

Introduction

This planning proposal has been prepared in support of a full planning permission, listed building consent and advertising consent for the addition of a double face aluminium hanging sign to the front elevation of the ground floor level of 28 Dale Street and seeks a change of use from a hairdressers (A1) to a shoe care boutique/retail shop.

28 Dale street is a Grade II listed building and therefore seek consent for the change of use and associated works. Whilst the building is Grade II listed the planning history identifies that significant works have been undertaken to the internal and external elevations.

The site previously operated as a showroom and then a change of use was registered 2nd August 2004 (ref:071214/FO/2004/c2) to a hairdressers. The site is currently vacant.

This proposal will bring a vacant unit back in to active use and in doing so will add an innovative, attractive and sustainable service to the vibrant fabric of the Northern Quarter, in accordance with local and national policy.

Established in Manchester in 2019 my shoe care brand (sneaker pharm) is in the process of expansion, and we have chosen 28 Dale Street to be the home of our flagship store and will be tenanted the premises for a minimum of 10 years.

Our company focuses on sustainability and preserves history through the restoration of sneakers and other goods. We are eco conscious and extremely dedicated to preserving items as original as possible without altering too much of the design as possible. This carries through to the forefront of our decision-making process and how we approach every aspect of our business.

I was instantly drawn to the premises; not only for the historical significance of the area and its historical ties with the textile industry but mainly for the heritage features and the character of the building itself and I am keen to preserve and enhance the building to bring it back to use for everyone to enjoy.

Site and Surroundings

The application site comprises a three-story building located on Dale Street within the Norther Quarter area of Manchester City Centre.

The building is situated in a terraced row stretching from the corner of Newton Street and includes numbers 28,26 and 24 Dale Street. This application relates to the ground floor and basement of number 28 Dale Street only.

The application site is 28 Dale Street M1 1FY. The property has three storeys and a basement, the ground floor and basement area (subject of this application) are currently vacant, however it was most recently used as a hairdressers. The first and second floors comprise existing office spaces which are presently occupied and remain separate from these proposals.

The property is Grade II Listed, listed on 3rd October 1974. However significant external and internal works have been undertaken as approved under application.

The property is situated within the Stevenson Square conservation area.

The site is bound by 26 Dale street to the west and 30 Dale street to the east, to the north by Dale street and to the south by Cavell Street. The area surrounding the property is characterised by a mix of commercial, retail and leisure uses predominantly office and retail uses. Existing premises include the Calcio Bar, Green Lab, Umbro Sportswear and Trek Bicycles.

The nearest residential properties are approx. 170m south east of the site on Newton Street, there are no residential properties directly facing or adjacent to the site. The site is located within the Norther Quarter, situated east of Piccadilly Gardens and highly accessible, with easy access public transport links; Piccadilly train station and Piccadilly tram stops all within walking distance.

Proposed Development

This application seeks full planning permission, listed building consent and advertising consent for the addition of a hanging sign to the front elevation of the ground floor level of 28 Dale Street and seeks a change of use from a hairdressers (A1) to a shoe care boutique and retail shop.

In order to bring the ground and basement floor back into active use, the applicant proposes to make minor internal and external additions.

Internal Proposals

Creation of a freestanding checkout counter, creation of freestanding work top surfaces and freestanding shelving at ground level and free standing shelving in basement. All other utilities are present from previous renovations, we will be servicing those where necessary but will not be adding to those.

External Proposals

Installation of a double sided hanging sign projecting from the front elevation at ground level. This will be designed and located specifically to allow for easier distinction of the building and to enhance the overall look whilst maintaining the character and heritage features of interest. The intention is to elevate and enhance the overall appearance and character of the building making it more accessible and easily identifiable for the public to enjoy.

The proposed change of use will add a one-of-a-kind sustainability focused service within the Northern Quarter, drawing parallels with the past textile heritage of the area. It will be adding to the diverse offerings already present, our occupation of a currently vacant unit will create a new attractive place to shop and meet, improving upon the visual aspect of the building and surrounding areas.

Planning History

The planning history has been confirmed following a Local Authority Search Reports Pack dated 18th May 2023.

On 25th October 1988 planning permission was granted for a) illuminated double sided projecting sign to front elevation b) illuminated name sign to front and side elevations C) Illuminated fascia signs. (ref:032331)

On 25th October 1988 listed building consent was granted for external repair works and external decoration. (ref:032329)

On 29 August 1989 permission was granted for a change of use into an eight bedroom hotel plus lounge, dining and kitchen facilities. (ref:034279).

On 26th February 1990 permission was granted for change of use to showroom and offices (ref:035779), with listed building consent approval for elevational and internal alterations in connection with the change of use.

A subsequent change of use approval was made on 2nd August 2004 (ref:071214/FO/2004/c2) from showroom to hairdressers (A1). These conclude the entries to the planning history of the building.

The previous planning permissions identifies numerous changes of use, various listed building consents for external elevational works and permissions granted for external signage.

We have included photos as part of this application at (appendix 2) which identify the occasions where there had been external signage added to the front elevation and examples of the building throughout different uses.

Planning Policy

Manchester's Core Strategy was adopted 11th July 2012 and is the key Development Plan Document in the Local Development Framework. It replaces significant elements of the existing Unitary Development Plan as the document that sets out the long-term strategic policies for Manchester's future development and will form the framework that planning applications will be accessed against.

Policy C1

Development of town centre uses will be prioritised in the centres identified in this policy, taking into account the different roles of the City Centre, District Centres and Local Centres. In order to maintain the vitality and viability of its centres, provide services as locally as possible and minimise the need to travel by car. The policy splits the centres into different hierarchy's each with a different focus: Manchester city centre, district centres, local centres

Policy C1 sets out the City Centre Hierarchy, which places the site within the City Centre Core. The City Centre has a need for additional economic development. Economic uses here should support the development of a vibrant employment location, which should be attractive to business, employees, and visitors to the city.

Policy CC4 states that the City Centre will be the focus for culture and leisure in the City Region and development which improves facilities for visitors will be supported.

Policy CC7 states that active ground floor uses such as shops will be considered appropriate in locations which have an established public function.

Policy cc9 requires that development will need to be of the highest quality design to preserve or enhance identified heritage assets. In particular policy EN3 states that the Council will encourage development that complements and takes advantage of the distinct historic and heritage features.

The Manchester UDP include site specific policies for 17 sub areas in the city. Area 5 covers the city centre which is sub divided into 31 sub areas and the proposed site is located in Area 20 (Oldham street/ Newton Street/ Lever Street) which is identified under Policy RC20. The policy seeks to maintain activity levels in commercial buildings in Lever Street. However this policy also acknowledges the need to encourage a diverse mix of uses.

Policy DC19.1 relates to applications for listed building consent and sets out that the Council have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting.

Policy DC18.1 sets out that the Council will give particular consideration to development proposals within Conservation Areas, and will seek to preserve and enhance the character of its designated conservation areas by taking into consideration the effect of proposals on existing buildings and desirability of retaining existing buildings and features.

Heritage Statement

Heritage Assets

The property is Grade II listed, first listed on 3rd October 1974. The buildings original use was as a town house with showroom and office space and then change of use to a hairdressers.

Historic England listing refers to the features of the building. Features of interest include the red brick front elevations, slate roof, raised doorway with moulded architraves and triangular pediments approached by three steps. Sashed windows with glazing bars and exposed boxes.

The application site forms the ground floor, front elevation, and the area directly in front highlighted on the attached plan as the pavement surrounding the buildings.

As outlined by the planning history section, the internal layout and external elevations have been altered over the course of time. With the above highlighted features being the few remaining features. Numerous additions to the front elevations have been approved in the past with illuminated projecting signs, illuminated fascia signs and external repair work with decoration.

Majority of the previous planning permissions highlight numerous changes of use, additional signage to front, and internal and external renovations converting from house in multiple residencies, to showroom, to offices, to hairdressers. Under application ref:032331, 032329, 035780, 035779.

Stevenson Square Conservation Area

The conservation area lies on the north-eastern edge of the city centre of Manchester. Designated in February 1987 along with two other conservation areas Shudehill and Smithfield. The conservation area was subsequently extended in December 1987 to include houses on Lever Street and Bradley Street. The original area is bounded by Oldham Street, Great Ancoats Street, Spear Street, Faraday Street, Brewer Street China Lane, Hilton Street, the rear of Back China Lane, Dale Street, Lena Street and Piccadilly.

Information about the Conservation Area is provided on Manchester City Council's website, including a brief history about the area which sets out that the area was sold to William Stevenson in the mid-18th century, who sold the land on to entrepreneurs which resulted in the area becoming largely commercially oriented.

By the latter half of the 19th century most properties in the area were commercial, with a focus on millinery and clothing-related shops, however the area saw a decline in shops when the Arndale Centre opened in 1975.

The majority of buildings of architectural or historic interest in the conservation area are

Victorian or early 20th century and most are related to the cotton industry, often warehouses, showrooms or workshops.

Development control in the conservation area is aimed at encouraging development and activity which enhances the prosperity of the area, whilst paying attention to its special architectural and visual qualities. The property has a Register Charge relating to the Conservation Area dated 15th February 1987 ref:(87/00024/Conara)

Impact on listed building

The proposed additions to the building will result in no significant alterations to the fabric of the listed building. As noted above, the identified features of interest included the red brick, slate roof, raised doorway with moulded architraves, triangular pediments approached by three steps and sashed windows with glazing bars and exposed boxes.

Internal alterations

The use of freestanding cabinets where possible will limit the impact on the interior. Minor repair work has already been carried out by the Landlord and all utilities and maintenance have been concluded. We do not propose to make major changes to the interior just the addition of freestanding furniture.

External alterations

The proposed additions to the external front elevation comprises the installation of a double-sided hanging sign to the right of the front door.

The sign comprises of a mounting rod where the double sided aluminium sign will hang from. The sign has a projection length of 620mm from the front elevation and the sign face has a height of 420. Previous applications for hanging signs and illuminated fascia's have been approved and there are similar illuminated and hanging signs present on similar buildings in the area.

The addition of the sign will make the building more visible and accessible to the public on the street and surrounding areas. The appearance will elevate the building and street to the forefront for the public to see, drawing attention towards the area and increasing the public's enjoyment of the building and area. It will provide benefits to the other businesses, as it will signal that there are places open for the public to visit as opposed to offices and closed empty buildings.

All works will be carried out in a sensitive manner which will not be detrimental to the building and will ensure its active use.

Impact on the Conservation Area

The proposal will have a positive impact on the character of the Stevenson Square Conservation Area by bringing 28 Dale Street back to use. This will preserve and enhance the character and appearance of the area, in accordance with S.72 Of the Planning (Listed Buildings and Conservation Areas) Act, contributing towards revitalising the building and wider area bringing added visitors to the area.

The hanging sign is not illuminated and its projection also remains away from public reach being situated above the gated off basement stairway. All choices have been made with consideration to the surrounding areas appearance and character.

Information on the Councils website provides detailed guidance on the control of development and planning within Manchester's Core Strategy and LDF Policy C1 sets out the City Councils expectations regarding developments and preservation of heritage. Situated within the City Centre and Conservation Area, the proposals should preserve and enhance the range of accessible key services, including retail, health, public services, leisure etc. New developments should deliver improvements to quality and accessibility of the center.

The proposals for change of use entirely accord with all the advice in this section. The proposed additions have been carefully considered following the above guidelines. Being a Listed Building of historic importance, 28 Dale Street represents an asset to the City's heritage and all the proposed additions aim to contribute and compliment to the Northern Quarters distinctive character for now and the future.

The additions will promote the character elements of the building and make the building more attractive and distinctive. They will not have any detrimental effect on the character of the area, but will instead, have a positive impact by bringing a vacant unit back to use and promote a sense of neighbourliness in the streets. The proposed development represents a milestone for our business, and we will take pride in making a positive impact to the area, it will be a place of inspiration and add back to the prosperity of the area, whilst creating a more accessible street in the area.

Appendix 1



1998



2001

2021



2023