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Planning
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25 April 2024

Dear Sir/Madam,

Application for consent to display advertisements at 19 King Street, Manchester M2 6AW

Please find enclosed an application seeking consent to display advertisements at 19 King Street, Manchester, M2 6AW.

This application has been submitted by Cushman & Wakefield on behalf of Estée Lauder via the Planning Portal (ref. PP- 12760726).

A separate application has also been submitted to the Council via Planning Portal ref. PP-12783472 for Listed Building Consent.

Application Content

Together with this detailed covering letter, this application is supported by the following documents:

- Completed application form and certificate;
- Drawings:
 - ID1068595705_01, Site Location Plan
 - Existing Shop Frontage, Drawing Ref. ID1068595705_05
 - Proposed Shop Front Elevation, Drawing Ref. ID1068595705_30
 - Proposed Blade Sign, Drawing Ref. ID1068595705_31
- Heritage statement.

The Site

The application site comprises a 4-story building which is currently occupied by Pretty Green clothing brand. The building comprises retail uses at the ground floor and first floor level.

The site is located within Manchester City Centre. The subject building is a Grade II listed building, (Listing ID 1197935), and is also located within the St. Anns Square Conservation area. The neighbouring properties to the west, 15 and 17, King Street are also Grade II Listed Buildings.

Proposed Development

This application seeks consent to display two non-illuminated advertisements; a non-projecting fascia sign and a shop front projecting blade sign.

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.

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.

Both advertisements will be erected to the ground floor of the existing shop frontage.

Details of the advertisements are listed in the table below:

Type	Width (m)	Height (m)	Height above ground (m)	Max letter height (cm)	Projection (m)	Materials	Text colour and background	Illuminated?
Non-projecting fascia sign	1.1	2.3	3.8	98	N/A	Metal pin mounted non illuminated letters	Powder Coated matt black RAL 9005	No
Projecting blade sign	0.65	0.65	3.3	0.1	0.75	Steel sheet with brass detailing	Black steel sheet with fret cut Jo Malone logo, exposing brass behind	No

Planning Assessment

The proposed advertisement consent is sought by Jo Malone as part of their occupation of the building and are required for wayfinding purposes. The advertisements will also create a presence for Jo Malone along King Street.

The adverts are not considered excessive with regards to appearance or scale and the proposal will not have a significant visual impact to the street scene or the character and appearance of the listed building and conservation area.

The proposed adverts reflect similar signage along King Street and will be installed in the same location as the existing 'Pretty Green' signage which was approved under applications ref: 131215/AO/2021 and 131216/LO/2021.

It is therefore 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. The proposal is thus compliant with Policies DC18.1 and DC19.1 of the Unitary Development Plan and Policy CC9 of the Core



Strategy.

Conclusion

I look forward to receiving confirmation of this application's validation, however if there are any queries or you require any further information to assist in your assessment of the application, please do not hesitate to contact me.

Yours sincerely

A handwritten signature in black ink that reads "Ruth Owen".

Ruth Owen MRTPI
Planning Consultant
Cushman & Wakefield - Planning