

Planning

Growth & Development

Delegated officer report for planning application

Application no. 137370/LO/2023

Date registered valid: 11 December 2023

Proposal: Listed building consent for the installation of internally-illuminated individual lettering and vinyls to shopfront glazing.

Address: Zizzi, The Corn Exchange, Exchange Square, Manchester, M4 3TR

Ward(s): Deansgate Ward

Applicant: Zizzi

Agent (if any): Phillip Coggan Pearce Signs Ltd

Case officer: Max Gibson
Tel: 0161 219 6359
Email: maximillian.gibson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 30/01/2023

Application details

Type of application: Listed Building Consent

Development type: Listed building alteration

Date of site visit: 23 December 2023

Standard consultations:

Printed: 13 December 2023 Expired: 6 January 2024

Neighbour notifications

Printed: 13 December 2023 Expired: 6 January 2024

Site notice

Posted: 23 December 2023 Expired: 16 January 2024

Press advert

Published: 19 December 2023 Expired: 2 January 2024

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

This application relates to a Grade II Listed building named the Corn Exchange and located at 37 Hanging Ditch in the retail core of Manchester City Centre and within the Cathedral Conservation Area. The building is opposite the Grade I listed Manchester Cathedral and the Grade II Listed Shambles Public house and Sinclair's Oyster Bar.

The existing building was constructed for 12 years beginning in 1890 and completing in 1903. It was largely designed by Edward Potts and was built as a corn and produce exchange. The building suffered severe bomb damage in 1940 during World War II after which time the interior of the building was largely reconstructed. The building suffered further bomb damage in 1996 during the IRA's bombing of the City Centre following which the building was stripped back to its original structure and extensively restored.

Internally, the main entrance and the vertical circulation cores have remained largely intact and contain the most significant remaining features and few original features and some original internal structure remains on the upper levels and within the basement. Externally, the building retains a number of original features and detailing within the elevations.

Listed building: Grade II

Conservation area: Cathedral Conservation Area 1972

Tree Preservation Order:

Description of area

The area relates to Exchange Square, in the north of Manchester's City Centre. The character of the area comprises many different uses, including retail, dining, drinking, cultural, ecclesiastical and office. It is covered by the Cathedral Conservation Area.

Description of development

The development relates to the installation of a new fascia sign behind the glass fascia panel at the unit housing a branch of chain restaurant Zizzi. The sign would comprise individual letters mounted to a rack, which would be illuminated by way of lightbulbs set into the letters.

Consultations & Notification Responses

Publicity - a notice was displayed on site informing passers-by of the development. An advert was placed in the local press advertising the works as those affecting a listed building and conservation area. Letters were sent to surrounding occupiers notifying them of the development. No representations have been received as a result of this publicity.

Issues

Principle

The principle of signage in this location is accepted as there is currently a fascia sign in situ at the same location. Furthermore, it is accepted the unit needs some form of signage to advertise the business and aid wayfinding.

Impact on the listed building

As noted above, the principle of signage at this location behind the glass fascia panel is established and the design of the main 'Zizzi' lettering is largely the same. However, the proposed signage does not have a subtext as existing, which simplifies the design and reduces advertisement clutter to the benefit of the building's appearance.

The use of individual letters is accepted pursuant to saved policy 14.5(e) of the Unitary Development Plan for Manchester (1995), which states the individual letters are preferred to box signs on listed buildings and in conservation areas.

The lettering would sit low and close to the frame of the shopfront, to maintain a similar line to the signage at the other units. The lettering would be mounted to a rack that would be fixed into the modern doorframe, thereby avoiding any harm to any historic fabric.

Impact on the conservation area

The signage, by virtue of its siting, would affect the setting of the Cathedral Conservation Area. The placement of the signage behind the glass would soften the visual impact of the sign. However, it would be illuminated potentially making it more obtrusive than a non-illuminated sign. In order to mitigate against this, a condition is attached to this approval to limit the illuminance level to 300cd/m².

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

Human Rights Act 1998 considerations

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation: Approve

Article 35 Declaration

In assessing the merits of an application officers will seek to work with the applicant in a positive and proactive manner to seeking solutions to problems arising in relation to dealing with the application. In this instance, this has included advice about information and amendments required to allow the approval of the application.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

-Drawing - Proposed 013774 REV R08 EXTERNAL/INTERNAL SIGN received by the City Council, as Local Planning Authority, on 16/01/2024

-Heritage Statement received by the City Council, as Local Planning Authority, on 11/12/2023

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN1, EN3, CC9, SP1 and DM1 of the Core Strategy and saved policies DC19.1 and DC26.

3) Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties. The signage will need to be selected and installed to ensure they do not exceed 300 cd/m².

Reason - To safeguard the amenities of the occupiers of nearby properties pursuant to policies DM1 and SP1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Heritage & Urban Design

Banyan, Unit 4, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 2, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Zizzi, Unit 14, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Byron, Unit 9, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Units 21 And 34, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Second Floor Management Suite 2D, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Fifth Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Mowgli, Unit 16, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 22B, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Third Floor Suite 340, The Corn Exchange, Fennel Street, Manchester, M4 3DU
Fourth Floor And Fifth Floor Suites 4A And 4B And 5B, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Caffe Nero, Corporation Street, Manchester, M4 3AG
1 Exchange Square, Manchester, M3 1BD
Salvis, Unit 1, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 6, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Kiosk 7, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
The Corn Exchange, Fennel Street, Manchester, M4 3DU
Second Floor Suite 204 And 206, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 15, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 32, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
First Floor, Pleer House, 1 Fennel Street, Manchester, M4 3DU
Security Control Room Second Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 17, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Sinclairs Oyster Bar, 2 Cathedral Gates, Manchester, M3 1SW
Unit 3, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 8, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 35, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 22, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 24, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Fourth Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Post Office, Corporation Street, Manchester, M4 3AG
Roomzzz, The Corn Exchange, 35 Hanging Ditch, Manchester, M4 3TR
Second Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 11, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
STARBUCKS, 75 Hanging Ditch, Manchester, M4 3DU
Unit 22A, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Third Floor Suite 339B, The Corn Exchange, Fennel Street, Manchester, M4 3DU
Third Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Pleer House, 1 Fennel Street, Manchester, M4 3DU
Next, 100 Corporation Street, Manchester, M4 3AJ
Kiosk 1, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Sky Bar, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 12, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 18, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
3 Fennel Street, Manchester, M4 3DU

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Conservation Area - Cathedral Conservation Area 1972

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (More) -

Area Team Boundary - Name: CENTRAL