's Place Hoarding Visual'.

The application has been submitted electronically via the Planning Portal website (Ref: PP-13207544) and the relevant fee (£165.00) paid electronically via the Planning Portal website

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 advertisement consent for the display of advertisements on the hoarding which will be erected during the construction and fitout stage for the proposals pursuant to the 2024 Permission and 2024 LBC.

The hoarding itself is proposed to be timber based, and will go around the front and rear elevations of the unit. The hoarding will be completely self-supported and therefore not attached to the building in any way. The hoarding will be temporary, solely for the duration of the construction phase and completely reversible with no impact on the building itself.

It was confirmed by Emily Booth, of Manchester City Council on 2nd April that advertisement consent would be required in line with Class 8 of the Town and Country Planning (Control of Advertisements) Regulations 1992, which sets out that advertisement consent for branding is required on hoarding in Conservation Areas.

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

To summarise however, hoarding with an associated visual will be erected on the front and rear elevations of the building. The visuals will include the brands logo along with images of watches in the foreground.

Planning Policy and Assessment of Proposed Advertisements

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.

Paragraph 136 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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

The proposal comprises visuals on hoarding which is appropriate having regard to the established role and commercial function of the Site. The hoarding will be erected on a temporary basis whilst the construction and fitout works are undertaken. The proposals are therefore entirely non-contentious in nature.

Conclusion

This application seeks consent for the display of advertisements on the hoarding proposed at 35 King Street in Manchester.

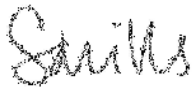
This cover letter has assessed the proposed signage against the guidance contained within the development plan and the NPPF.

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 at these offices.

Yours faithfully



Savills (UK) Limited
Planning

Appendix A



Source: *Google 2023*