

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134905/AO/2022

Date registered valid: 13 September 2022

Proposal: Installation of 1 no. non illuminated fascia signage board with individual letter signs attached and 1 no. non illuminated hanging sign

Address: 10 King Street, Manchester, M2 6AG

Ward(s): Deansgate Ward

Applicant: Mr Matthieu Dath Petit Paris Deli Ltd 10 King Street, Manchester, M2 6AG

Agent (if any): Mr Paul Shuker Lambert Smith Hampton 3 Hardman Street , Spinningfields, Manchester, M3 3HF

Case officer: Emily Booth
Tel: 0161 234 4193
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Recommendation: Approve

Date of recommendation: 7 November 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 27 September 2022

Standard consultations:

Printed: 20 September 2022 Expired: 11 October 2022

Neighbour notifications

Printed: 20 September 2022 Expired: 11 October 2022

Site notice

No site notice has been produced

Press advert

No press advert had been published

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

This application relates to a premises at 10 King Street, which is within the ground floor of a single block of buildings that is Grade II listed in entirety and is located within the St Anns Square Conservation Area.

The block of buildings incorporates shops and drinking establishments within the ground floor. It is bounded by Deansgate, South King Street, Ridgefield and King Street. Deansgate is a major radial route through the City Centre.

The building is within the central shopping and business area of the City Centre and surrounding uses include shops, offices, residential accommodation, bars, restaurants and entertainment venues.

The premises subject of this application has a frontage on King Street. 10 King Street has been significantly altered externally and internally and has suffered from some inappropriate additions and removals.

Description of development

Advertisement Consent is sought for the installation of:

- A powder coated aluminium signage panel with gloss acrylic letters attached to be located above the glazed shopfront.
- A black painted steel bracket secured back to the face of the stonework adjacent the glazed shopfront to support a grey powder coated aluminium signage panel with matt acrylic letters attached.

Consultations & Notification Responses

Highway Services - Confirmed that the signage is acceptable.

Not applicable

Issues

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.

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.
- 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.

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

The proposed signage would be in keeping with other shop fronts fronting King Street on the block of buildings.

The fascia sign would be at the same level and have a similar appearance to the adjacent shop front.

The projecting sign is in keeping with the age of the building and in keeping with the design of others installed at the other shop fronts on this frontage.

Both the fascia panel and the projecting sign would have a thickness not exceeding 30 mm giving them a slim and non-box like appearance.

This application only relates to the display of signage.

It is considered that the benefits of the proposal would outweigh the less than substantial harm caused to the affected heritage asset by the above described works 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. The benefits of the proposals are that the proposal consists of works that would increase the let ability of the premises to help to ensure a future for the building and the wider building block.

Given the above, the works are considered to be consistent with the above identified policies.

Public safety - No issues.

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

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

1) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

No advertisement shall be sited or displayed so as to:

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

2) The advertisement hereby approved shall be displayed in accordance with the following drawings and documents:

The drawings referenced:

PL100 Rev A

PL400 Rev A

PL500 Rev A

PL501 Rev A

received by the City Council as local planning authority on 24 October 2022

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies DM1, EN1, EN3, CC9, and SP1 of the Core Strategy, and saved policies E3.3, DC14, DC18.1 and DC19.1 of the Unitary Development Plan

3) Notwithstanding the information on the drawings hereby approved and for the avoidance of doubt, this application does not grant or imply grant of advertisement consent, planning permission or listed building consent for the retention of the 2no. louvres and film that have altered the shop front and does not grant or imply grant of advertisement consent or planning permission or listed building consent for the installation of replacement film.

Reason - To ensure that the details of the development are acceptable to the City Council as local planning authority in the interests of the amenity of the area within which the site is located, as specified in policies SP1 and DM1, CC9 and EN3 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Ground Floor, Cotswold Outdoors, 118 - 124 Deansgate, Manchester, M3 2GQ
Ground Floor, Bem Brasil, 118 - 124 Deansgate, Manchester, M3 2GQ
89 - 91 Deansgate, Manchester, M3 2BW
SUTTON & ROBERTSON, 1A King Street, Manchester, M2 6AW
1 Ridgefield, Manchester, M2 6EG
THMG Manchester Clinic, Part Second Floor, 13 Police Street, Manchester, M2 7LQ
99 Deansgate, Manchester, M3 2BQ
Third Floor, 13 Police Street, Manchester, M2 7LQ
118 - 124 Deansgate, Manchester, M3 2QG
House Of Fraser, 98 - 106 Deansgate, Manchester, M3 2QG
12 - 14 King Street, Manchester, M2 6AG
14 - 16 St Ann Street, Manchester, M2 7LF
SOFA WORKSHOP, Ground Floor, 118 - 124 Deansgate, Manchester, M3 2GQ
6 King Street, Manchester, M2 6AQ
12 - 14 St Ann Street, Manchester, M2 7LF
Smile Stylist Limited, First Floor, 98 - 106 Deansgate, Manchester, M3 2QG
Fifth Floor, 1 King Street, Manchester, M2 6AW
Flat 20, 8 King Street, Manchester, M2 6AQ
Flat 14, 8 King Street, Manchester, M2 6AQ
Flat 12, 8 King Street, Manchester, M2 6AQ
Flat 11, 8 King Street, Manchester, M2 6AQ
Fourth Floor, 13 Police Street, Manchester, M2 7LQ
Suite 5, 13 Police Street, Manchester, M2 7WA
13 Police Street, Manchester, M2 7WA
9 Police Street, Manchester, M2 7LQ
Flat 15, 8 King Street, Manchester, M2 6AQ
Flat 7, 8 King Street, Manchester, M2 6AQ
15 Manera Apartments, 46 King Street West, Manchester, M3 2WN
11 Manera Apartments, 46 King Street West, Manchester, M3 2WN
2 Manera Apartments, 46 King Street West, Manchester, M3 2WN
1 Manera Apartments, 46 King Street West, Manchester, M3 2WN
93 Deansgate, Manchester, M3 2BW
Flat 17, 8 King Street, Manchester, M2 6AQ
14 Manera Apartments, 46 King Street West, Manchester, M3 2WN
3 Manera Apartments, 46 King Street West, Manchester, M3 2WN
Basement, 1 King Street, Manchester, M2 6AW
Second Floor, 1 Ridgefield, Manchester, M2 6EG
101 Deansgate, Manchester, M3 2BQ
Flat 19, 8 King Street, Manchester, M2 6AQ
Flat 9, 8 King Street, Manchester, M2 6AQ
Flat 1, 8 King Street, Manchester, M2 6AQ
9 Manera Apartments, 46 King Street West, Manchester, M3 2WN
103 Deansgate, Manchester, M3 2BQ
5 Police Street, Manchester, M2 7LQ
Flat 18, 8 King Street, Manchester, M2 6AQ
Flat 13, 8 King Street, Manchester, M2 6AQ
Flat 5, 8 King Street, Manchester, M2 6AQ
Flat 4, 8 King Street, Manchester, M2 6AQ
7 Manera Apartments, 46 King Street West, Manchester, M3 2WN
Fourth Floor, 1 King Street, Manchester, M2 6AW

83 - 85 Deansgate, Manchester, M3 2BW
13 - 15 King Street, Manchester, M2 6AW
San Carlo Ciccetti Restaurant, House Of Fraser, 98 - 106 Deansgate, Manchester, M3 2QG
Third Floor, 1 King Street, Manchester, M2 6AW
First Floor, 1 Ridgefield, Manchester, M2 6EG
95 - 97 Deansgate, Manchester, M3 2BQ
Third Floor, 1 Ridgefield, Manchester, M2 6EG
83 Deansgate, Manchester, M3 2BW
1 King Street, Manchester, M2 6AW
11 Police Street, Manchester, M2 7LQ
7 Police Street, Manchester, M2 7LQ
Flat 10, 8 King Street, Manchester, M2 6AQ
Flat 21, 8 King Street, Manchester, M2 6AQ
Flat 8, 8 King Street, Manchester, M2 6AQ
Flat 6, 8 King Street, Manchester, M2 6AQ
Flat 3, 8 King Street, Manchester, M2 6AQ
Flat 2, 8 King Street, Manchester, M2 6AQ
10 Manera Apartments, 46 King Street West, Manchester, M3 2WN
4 Manera Apartments, 46 King Street West, Manchester, M3 2WN
12 Manera Apartments, 46 King Street West, Manchester, M3 2WN
5 Manera Apartments, 46 King Street West, Manchester, M3 2WN
8 Manera Apartments, 46 King Street West, Manchester, M3 2WN
6 Manera Apartments, 46 King Street West, Manchester, M3 2WN
CAPGEN SERVICES LTD, Suite 5 Part Third Floor, 13 Police Street, Manchester, M2 7LQ
First Floor, 13 Police Street, Manchester, M2 7LQ
Second Floor, 13 Police Street, Manchester, M2 7LQ
Suite 4, 13 Police Street, Manchester, M2 7WA
BOODLE AND DUNTHORNE LTD, Ground Floor And Basement Floor, 1 King Street,
Manchester, M2 6AW
4 King Street, Manchester, M2 6AQ
Flat 16, 8 King Street, Manchester, M2 6AQ
87 Deansgate, Manchester, M3 2BW
16 - 18 King Street, Manchester, M2 6AG
17 King Street, Manchester, M2 6AW
1 South King Street, Manchester, M2 6EX

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