

11th July 2023

Planning and Building Control
Manchester City Council
Town Hall Extension
Albert Square
Manchester
M60 2LA

Sent via Planning Portal only

Dear Sir / Madam,

APPLICATIONS FOR LISTED BUILDING CONSENT AND ADVERTISEMENT CONSENT
1-3 PICCADILLY, MANCHESTER, M1 3AQ.
PLANNING PORTAL REFS: PP-12286227 & PP-12305673

Pegasus Group has been instructed on behalf of Starbucks Coffee Company (UK) Limited (the 'applicant') to submit applications for Listed Building Consent and Advertisement Consent at 1-3 Piccadilly, Market Street, Manchester, M1 3AQ.

Specifically, this application seeks to obtain Listed Building Consent and Advertisement Consent, primarily to allow for the refurbishment and reconfiguration of the Starbucks Coffee Shop (Use Class E), but also the removal and repositioning of fascia lettering.

The following documentation has been submitted alongside this Covering Letter in support of the applications:

- Application Forms, completed and signed;
- Planning & Drawing Pack (prepared by Cube);
- Signage Designer Pack (prepared by #wearetail);
- Built Heritage Statement (prepared by Pegasus Group);
- Design, Access & Planning Assessment (included within this Covering Letter).

Site Context and Development History:

The site comprises a 5-storey building, including the basement, of which Starbucks Coffee House currently occupies the basement, ground and first floors. The site is situated on the corner of Market Street and Tib Street, just off Piccadilly Gardens. The host building comprises a dark coloured modern shopfront with large shopfront windows, stall riser, entrance pilasters, recessed corner double entrance doors, a large fascia comprising 3 x internally illuminated fascia signs, 1 x externally illuminated disk sign on Market Street elevation and 1 x non-illuminated disk sign on Tib Street elevation.

The site has an extensive planning history, including Listed Building Consent in 1982 for a new shopfront and internal fittings (see application ref: F16800/LB) and again in 2000 (see application ref: O58510/FO/CITY1/00), at which time the building was in use as a coffee shop. Consents were also granted for the existing signage under refs. 110962/AO/2016/C2 and 110963/LO/2016/C2 in 2016.

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The host building is Grade II Listed and falls within the Smithfield Conservation Area. The building is also within the setting of the Grade II Listed Rylands Building (formerly Debenhams), and several buildings that contribute positively to the character and appearance of the Conservation Area.

The site falls within the City Centre as well as in a predominantly retail led area, with a variety of similar uses including another Starbucks, a Café Nero and Costa Coffee all located along the 500m stretch of Market Street, all of which comprise modern shopfronts and internally illuminated signage.

Adopted Local Plan:

The Development Plan policy that is relevant to this application is contained in the Core Strategy (2012-2027) and saved policy from the Extant Unitary Development Plan (UDP).

Extant Unitary Development Plan (UDP)

DC14 Shop Fronts and Related Signs states that in determining applications relating to premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

DC19 Listed Buildings states that in determining applications for listed building consent or planning applications for development involving or having an impact on buildings of Special Architectural or Historic Interest, 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. In giving effect to this policy, the 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. The Council will not permit alterations to a listed building which would prevent the future use of any part of the building, in particular upper floors or basements, or where poor maintenance is likely to result.

Core Strategy (2012 – 2027)

SP1 Spatial Principles states that new development in all parts of the city should create well designed places that enhance or create character, whilst making a positive contribution to the health, safety and wellbeing of residents.

Policy DM1 Development Management outlines that all development should have regard for effects on amenity, including privacy and noise.

Policy EN3 Heritage states that new development must be designed so as to support the Council in preserving, or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance. It is expected that developers will carry out an appropriate appraisal of issues relating to heritage assets.

Policy CC2 Retail states that proposals for new development will be assessed against relevant design policies and in particular must respect existing built heritage and public realm. Proposals should be developed in line with Policy CC8 (Change and Renewal) to ensure that development delivers the most attractive usable shopping environment.

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Policy CC8 Change and Renewal confirms that development improving the accessibility and legibility of the centre will be supported, subject to the proposal's impact on key aspects of the City's heritage and character.

Policy CC9 Design and Heritage states that the design of new building will need to be of the highest standards in terms of appearance and function. Development in the city centre should preserve or enhance the heritage assets including listed buildings and conservation areas. Developers should recognise the specific design challenges that must be overcome to ensure complementarity of function and form. Overall, development that fails to respond to the opportunities that the city's historic context affords should not be supported.

Proposal:

The application seeks Listed Building Consent for alterations to the shopfront and signage and internal alterations at 1-3 Piccadilly, Manchester. The proposals are part of making the premises a "take-out" only coffee shop.

Externals Alterations:

- Replacement of 3 x internally illuminated fascia signs with 2 x internally illuminated fascia signs with a reduced width stating "STARBUCKS".
- Repairs to existing projecting disk signs.
- The shopfront will be painted Quartz Grey, replacing the existing black/charcoal colour.

Internal Alterations:

Basement: The proposed works to the basement comprise the removal of modern fittings, primarily wire rack shelving.

Ground Floor: The proposed works to the ground floor comprise the removal of the modern bar/serving counter and associated fixtures. The modern partition walls and doors and WC will also be removed. New stud walls and doors to create stores and separate the customer areas from staff/back of house area will be erected. The bar / counter will be replaced, the floors are to be re-tiled and the walls and ceilings re-painted. A digital display board is to be installed behind the window adjacent to the entrance door.

First Floor: The proposed works at the first floor comprise the removal of all furniture and cleaning of the space.

The existing access arrangements will be retained.

Planning & Design Assessment:

The proposed alterations to the 1-3 Piccadilly will have no material impact on the historic fabric of the building. The special character of the building primarily derives from its iron frame construction internally

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and its external appearance, especially the upper floors, whilst internally, interest beyond just the iron columns and cornices, is only found at the first to the fourth floors, where no alterations are proposed.

The external building alterations include replacing the existing fascia signage, refurbishment of disk logos signs and repainting the shopfront. The principle of internally illuminated fascia signage has already been approved at the site and the proposals will result in a reduction of the amount and size of fascia signage, thus reducing the amount of clutter within the shopfront. Therefore, the overall external alterations to the building will be minimal and there will be no material harm to the historic building fabric.

The lighter shade of paint proposed for the shopfront will still retain a traditional colour scheme and recessive character and appearance which is appropriate for the site's historic setting.

As noted above, the inside of the host building has a history of refurbishment, and the accompanying Built Heritage Statement clearly identifies those parts that are modern and those that form part of its historic fabric. Indeed, the interior of the ground floor is largely modern, except for the iron columns and cornices which will be retained.

The internal refurbishments have paid particular attention to preserving the historic fabric of the host Listed Building. The internal works to the basement and the ground floor including the addition of a new bar, new stud walls and flooring are minor alterations to the layout and exclude the iron frame construction, and therefore the proposals will not materially harm the historic fabric of the building. The proposed timber, metal and marble materials and finishes proposed are also appropriate.

Overall, the interior of the ground floor is largely modern, except for the iron columns and cornices which will be retained. As a result, the proposed minor alterations primarily relate to its décor and fittings rather than the historical fabric. As a result, the proposal will not harm the elements of the building that contribute to its special interest and thereby the building will be preserved.

Conclusion

In conclusion, it has been demonstrated that the development proposals have been designed appropriately and will preserve the special character of the Grade II Listed Building. The accompanying Built Heritage Statement identifies the proposals will result in 'no harm' to the significance of the Listed Building as well as the Smithfield Conservation Area as a whole. The proposals will help enhance the function of the coffee shop in accordance with Core Strategy Policy CC2, and overall, it has been demonstrated that they also comply with UDP Policies DC14 & DC19 and Core Strategy Policies SP1, DM1, EN3, CC8 and CC9 as well as the provisions of the NPPF.

We trust that the contents of this letter are clear, but should you have any queries, please contact me using the details provided below. I look forward to your formal acknowledgement of the application.

Yours faithfully

Hannah Caudwell
Planner

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