

Planning

Growth & Development

Delegated officer report for planning application

Application no. 136984/LO/2023

Date registered valid: 30 May 2023

Proposal: Removal of existing signage and the installation of new individual letter signage, individual bronze lettering, painting of woodwork and alterations to projecting sign.

Address: 18 Cross Street, Manchester, M2 7AE

Ward(s): Deansgate Ward

Applicant: Mr Ibanez

Agent (if any): Ms Kathryn Williams Kew Planning

Case officer: Emily Booth
Tel: 0161 234 4193
Email: emily.booth@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 10 October 2023

Application details

Type of application: Listed Building Consent

Development type: Listed building alteration

Date of site visit: 23 June 2023

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 6 June 2023 Expired: 27 June 2023

Site notice

Posted: 23 June 2023 Expired: 14 July 2023

Press advert

Published: 13 June 2023 Expired: 27 June 2023

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Grade II

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order: Not applicable

Description of area

The application relates to a property located at 18 Cross Street within the Grade II Listed Royal Exchange, which is a mixed use building that houses offices, a theatre, shops, bars, restaurants, banks, takeaways and cafes.

The Royal Exchange is bounded by Cross Street, Market Street, Exchange Street/St Ann's Square and Old Bank Street. St Ann's Square is a hard landscaped public square in Manchester City Centre that accommodates a Grade II Listed statue named Cobden's Statue and the Grade II Boer War Memorial and other non-listed sculptures and is frequently used for events including the Christmas Markets. Market Street and St Ann's Square are major shopping areas.

The current building is the third version of the Royal Exchange built between 1867 and 1874 and extended between 1914 and 1931. The building was further modified following the damage caused by the IRA bomb in 1996. It is four storeys, plus two attic storeys in height. The roof is slate and has three glass domes, a baroque turret is in the Northwest corner and domes are located in the other corners. There is also a balustraded parapet and mansard roof. The elevations are highly detailed and include channelled rusticated piers, Corinthian columns, arched windows, entablature, modillioned cornice and grand entrances.

The original Royal Exchange was a trade exchange for Lancashire's cotton industry. Trading ceased in 1968 and the building began use as a theatre in 1973.

Other listed buildings surrounding St Ann's Square include the Grade I listed St Ann's Church, the Grade II* Listed 25 St Ann's Street and Grade II listed buildings at 16, 18 and 22 and 17 to 21 St Ann's Square. The site is also within St Ann's Square Conservation Area.

Surrounding uses include the Arndale Centre, St Ann's church, shops, hotels, residential accommodation, banks, offices, bars, restaurants, takeaways and cafés.

The unit subject of this application is located at 18 Cross Street. It has a timber framed shop front of traditional design that has not been replaced with the standard new shopfront that is within the signage strategy for the building. The premises is currently trading as a cafe (Class E).

Description of development

Listed Building Consent is sought for the display of the following signage:

- The installation of 1no. bronze coloured individual letter sign on the stonework above the shopfront.
- The replacement of the logo within the existing projecting sign.
- The removal of the non-original 'box type sign' from the timber fascia.
- The installation of an individual letter sign within underline to the 'N' and rectangular shaped outline on the repaired fascia.
- The painting of the woodwork in Moss Green.

Advertisement Consent is also sought for the display of this signage referenced (137013/AO/2023).

Consultations & Notification Responses

Publicity - The application was advertised in the local press as affecting a listed building and affecting a conservation area and a site notice was displayed on site and letters were sent to surrounding occupiers. No responses were received.

Issues

Issues and Policy

The Adopted Core Strategy for the City of Manchester

Policy EN1 (Design Principles and Strategic Character Areas) advises that developer's will be expected to consider the City's heritage, including its listed buildings, conservation areas, archaeological remains and historic street pattern.

Policy EN3 (Heritage) advises that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.

Policy CC9 (Design and Heritage) advises that development in Manchester should preserve or enhance the heritage assets affected.

Policy SP1 (Spatial Principles) advises that development in all parts of the City should protect and enhance the built environment.

Policy DM1 (Development Management) advises that all development should be appropriately sited, scaled, formed, massed and detailed with appropriate layout and materials and should have regard to the character of the surrounding area and effects on built heritage.

The Unitary Development Plan for the City of Manchester

Saved Policy DC14 (Shopfronts and Related Signs) confirms acceptable shop front works.

Saved Policy DC18.1 (Conservation Areas) states that the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including the effect of signs and advertisements.

Saved Policy DC19.1 (Listed Buildings) advises that in determining applications for listed building consent the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting. The City Council will:

- Not permit any external or internal alteration or addition to a listed building where in its opinion, there would be an adverse effect on its architectural or historic character.

Places for Everyone

The Places for Everyone Plan is a Joint Development Plan Document, which provides a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester. Once the Places for Everyone Plan is adopted it will form part of Manchester's development plan.

To date, five consultations have taken place in relation on the Plan. The Examination of Plan, following its submission in February 2022, began in November 2022. Following the completion of the Examination of the Plan, main modifications have now been proposed which will now become the subject of further public consultation.

The City Council's Executive agreed the Main Modification on 4 October 2023 and endorsed an 8-week period of public consultation on the Main Modifications commencing no earlier than 9 October 2023.

Any representations will be forwarded to the Examination team managing the Plan. The Inspectors will consider all representations on the proposed Modifications before finalising the examination report.

Given the stage the Plan has reached, and level of public consultation and scrutiny it has received, the Plan and its policies is now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given significant weight in the planning balance.

National Policy

Sections 16, 66 and 74 of the Listed Buildings and Conservation Areas Act 1990 requires that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas. Development decisions should, therefore, accord with the requirements of the NPPF and to section 16 (Conserving and Enhancing the Historic Environment).

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development". In order to meet this key planning objective, in this

instance, the development should sustain and contribute to the stimulation of a thriving historic environment.

Paragraph 197 states that in determining planning applications, local planning authorities should take account of:

- The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation.
- The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- The desirability of new development making a positive contribution to local character and distinctiveness.

Paragraph 194 advises that local planning authorities should require an applicant to submit sufficient information to describe the significance of any heritage assets affected, including any contribution made by their setting.

Paragraph 200 advises that any harm to or loss of a designated heritage asset should require clear and convincing justification. Substantial harm or loss should be exceptional and substantial harm to or loss of designated heritage assets of the highest significance, including grade I and II* listed buildings should be wholly exceptional.

Paragraph 201 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

Section 12 (Achieving Well Designed Places) advises that the government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

Visual Amenity -

Under these criteria the effect of the proposal on the affected heritage assets has been considered:

The existing timber fascia would be exposed, repaired and redecorated before attaching the individual letter signage.

The proposed signage would be in accordance with the shop front and signage strategy for the building and would have an appropriate and high-quality appearance consisting of individual letters and shapes. The sign on the fascia would be attached directly to the timber fascia.

The damage to the stonework has been minimised by adapting the logo to reduce the number of fixings.

The timber elements of the shopfront would be painted in dark green RAL 6005 Moss Green semi-gloss paint.

Brass fixings would be used for the fixing into stonework.

In view of the above, it is considered that the proposals would have a beneficial impact on the character and appearance of the building and the surrounding conservation area by removing the incongruous box type signage and louvres and repairing the fabric affected and are therefore in accordance with the above-described policies and are consistent with paragraphs 196 and 197 of the NPPF and address sections 66 and 72 of the Planning Act in relation to preservation and enhancement.

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 significant negotiation and ongoing advice about the information required to be submitted to support the application and to address issues. This has led to the proposal of an acceptable amendment to the building.

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:

The location plan received by the City Council as local planning authority on 27 September 2023

The drawing by Astra Group showing the bronze lettering detail received by the City Council as local planning authority on 27 September 2023.

The drawing by Astra Group showing the elevation of the unit including signage received by the City Council as local planning authority on 3 October 2023.

The drawing entitled 'Section Elevations' received by the City Council as local planning authority on 10 October 2023.

The drawing by Astra Group showing the individual letter detail and repairs (1:100) received by the City Council as local planning authority on 3 October 2023.

The Heritage Asset Statement prepared by Kew Planning dated September 2023 received by the City Council as local planning authority on 27 September 2023.

The Method Statement prepared by Kew Planning dated 27 September 2023 received by the City Council as local planning authority on 27 September 2023.

Planning Statement Addendum prepared by Kew Planning received by the City Council as local planning authority on 27 September 2023.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies EN3, CC9, SP1 and DM1 of the Manchester Core Strategy, saved policies DC14, DC18.1 and DC19.1 of the Unitary Development Plan.

3) The repairs to the timber fascia shall be completed fully and only in accordance with the Method Statement prepared by Kew Planning dated 27 September 2023 received by the City Council as local planning authority on 27 September 2023 and shall be completed within two months of the date of this decision and prior to the installation and display of the signage hereby approved on this timber fascia.

Reason - In the interests of visual amenity, and because the proposed works affect a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest so careful attention to building work is required to protect the character and appearance of this building in accordance with policies SP1, CC9, EN1, EN 3 and DM1 of the Adopted Core Strategy for the City of Manchester, the Design and Principle of the Guide to Development in Manchester SPD and saved policies DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester.

4) The glazing at ground level, fronting onto Cross Street; shall be retained as a clear glazed window openings and shopfront at all times and views into the premises shall not be screened or obscured in any way.

Reason - The clear glazed window(s) is an integral and important element in design of the ground level elevations and are important in maintaining a visually interesting street-scene consistent with the use of such areas by members of the public, and so as to be consistent with

saved policy DC14 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy.

5) For the avoidance of doubt, the individual letter sign to be attached to the timber fascia that is hereby approved would be directly attached to the timber fascia and would consist of separate letters and shapes that shall not be attached to each other.

Reason - In the interests of visual amenity, and because the proposed works affect a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest so careful attention to building work is required to protect the character and appearance of this building in accordance with policies SP1, CC9, EN1, EN 3 and DM1 of the Adopted Core Strategy for the City of Manchester, the Design and Principle of the Guide to Development in Manchester SPD and saved policies DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester.

Informatives

1) For the avoidance of doubt the consent hereby granted does not grant or imply grant of Listed Building Consent or planning permission for any changes to the shopfront other than the signage, repainting and repair and exposure of the timber fascia.

Appendix 1 – List of consultees & neighbours notified

330 Royal Exchange, Exchange Street, Manchester, M2 7BR
329 Royal Exchange, Exchange Street, Manchester, M2 7BR
16 Market Street, Manchester, M1 1PT
328 Royal Exchange, Exchange Street, Manchester, M2 7BR
16 - 18 Royal Exchange Arcade, Manchester, M2 7EA
Second Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
Third Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
Fourth Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
1 Royal Exchange Arcade, Manchester, M2 7EA
19 Royal Exchange Arcade, Manchester, M2 7EA
Watches Of Switzerland, 9 - 11 St Ann's Square, Manchester, M2 7EF
Lululemon, 7 St Ann's Square, Manchester, M2 7EF
13 Old Bank Street, Manchester, M2 7PE
MOSS BROS., 1 - 5 St Ann's Square, Manchester, M2 7EF
5 Old Bank Street, Manchester, M2 7PE
2 Cross Street, Manchester, M2 7AE
231 Royal Exchange, Exchange Street, Manchester, M2 7DD
Fifth Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
THE PRUDENTIAL ASSURANCE COMPANY, 227 Royal Exchange, Exchange Street,
Manchester, M2 7DD
PRUDENTIAL ASSURANCE CO LTD, 52 - 55 Royal Exchange, Exchange Street, Manchester,
M2 7DA
225 - 226 Royal Exchange, Exchange Street, Manchester, M2 7DA
149 Royal Exchange, Exchange Street, Manchester, M2 7BZ
324 - 325 Royal Exchange, Exchange Street, Manchester, M2 7BR
43 - 45 Royal Exchange, Exchange Street, Manchester, M2 7DA
521 Royal Exchange, Exchange Street, Manchester, M2 7EN
513 Royal Exchange, Exchange Street, Manchester, M2 7EN
517 - 518 Royal Exchange, Exchange Street, Manchester, M2 7EN
444 - 446 Royal Exchange, Exchange Street, Manchester, M2 7EP
228 Royal Exchange, Exchange Street, Manchester, M2 7DD
429 - 430 Royal Exchange, Exchange Street, Manchester, M2 7EP
9 Old Bank Street, Manchester, M2 7PE
3 Cross Street, Manchester, M2 1WE
8 Royal Exchange Arcade, Manchester, M2 7EA
4 Royal Exchange Arcade, Manchester, M2 7EA
12 Royal Exchange Arcade, Manchester, M2 7EA
6 Royal Exchange Arcade, Manchester, M2 7EA
2A Cross Street, Manchester, M2 7AE
3 Exchange Street, Manchester, M2 7EE
16 Cross Street, Manchester, M2 7AE
31 Royal Exchange Arcade, Manchester, M2 7EA
5 Exchange Street, Manchester, M2 7EE
10 Royal Exchange Arcade, Manchester, M2 7EA
6 Market Street, Manchester, M1 1PT
14 Royal Exchange Arcade, Manchester, M2 7EA
427 - 428 Royal Exchange, Exchange Street, Manchester, M2 7BR
12 Market Street, Manchester, M1 1PT
12 - 14 Cross Street, Manchester, M2 7AE
433 - 434 Royal Exchange, Exchange Street, Manchester, M2 7EP

Basement And Ground Floor, 7 - 9 Old Bank Street, Manchester, M2 7PE
7 Royal Exchange Arcade, Manchester, M2 7EA
8 - 10 Cross Street, Manchester, M2 7AE
519 Royal Exchange, Exchange Street, Manchester, M2 7EN
14 Market Street, Manchester, M1 1PT
2 Market Street, Manchester, M1 1PT
10 Market Street, Manchester, M1 1PT
8 Market Street, Manchester, M1 1PT
18 Market Street, Manchester, M1 1PT
11 Royal Exchange Arcade, Manchester, M2 7EA
1 Exchange Street, Manchester, M2 7EE
Royal Exchange Theatre, Exchange Street, Manchester, M2 7HA
Sub Basement, 1 - 5 St Ann's Square, Manchester, M2 7EF
9 Royal Exchange Arcade, Manchester, M2 7EA
5 Royal Exchange Arcade, Manchester, M2 7EA
20 Royal Exchange Arcade, Manchester, M2 7EA
Sub Basement, Royal Exchange, Exchange Street, Manchester, M2 7BR
15 - 17 Old Bank Street, Manchester, M2 7PE
THE PRUDENTIAL ASSURANCE COMPANY, 431 - 432 Royal Exchange, Exchange Street,
Manchester, M2 7EP
7 - 9 Old Bank Street, Manchester, M2 7PE
Basement, Royal Exchange, Exchange Street, Manchester, M2 7BR
441A Royal Exchange, Exchange Street, Manchester, M2 7EP
446 Royal Exchange, Exchange Street, Manchester, M2 7EP
441 Royal Exchange, Exchange Street, Manchester, M2 7EP
442 - 443 Royal Exchange, Exchange Street, Manchester, M2 7EP
447 - 449 Royal Exchange, Exchange Street, Manchester, M2 7EP
424 Royal Exchange, Exchange Street, Manchester, M2 7EP
Motel One, Commercial Buildings, 11 - 15 Cross Street, Manchester, M2 1WE
437 Royal Exchange, Exchange Street, Manchester, M2 7EP
435 - 436 Royal Exchange, Exchange Street, Manchester, M2 7EP
327 Royal Exchange, Exchange Street, Manchester, M2 7BR
326 Royal Exchange, Exchange Street, Manchester, M2 7BR
FRENCH CONNECTION, 7 Exchange Street, Manchester, M2 7EE
15 Royal Exchange Arcade, Manchester, M2 7EA
229 Royal Exchange, Exchange Street, Manchester, M2 7DD
47 Royal Exchange, Exchange Street, Manchester, M2 7DA
Sixth Floor, Royal Exchange, Exchange Street, Manchester, M2 7FL
3 Royal Exchange Arcade, Manchester, M2 7EA
4 Market Street, Manchester, M1 1PT
232 Royal Exchange, Exchange Street, Manchester, M2 7DD
THE PRUDENTIAL ASSURANCE, 425 - 426 Royal Exchange, Exchange Street, Manchester,
M2 7EP
438 Royal Exchange, Exchange Street, Manchester, M2 7EP
THE PRUDENTIAL ASSURANCE COMPANY, 520 Royal Exchange, Exchange Street,
Manchester, M2 7EN
48 Royal Exchange, Exchange Street, Manchester, M2 7DA
514 - 516 Royal Exchange, Exchange Street, Manchester, M2 7EN
326 - 327 Royal Exchange, Exchange Street, Manchester, M2 7BR
332 Royal Exchange, Exchange Street, Manchester, M2 7BR
333 Royal Exchange, Exchange Street, Manchester, M2 7BR

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 - St Anns Square Conservation Area 1970

Area Team Boundary - Name: CENTRAL