

Planning, Design and Access Statement

19 King Street, Manchester

ESTÉE LAUDER COMPANIES

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1.0 Introduction

- 1.1 This Statement has been prepared by Cushman & Wakefield on behalf of Estee Lauder Companies (the applicant) in support of an application for Listed Building Consent for minor internal works and the display of advertisements at 19 King Street, Manchester.
- 1.2 This statement details the proposed works and assesses them against relevant national and local planning policy.
- 1.3 A separate application for this site for consent to display advertisements has been submitted to Manchester City Council under Planning Portal reference PP-12760726.

Report Structure

- 1.4 The following chapters seek to demonstrate the compliance of the proposed development against the adopted planning policy. This statement is structured as follows:
 - **Chapter 2, Site Description and Context:** Description of the site location, its immediate surroundings and a review of the site's planning history;
 - **Chapter 3, Proposed Development:** Details of the proposed development;
 - **Chapter 4, Planning Policy Context:** Identification of the relevant local and national planning policies;
 - **Chapter 5, Design and Access:** Description of the design and access considerations had in finalising the proposals;
 - **Chapter 6, Planning Assessment:** Demonstrates the proposal's compliance with the relevant planning policies; and
 - **Chapter 7, Conclusion:** Summarises the contents of this statement and confirms the acceptability of the proposed development.

2.0 Site Description and Context

Site Description

- 2.1 The application site comprises a 4-storey terraced building located on King Street in Manchester City Centre.
- 2.2 The site location is shown in Figure 1.
- 2.3 The property is currently in use as a retail shop on the ground floor and first floor. Access to the retail unit is taken at the ground floor on King Street. The rear entrance on Mayo Street is currently used as an emergency escape route.

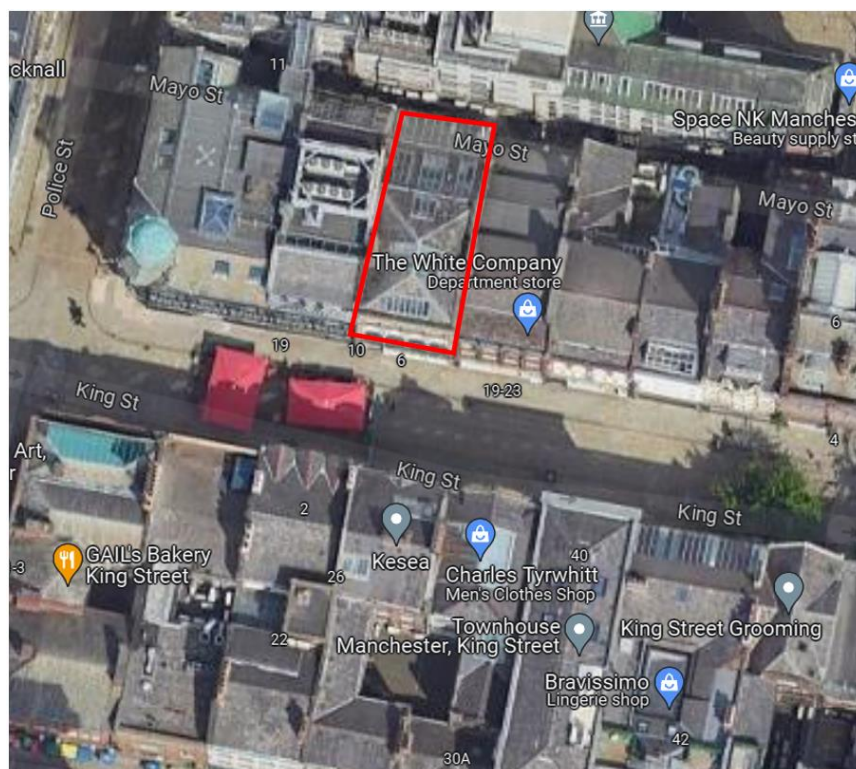


Figure 1: Site location (site outlined in red)

- 2.4 The site is located in Flood Zone 1 where land and buildings are at the lowest risk of flooding.
- 2.5 The site is located within the St Ann's Square Conservation Area.
- 2.6 The building is Grade II listed (Listing ID 1197935) and the neighbouring properties to the west, 15 and 17, King Street are also Grade II Listed Buildings.

Site Context

- 2.7 The site is located within the City Centre Primary Shopping Area with a range of local and regional amenities. The surrounding area includes a wide range of uses, including residential, retail, offices, bars and restaurants.
- 2.8 Public transport opportunities are excellent, with the St Peter's Square Metrolink station located 400m to the south-east and Exchange Square located 450m to the north-east. Salford Central and Victoria train stations are located 570m and 670m away respectively. Numerous bus stops are located along Deansgate and John Dalton Street close to the building.

Planning History

- 2.9 A review of the planning history for the site has identified a number of planning applications pertaining to the site, with the majority of applications comprising advertisement consents. A detailed schedule is contained within Appendix 1.

3.0 Proposed Development

Proposed Development

- 3.1 The proposed development comprises the installation of two advertisement to the shop front at the ground floor level as well as minor internal alterations to the building.

Advertisements

- 3.2 The first of the two advertisements proposed is a fascia sign comprising laser cut letters that will be 3mm thick and finished in a powder coated matt black. The letters will be mounted centrally on the frontage of the building.
- 3.3 The second advertisement is a projecting shop front blade sign which will incorporate a black square steel sheet with the Jo Malone London logo cut out centrally within the sign to expose brass behind.
- 3.4 Both adverts are to be installed in the same location as the existing advertisements that were approved under applications ref: 131215/AO/2021 and 131216/LO/2021.

Internal Alterations

- 3.5 The proposed internal alterations comprise the following:

Ground Floor:

- The removal of 2no. existing walls under the existing stair case.
- The removal of 3no. existing walls to the changing room.
- The replacement of the existing door between the sales area and back of house area with a new access door.

First Floor:

- The erection of 4no. stud walls to create a new kitchen and water closet area.
- The installation of a new raft ceiling for HVAC ventilation grille.
- The existing crown moulding to be made good and redecorated.

- 3.6 Level access will remain via King Street.

- 3.7 There will be no alterations to the upper floors.

External Alterations

- 3.8 The proposed external alterations comprise the following:

- Replacement of 4no. existing condensing units on rear elevation;
- Replacement of 2 windows on rear elevation with ventilation weather louvre; and
- Installation of new pipework.

4.0 Planning Policy Context

Overview

- 4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires Local Planning Authorities to determine planning applications in accordance with the Development Plan unless material considerations indicate otherwise.
- 4.2 The adopted development plan for Manchester comprises the Core Strategy (adopted 2012) and the saved policies of the Unitary Development Plan (adopted in 1995).
- 4.3 Relevant material considerations include the National Planning Policy Framework (2023), the Planning Practice Guidance, emerging Greater Manchester Places for Everyone and relevant Supplementary Planning Documents (SPDs).
- 4.4 The below sets out an overview of relevant policies and considerations. The detailed policy wording is contained at Appendix 2.

Local Planning Policy

Manchester Core Strategy

- 4.5 The Core Strategy was adopted in 2012 and covers the period to 2027. The Core Strategy is the key document within Manchester's Development Plan.
- 4.6 The site is allocated within the adopted Proposals Map as within the City Centre boundary, a Primary Shopping Area and the St Ann's Square Conservation Area.
- 4.7 Relevant policies include:
 - **Policy CC2 (Retail)** states that proposals must respect the existing built heritage and public realm.
 - **Policy CC9 (Design and Heritage)** states that development will be supported which promotes high standards of accessibility to buildings and across spaces in the City Centre.
 - **Policy CC10 (A Place for Everyone)** states that the city centre will develop as a location which appeals to a wide range of residents and visitors. Development which promotes this objective will be supported.
 - **Policy EN1 (Design Principles and Strategic Character Areas)** states that development will be expected to consider the City's heritage and continue the rich pattern of activity in the core area.
 - **Policy EN3 (Heritage)** states that proposals which enable the re-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset; and
 - **Policy DM1 (Development Management)** states that development should have regard to the impact on the surrounding area in terms of design and appearance, specifically accessibility and ensuring buildings are fully accessible to disabled people.

Unitary Development Plan (UDP)

- 4.8 The Unitary Development Plan was adopted in 1995. Whilst the Core Strategy replaced a large number of the policies, a number of policies were 'saved' and remain relevant considerations. Relevant policies include:

- DC14 (Shop Fronts and Related Signs);
- DC15 (Advertisements, Hoarding and Posters);
- DC18 (Conservation Areas); and
- DC19 (Listed Buildings).

Material Planning Considerations

National Planning Policy Framework

- 4.9 The National Planning Policy Framework (NPPF) was first published in March 2012, with a revised version adopted in December 2023. The NPPF is a material consideration in the determination of all planning applications.
- 4.10 Relevant sections include:
- Achieving sustainable development;
 - Building a strong, competitive economy;
 - Ensuring the vitality of town centres; and
 - Conserving and enhancing the historic environment.

Planning Practice Guidance

- 4.11 The Planning Practice Guidance (PPG) was first published in 2014 and is subject to periodic updates. PPG sets out supplementary advice to the policies and guidance contained within the NPPF. Key sections include:
- Before submitting an application; and
 - Design.

Greater Manchester Places for Everyone

- 4.12 The Places for Everyone plan prepared jointly by 9 of the 10 Greater Manchester Local Authorities, including Manchester City Council was adopted on the 21st March 2024.
- 4.13 The plan contains no site allocations pertaining to or near the site.

Guide to Development in Manchester Supplementary Planning Document (2007)

- 4.14 The Guide to Development in Manchester SPD was adopted in 2007 and provides guidance on the development principles contained within the Local Development Plan. The second part of the document, which does not have SPD status, provides guidance on the character of different areas within the City, setting the context for new development and highlighting specific issues and priorities.
- 4.15 Key development principles include:
- Design should respect and be informed by location;
 - Developments are required to be fully inclusive and accessible; and
 - New developments within Conservation Areas should acknowledge the character of the area and preserve or enhance the special nature of these areas.

St Ann's Square Conservation Area Appraisal

- 4.16 The St Ann's Square Conservation Area Appraisal is a material consideration in the determination of the proposed development.
- 4.17 The guidance sets out the various elements that contribute to the character and appearance of the Conservation Area against which any development proposals should be assessed. Further details are provided within the Heritage Statement submitted with this application.

5.0 Design and Access

Use

- 5.1 The proposed development seeks consent for two new advertisements and minor internal works to the building. There will be no change in the use of the property.

Amount

- 5.2 The development comprises two new advertisements and minor internal works to the building.
- 5.3 There will be no increase in floor space.

Layout

- 5.4 The proposed amendments will result in minor changes to the internal layout of the building.
- 5.5 The proposed development will not alter the external layout of the building and will not result in any increase to the gross area of the building.

Scale and appearance

- 5.6 The proposal involves the installation of two new advertisements at the ground floor level only facing King Street. The adverts proposed reflect similar signage along King Street and are not dissimilar to the signage currently installed on the building.
- 5.7 It is considered that the proposed changes are sensitively designed and respect the setting, character and appearance of this Grade II Listed Building and the Conservation Area.

Access

- 5.8 Level access is currently achieved, and will remain, via the entrance on King Street.
- 5.9 The existing access via the rear of the building on Mayo Street will remain unaltered.

6.0 Planning Assessment

- 6.1 This section discusses the key planning issues associated with the proposed development and provides a justification and explanation of the benefits having regard to the planning policy as outlined in the previous chapter.

Principle of Development

- 6.2 The proposed alterations would result in very minor changes to the external appearance of the building.
- 6.3 The proposed advertisement signs and internal alterations are required as part of Jo Malones occupation of the building. The signage will help create a presence for Jo Malone along King Street and will facilitate in wayfinding purposes.
- 6.4 The proposal will be sympathetic to the building and would not impact the character and appearance of the listed building or the setting of the Conservation Area.
- 6.5 It is considered that the principle of the proposed development and the resulting appearance of the building is acceptable and in accordance with Policies CC9, EN1 and DM1 of the Core Strategy.

Design and Heritage

- 6.6 A Heritage Statement has been prepared by Williams Conservation Surveying and is submitted with this application.
- 6.7 The statement notes that the proposed works would have a neutral impact upon the listed building and the wider St Ann's Square Conservation Area as it would not involve the removal or alteration of any original features. The proposed signage also conforms with the design character of the area and will be in keeping with nearby shop frontages along King Street.
- 6.8 The proposals will provide a range of heritage and public benefits including the retention and conservation of the remaining internal, original features of the building and more widely, the proposed refurbishment works will contribute to the ongoing use and vitality of the St Anns Square Conservation Area as a shopping area.
- 6.9 As such the features of the Listed Building and the setting of the St Ann's Square Conservation Area will not be affected by the proposed alterations.
- 6.10 It is considered that the proposed works are thus in accordance with Policies CC9 and EN3 of the Core Strategy, Policies DC14, DC18 and DC19 of the UDP and the Guide to Development in Manchester SPD.

7.0 Conclusion

- 7.1 This Planning, Design and Access Statement has been prepared in support of the proposed alterations to 19 King Street and the application for Listed Building Consent.
- 7.2 This statement has detailed the proposed development, discussed the historic context and significance and assessed the development against the national and local planning policy framework. This statement also includes a Design and Access Statement in accordance with national validation requirements.
- 7.3 The proposed development is robustly justified, and the design is considered to be sensitive to the setting of the Listed Building and the Conservation Area.
- 7.4 It is not considered that the proposed development will result in any significant harm to the Conservation Area, and it is thus compliant with policies set out within the Core Strategy, UDP, NPPF and other material considerations.
- 7.5 It is therefore considered that there are no policy grounds or material considerations which should prevent planning permission from being granted for the proposed development, and this planning application should therefore be approved without delay in accordance with the NPPF.

Appendix 1 – Detailed Planning History

Application reference	Description of development	Status	Decision date
131216/LO/2021	LISTED BUILDING CONSENT Black acrylic logos to be bonded to existing fascia and projecting signs	Approved	06.10.2021
131215/AO/2021	Black acrylic logos to be bonded to existing fascia and projecting signs	Approved	06.10.2021
123933/LO/2019	LISTED BUILDING CONSENT to replace fascia signage, refurbish projecting signage and paint shop front facade in new colour.	Approved	10.12.2019
096150/LO/2011/C1	LISTED BUILDING CONSENT for internal and external alterations including fenestration amendments to King Street elevation, remodelling of internal shopfit and installation of signage	Approved	23.01.2012
096123/FO/2011/C1	Alterations to King Street elevation to include shopfront amendments, minor fenestration alterations	Approved	23.01.2012
096124/AO/2011/C1	Installation of Signage	Approved	23.01.2012
067177/LO/CITY1/03	LISTED BUILDING CONSENT Elevational alterations to King Street, fascia sign and projecting sign, and internal works for new retail fit out	Approved	13.03.2003
067176/AO/CITY1/03	1 no. externally illuminated individual letter fascia sign and 1 no. non-illuminated projecting sign	Approved	13.03.2003
067175/FO/CITY1/03	Elevational alterations including encasing of glazing columns and provision of disabled ramp at entrance	Approved	13.03.2003
058396/LO/CITY1/00	LISTED BUILDING CONSENT Internal and external works in connection with proposed change of use to retail	Approved	28.03.2000
026329	Change of use from storage to hairdressing salon 2nd floor, staff rest area 3rd floor and meeting room on the 4th floor	Approved	04.04.1986
021572	Illuminated double sided projecting box sign	Approved	19.04.1986

Appendix 2 – Detailed Planning Policy

Core Strategy

Policy CC2 (Design and Heritage) states that proposals must respect the existing built heritage and public realm.

Policy CC9 (Design and Heritage) states that the design of new buildings will need to be of the highest standard in terms of appearance and function. Particular attention should be given to the City Centre context and character. Development in the City Centre should preserve or enhance identified heritage assets, including Listed Buildings and Conservation Areas.

Policy CC10 (A Place for Everyone) states that development which promotes high standards of accessibility to buildings and across spaces will be supported. The City Centre will be a location which appeals to a wide range of visitors.

Policy EN1 (Design Principles and Strategic Character Areas) states that developers will be expected to consider the City's heritage and continue the rich pattern of activity in the core area. Developments should contribute positively to the experience at street level.

Policy EN3 (Heritage) states that development will be encouraged that complements and takes advantage of the distinct historic and heritage features of the City's districts and neighbourhoods. New developments must be designed to preserve and where possible enhance the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance.

Policy DM1 (Development Management) states that all development should have regard to the specific issues including effects on amenity; accessibility; community safety and crime prevention; refuse storage and collection; vehicular access and car parking; impact on the surrounding area in terms of design, scale and appearance; and flood risk.

Unitary Development Plan

Policy DC14.1 states that in determining applications for shopfronts, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate and of the area within which the premises are located.

Policy DC14.5 The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies:

- A. In the interests of amenity,
 - a. signs should not normally be positioned other than at fascia level;
 - b. signs should respect the architectural form of buildings and shop frontages;
 - c. where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows;
 - d. projecting box signs, or any other type of sign which projects significantly beyond the shopfront, should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted;

e. the Council will normally permit only one projecting box sign for each shop unit. On Listed Buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs;

f. fixed canopies mounted above fascia level, or which obscure the fascia or shopfront will not normally be permitted, unless within a structural opening;

g. long canopies which ignore the architectural form of frontages will not normally be permitted.

B. In the interests of public safety,

h. any sign which is detrimental to the safety of pedestrians or motorists will be refused;

i. all canopies, blinds and awnings should provide a minimum clearance of 2.3 metres above the footpath.

Policy 15.2 In assessing the interests of amenity and safety the Council will take account of the following criteria:

a. developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;

b. they should be in scale with the locality and relate properly to the site on which they stand;

c. they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;

d. a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted

Policy DC18.1 states that the Council will seek to preserve and enhance the character of Conservation Areas by carefully considering the following:

- The relationship of new structures to neighbouring buildings and spaces; and
- Any further guidance on specific areas which has been approved by the Council.

Policy DC19.1 states that the Council will have regard to the general setting of Listed Buildings in determining applications which have an impact on Listed Buildings. The Council will seek to preserve and enhance the settings of Listed Buildings through ensuring appropriate design for new development in their vicinity.