

**Submitted via Planning Portal**

Planning and Regeneration  
Manchester City Council

14 March 2023

Our Ref: 6853

Dear Sir / Madam,

**16 King Street, Manchester, M2 6AG**

On behalf of our client Gail's Ltd (Gail's), we are pleased to submit an application seeking advertisement consent for installation of signage at above address in connection with its occupation by Gail's bakery.

**Application Site**

The application site consists of the ground floor unit of the four-storey building located at 16 King Street. The unit is currently vacant, having most recently been occupied by The White Stuff (clothes retailer). The upper floors consist of a mix of commercial use and residential dwellings.

The building is located at the corner of a cross roads with King Street and Police Street, with both roads being pedestrianised. The surrounding sites comprise of three to four storey buildings, with commercial ground floor uses and commercial and residential uses on upper floors.

The building is neither statutorily nor locally listed, although is located within St Anns Square Conservation Area. The site is also located within Manchester City Centre Primary Shopping Area.

**Application Proposals**

Gail's are seeking advertisement consent for the following signage installation:

- 2 no. fascia lettering signs, externally illuminated by LED lighting bars, to be fixed to each shopfront fascia;
- 2 no. hanging signs, externally illuminated by bronze lighting brackets, to be fixed to each shopfront fascia

The proposed advertisements would be of a high-quality finish, be complimentary to the existing building's façade, and result in no alteration to either the shopfront's existing structure or arrangement. They are also entirely reflective of surrounding operator's shopfront arrangements, demonstrating an understanding of the site and how it relates to its existing context. This is completely supportive of the principles stated in Manchester Core Strategy Policy C2, requiring new development to respect and enhance the character of existing centres, and also of Manchester UDP Policy DC14.5, requiring advertisements to consider the interests of amenity and public safety.

**Managing Director**  
Helen Cuthbert

**Directors**  
Stuart Slatter | Claire Temple | Alastair Close  
Dan Templeton | Elliot Jones | Katie Turvey

**Consultant**  
Lorna Byrne

**Associate Directors**  
Heather Vickers | Alan Williams | Sally Arnold | Sam Deegan

**Associates**  
Rob Scadding | Niall Hanrahan | Charlotte Hunter | Charlotte Perry  
Grace Mollart | Charlotte Parry | Jamie Pert

## Heritage

The site is located within St Anns Square Conservation Area; as required by Manchester Core Strategy Policy CC9, *“development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including Conservation Areas”*.

These proposals offer an advertisement arrangement which is entirely in-keeping with its commercial surroundings, and as previously stated, would result in no change to the shopfront's existing structure or arrangement, nor result in the addition of an advertisement style, material or illumination method not already present within the Conservation Area. To this end, these proposals will not result in the introduction of an advertisement feature that would cause harm to the sites setting within the Conservation Area, and therefore would demonstrate complete compliance with Policy CC9. Paragraph 197 of the NPPF, requiring local authorities to take account of the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality, must also be considered in this instance, with the proposed advertisements contributing to the re-occupation of a longstanding vacant commercial unit.

In support of this application, please find enclosed the following:

- Application Forms
- Application Fee of £132.00
- Drawing Pack
  - Location Plan (Ref. 302.100)
  - Existing Elevations (Ref. 302.104)
  - Proposed Elevations (Ref. 302.300)
  - Proposed Signage Details (Ref. 302.400)

We trust that the application meets the council's validation requirements, but should you require anything further please do not hesitate in contacting the undersigned.

Yours sincerely,



James Baker

Planner

**Planning Potential**

London

Enc.