



Paul Butler Associates

Planning, Development & Heritage Consultants

27 September 2022

Mrs Julie Roscoe
Head of Planning
Manchester City Council
Town Hall
Albert Square
Manchester
M60 2LA

21.1590/ac

Dear Mrs Roscoe,

Bond, 38-42 Mosley Street, Manchester, M2 3AZ
Submission of Applications for Advertisement Consent and Listed Building Consent for 'Installation of Temporary Marketing Vinyls'

Introduction

On behalf of our client, Bruntwood, please find attached applications for Advertisement Consent and Listed Building Consent for the installation of temporary marketing vinyls at 'Bond', 38-42 Mosley Street. Marketing vinyls are proposed to the glazing of 11 windows on the Mosley Street elevation of the building. The vinyls will market office / restaurant space within the building which is currently being refurbished by Bruntwood as approved by planning permission 132737/FO/2022 and Listed Building Consent 132738/LO/2022. The vinyls will assist in marketing the building and help to secure high-quality occupiers of the space following a period of vacancy since RBS bank closed in November 2018.

In order to provide a clear understanding of the proposal this letter provides a brief background to the application site and its surroundings; includes a description of the proposed signage; sets out the planning policy guidance of relevance to the proposal; and, assesses the proposed signage against the relevant planning policy context.

Background to the Application Site and Surroundings

The application site relates to Bond, 38-42 Mosley Street, Manchester, M2 3AZ. The building fronts Mosley Street (to the east) with West Mosley Street to the rear (west), Spring Gardens to the south and York Street to the north. The National Grid Reference is SJ 84133 98187. The building is Grade II* listed and lies within the Upper King Street Conservation Area.

The building was erected in 1862 as a purpose built bank. Goad's Insurance map of the 1880's first shows the Manchester and Salford Bank building at number 38 Mosley Street. The building is described on the Goad Insurance map as being 3 storeys high with a single storey element to the side. There are two stone staircases and a semi-circular roof light identified on the Back Mosley Street elevation with a domed roof light sat centrally within the larger section of the building and a rectangular roof light over the single storey section. The building was designed by Architect Edward Walters in an Italian Palazzo style, described as 'a three storey block with a rusticated base, large portal and cornice and balustrade crowned with

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decorative urns. The interior, with its spacious banking hall, domed board room and hydraulic hoists for books and bullion’.



Figure 1: Aerial view of the site.

The building is currently undergoing an extensive programme of repair and refurbishment by Bruntwood as part of the implementation of planning permission 132737/FO/2022 and Listed Building Consent 132738/LO/2022 which were approved in July 2022 for ‘Refurbishment, alterations and selective demolition including installation of mechanical plant to roof of 57 Spring Gardens.’

As part of the refurbishment scheme the building will be rebranded and will be known as ‘Bond’. This references the original bank use of the building, as well as reflecting the aspirations to create a community within the building. The majority of the building will provide high quality office space, with the former banking hall and basement space to be marketed for restaurant / bar use.

Uses in the area are varied which is typical of the site’s City Centre location. These include shops, restaurants, cafes, bars, pubs, hotels and offices. A notable characteristic of the area is the proximity to Market Street and the Manchester Arndale, the main retail area of Manchester. The site is also close to the ‘City Centre Primary Shopping Area’ as designated by MCC’s Proposals Map. Due to this location signage displayed on buildings is a common feature.

The Application Proposal

This letter has been prepared in support of applications for advertisement consent and listed building consent for the installation of temporary marketing signage at Bond. Marketing vinyls are proposed to 11 ground floor windows on the Mosley Street elevation of the building (see figure 2 below). The vinyls will market office / restaurant space within the building which is currently being refurbished by Bruntwood as part of the 'Bond' development.



Figure 2: View along the Mosley Street elevation of the building.

The vinyls will be installed to the internal face of the windows and will display marketing branding. The overall purpose of the branding is to market the space within the building and ultimately assist in securing high-quality occupiers for the space, and bringing the building back into use.

Temporary approval for a five year period is sought. No illumination of the signage is proposed.

Planning Policy Context

Planning policy guidance of relevance to the proposal is contained within the Town and Country Planning (Control of Signage) (England) Regulations 2007; the National Planning Policy Framework (2021); National Planning Practice Guidance; Manchester's Core Strategy Development Plan

Document (2012); Saved policies of the Unitary Development Plan for Manchester (July 1995); and, the Guide to Development in Manchester Supplementary Planning Document and Planning Guidance (2007).

Town and Country Planning (Control of Signage) (England) Regulations 2007

Government Circular 03/2007 Town and Country Planning (Control of Signage) (England) Regulations 2007 requires local planning authorities to exercise their powers in relation to impact on amenity or public safety only, taking into account relevant development plan policies so far as they relate to amenity or public safety.

National Planning Policy Framework (NPPF)

The NPPF sets out the Government's planning policies for England and is a material consideration in the determination of planning applications. A revised NPPF was published in July 2018 and updated most recently in June 2021. The document states that the purpose of the planning system is to contribute to the achievement of sustainable development. Of relevance to the application proposal it seeks to achieve this objective by:

- Setting out that there is a need for the planning system to perform a number of roles, including an economic role, social role and environmental role (paragraph 8).
- Requiring that planning decisions should ensure that developments: will function well and add to the overall quality of the area, not just for the short-term but over the lifetime of the development; are visually attractive as a result of good architecture; are sympathetic to local character and history including the surrounding built environment; maintain a strong sense of place; and, create places that are safe, inclusive and accessible (paragraph 130).
- The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts (paragraph 136).
- Section 16 of the NPPF deals with conserving and enhancing the historic environment. Paragraph 189 states that heritage assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.
- Paragraph 194 advises that 'In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance'.
- Paragraph 195 states that 'Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering

the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.'

- Paragraph 197 states 'In determining applications, local planning authorities should take account of:
 - a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
 - b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
 - c) the desirability of new development making a positive contribution to local character and distinctiveness'.
- Paragraph 199 states 'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance'.
- Paragraph 200 states 'Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:
 - a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;
 - b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional'.
- Paragraph 201 states that 'Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:
 - a) the nature of the heritage asset prevents all reasonable uses of the site; and
 - b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and
 - c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and
 - d) the harm or loss is outweighed by the benefit of bringing the site back into use.
- Paragraph 202 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, where appropriate, securing its optimum viable use'.

- Annex 2 of the NPPF provides a glossary of key terms which are relevant to these applications. 'Significance' is defined as: 'The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting'.
- 'Setting of a heritage asset' is defined within Annex 2 as 'The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral'.

National Planning Practice Guidance

The government published guidance on advertisements via the National Planning Practice Guidance website on 6 March 2014 (Reference ID: 18b).

The guidance states: 'Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development'.

The guidance goes on to state that 'local planning authorities [should] control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors'.

The Core Strategy Development Plan Document (July 2012)

The Core Strategy was adopted in July 2012 and is the key Development Plan Document. Relevant policies within the Core Strategy include:

Policy SP 1 'Spatial Principles': states that development in all parts of the City should make a positive contribution to neighbourhoods of choice including protecting and enhancing the built and natural environment.

Policy CC 9 'Design and Heritage': states that development in the City Centre should preserve or enhance heritage assets, including listed buildings and conservation areas.

Policy EN 3 'Heritage': sets out that new developments must be designed so as to support the Council in preserving/enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance including listed buildings and conservation areas.

Policy DM 1 'Development Management': states that all development should have regard to the following specific issues:-

- Appropriate siting, layout, scale, form, massing, materials and detail.

- Impact on the surrounding area in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.
- Effects on amenity.

Saved Policies of the Unitary Development Plan for Manchester (July 1995)

The Unitary Development Plan (UDP) was superseded by the Core Strategy. However, a number of UDP policies have been 'saved'. Extant policies contained within the UDP which are relevant to the proposed scheme include:

Policy DC18 'Conservation Areas' seeks to protect, preserve and enhance the character of the city's conservation areas.

Policy DC19 'Listed Buildings' advises 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.

Policy DC14 'Shop Fronts and Related Signs' seeks to ensure that the frontages and signage of commercial premises are in keeping with the character of the building and the surrounding area.

Policy DC15 'Advertisements, hoardings and posters': states that the Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. The Council will take account of the following matters in assessing these interests:

- a) The general location of the proposed development and the effect on visual amenity;
- b) The scope for posters and hoardings to make a positive contribution to the locality;
- c) The design of the structures, and the relationship with any premises on which they are located;
- d) The effect of the proposal on permanent redevelopment of the land;
- e) Public safety resulting from the positioning of the design of the display;
- f) The ease with which the structure is capable of being satisfactorily maintained;
- g) The use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;
- h) The number of advertisements in the locality and their cumulative effect on visual amenity.

The Guide to Development in Manchester Supplementary Planning Document and Planning Guidance (2007)

Guidance contained within this document of relevance to the proposal includes:

Chapter 2 'Design': which states new development, whether for residential, industrial, commercial or retail purposes, should have a high standard of design making a positive contribution to the City's environment.

For the reasons identified below, it is considered that the proposal accords with the above planning policy guidance.

Planning and Heritage Appraisal

The key material considerations against which the temporary signage should be considered include: effect on amenity; and, effect on public safety. The relationship of the proposed temporary signage with the Grade II* listed status of the building and its conservation area location are also important material considerations.

Principle of Signage

The application proposal involves the installation of marketing vinyls to the glazing of 11no. ground floor windows on the Mosley Street elevation of Bond, 38 – 42 Mosley Street. The vinyls will market office / restaurant space within the building which is currently being refurbished by Bruntwood as approved by planning permission 132737/FO/2022 and Listed Building Consent 132738/LO/2022. The vinyls will be installed to the internal face of the glazing and will display marketing branding and contact information. The overall purpose of the branding is to market the space within the building and ultimately assist in finding occupiers for the office / restaurant space, following a period of vacancy since RBS bank closed in November 2018.

As noted previously the site is located in part of the City Centre which is characterised by commercial premises. Existing businesses already display various types of signage, including temporary marketing signage/branding and vinyls applied to glazing, thereby confirming that the principle of the proposed signage is acceptable in this location.

Approval is sought for a temporary five year period which should provide sufficient flexibility to allow the building to be occupied, although it is expected that the building will be occupied quicker than this given the overall quality of the development being delivered by Bruntwood.

Design, Visual Appearance, and Effect on Amenity

In accordance with national and local planning policy it is necessary to consider the impact of the proposed signage in terms of design and visual appearance, whilst the Grade II* listed status of the building and its conservation area location further emphasises the importance of ensuring a proposal of high quality and sensitive design.

The proposed vinyls will be applied to glazing of 11no. existing windows on the ground floor of the Mosley Street elevation of the building. This location is selected as it is the principal elevation of the building and is also located on a main route through the City Centre ensuring prominence and maximising impact of the branding. The vinyls will occupy the lower part of the ground floor windows with the upper portion remaining as clear glazing.

The bespoke signage has been designed to match the proportions of the existing glazing ensuring a visually pleasing appearance is achieved. The branding will have a limited and refined colour palette of black, white and bronze which reflect the traditional nature of the building and the Bond branding.

The vinyls will not have any illumination. It is also noted that there are no residential properties that would have visibility of the proposed signage or be affected in terms of visual amenity. The vinyls will be appropriately maintained by Bruntwood to ensure that the high-quality appearance is retained throughout the period of installation.

In summary, the proposed temporary marketing signage is high quality, will complement the appearance of the building and will be consistent with relevant provisions of the NPPF; Core Strategy Policy SP 1, CC 9, and DM 1; Saved UDP policies DC14 and DC15; and, the Guide to Development in Manchester SPD.

Effect of Signage on Public Safety

Planning policy guidance states that new signage should not present any risk to highway or public safety.

The proposed vinyls will be installed to the internal face of the glazing and there will be no obstruction to the footpath or highway. This will also ensure that the signage will not be prone to vandalism or other damage.

There are numerous existing signs located on buildings/premises in the vicinity of the site and the proposed signage will not act as a distraction, including to tram drivers, along this part of Mosley Street. The branding is subtle and does not incorporate any illumination and will not represent a risk to highway safety.

For the above reasons the proposal will not have an adverse impact on public safety and is consistent with provisions of the NPPF and Core Strategy Policy DM 1.

Relationship of Proposed Signage to the Grade II* Listed Building and Upper King Street Conservation Area

As noted previously, the proposed vinyls are of a carefully considered, high quality design and are appropriately positioned. They will respect the traditional character and significance of the building, and its location within the Upper King Street Conservation Area. Similarly the proposed signs will not have an adverse impact on the setting of any listed building located in proximity to the site. The application is supported by a method statement which details how the vinyls will be applied, whilst they can also be easily and readily removed without any lasting impact on the building fabric. A method statement is submitted which confirms installation will be via a scaffolding tower only with no fixings being made to the building.

The overall purpose of the vinyls is to market office and restaurant / bar space within the building which will ensure its full occupation. This is particularly important as the building has been vacant since RBS bank closed in November 2018. Bringing the building into full active economic use is best way to ensuring its long-term future and ongoing repair/maintenance. This factor is considered to outweigh any short-term adverse impact that is associated with visual impact of the branding during the marketing period.

In summary, due to the proposed location and design of the vinyls, together with their temporary nature for marketing purposes, the proposal will have a positive overall heritage impact on the listed building and the character and appearance of the Upper King Street Conservation Area. It will also not adversely affect the setting of any nearby listed buildings. The proposal is therefore

consistent with provisions of the NPPF; Core Strategy Policies CC 9 and EN 3; Saved UDP Policy DC18 and DC19 and, the Guide to Development in Manchester.

In conclusion, the proposed temporary marketing vinyls will not have an adverse impact on amenity or public safety. They will ultimately assist in marketing office / restaurant space within the building which will help to ensure its occupation. This will have a positive heritage impact for both the Grade II* listed building, and the Upper King Street Conservation Area. As a result, the proposal is in accordance with relevant national and local planning policy guidance.

Submission Information

The following information has been submitted in support of the applications:

- Completed Application Forms for Consent to Display Signage and Listed Building Consent.
- Project Plan Document by Astra Signs.

Drawing No.	Rev	Drawing Name	Scale	Papersize
-	-	Location Plan	1:1250	A4
AXI-B030	00	External Elevations As Existing	1:200	A1
B01	00	External Elevations Proposed Temporary Signage	1:200	A1
-	-	Signage Detail Drawing	-	-

The above information has been submitted alongside the application forms via the planning portal. The application fee (amounting to £132) will be paid during submission of the application.

We look forward to receiving confirmation that the applications have been validated. In the meantime, if you require any further information in order to determine the applications please do not hesitate to get in touch.

Yours sincerely



Ralph Taylor BSc. MPLAN MRTPI
Associate Director