



Paul Butler Associates

Planning, Development & Heritage Consultants

27 October 2022

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

21.1668/ac

Dear Mrs Roscoe,

Blackfriars House, Parsonage, Manchester, M3 2JA
Application for advertisement consent for the installation of signage

Introduction

On behalf of our client, Bruntwood, please find attached an application for Advertisement Consent for the installation of signage at Blackfriars House, Parsonage, Manchester, M3 2JA. The proposal is for the installation of an A3 menu display and an 'Opal Globe Light' printed with vinyl letters. The signs will be associated with the roof top restaurant 'Climat' which is due to open imminently. The 'Opal Globe Light' will assist in identifying the restaurant's entrance, as well as providing illumination to the area. The menu display is necessary in order to attract and inform passing trade.

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.

The Application Site and Surrounding Area

The application site relates to the façade on the left side of the Parsonage elevation of Blackfriars House, Parsonage, Manchester, M3 2JA (see figures 1 and 2 below).

Blackfriars House is located on the junction of Parsonage and Blackfriars Street and is set at back of pavement. To the north of the site is the River Irwell which forms the boundary between Manchester and Salford. The property is located on the edge of the central retail area and contains a mix of uses including office, residential apartments and leisure uses including other restaurants. Blackfriars House is owned and managed by Bruntwood, a specialist property company. The building comprises multi-tenant office space and a café on the ground floor.

The building is eight storeys in height and the application proposal relates to the installation of advertisements associated with the restaurant on the roof terrace called 'Climat' which is due to open imminently.

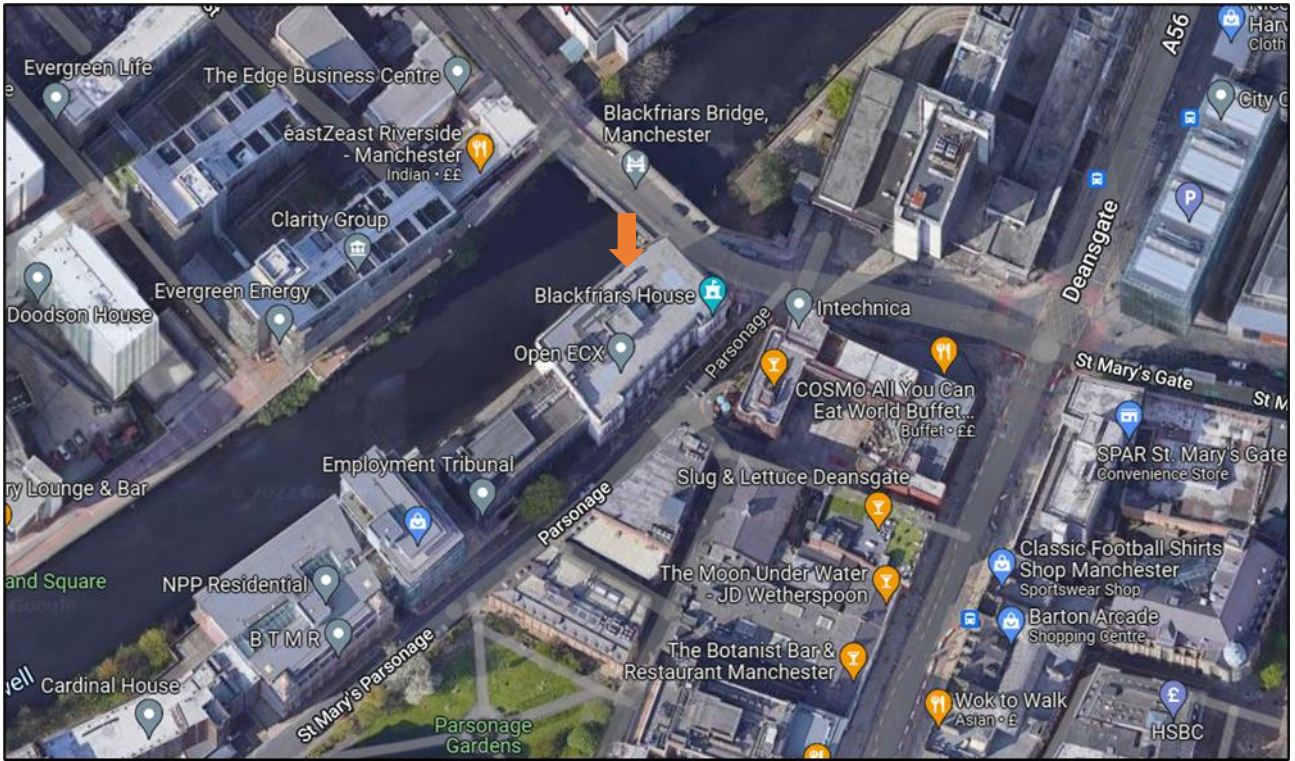


Figure 1: Aerial view of Blackfriars House.

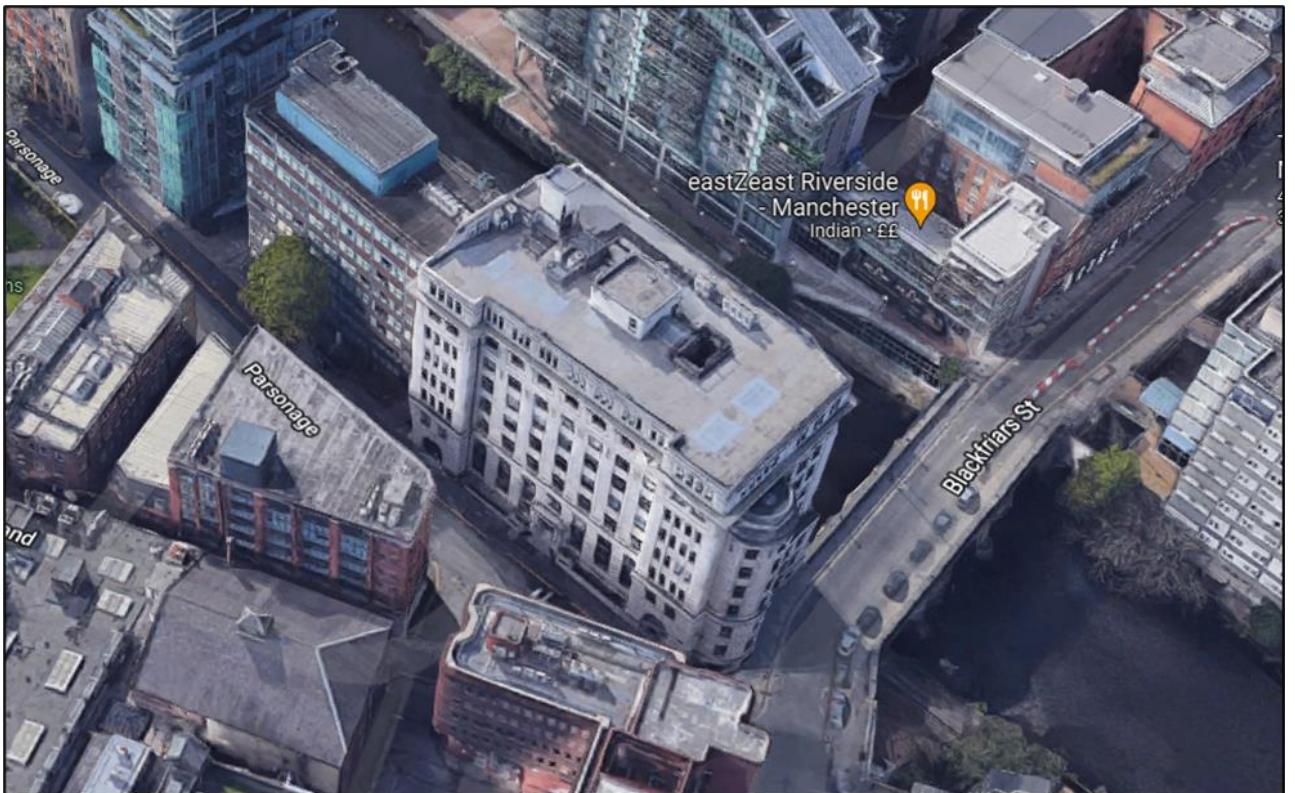


Figure 2: 3D Aerial view of Blackfriars House.

Blackfriars House was designed for the Bleachers' Association by Harry Fairhurst in 1923. Blackfriars House is faced in Portland Stone and is a typical example of inter-war distilled classicism applied to substantial structures. Parkinson-Bailey describes the building as, "Baroque, but the orders are inferred rather than shown". Hartwell & Pevsner (2005) describe the building as being in the "...crisp classical idiom favoured by [Harry S. Fairhurst] between the wars". The building has a predominantly vertical rhythm, with regularly spaced metal framed windows offset by surface detailing which bands the building into strata reflecting the proportions of classical order. The main entrance is located centrally on the Parsonage frontage, with a service entrance to the far left-hand of the same elevation. The building could also be regarded as a non-designated heritage asset.

The site is located in the Parsonage Gardens Conservation Area in Manchester City Centre. No other site specific planning policy designations apply.

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 application is for advertisement consent for the installation of an A3 menu display and an 'Opal Globe Light' with printed vinyl letters. The signs will be installed around the ground floor entrance (see figure 3 below) which will provide access to the 'Climat' restaurant which will be located at roof level.

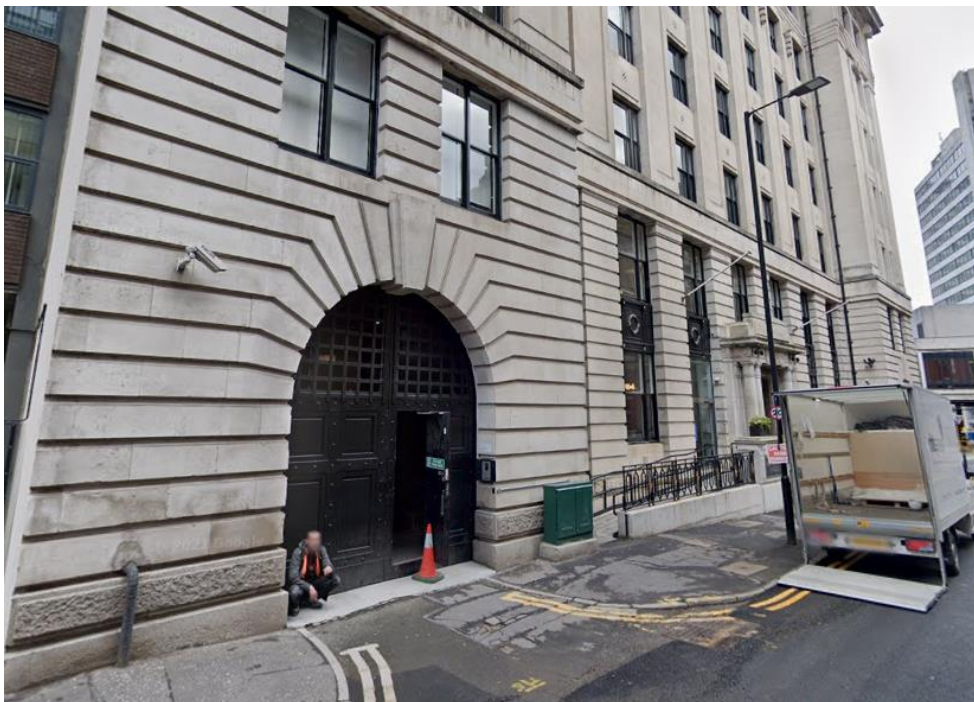


Figure 3: View along the Parsonage elevation of the building.

The A3 menu display will be installed to the left of entrance. It will measure 36.7cm x 49cm. The frame profile will be 45mm thick and 30mm deep. The materials used will be a silver metal frame and high impact acrylic front panel. The menu board will not be illuminated.

The 'Opal Globe Light' will be installed centrally over the entrance. Vinyl letters applied to it will read 'Climat'. The materials will be brushed metal for the bracket and glass for the globe. The glass globe will have a diameter of 600mm. The installation will act as signage and lighting to the building's entrance.

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’.

- Paragraph 203 states that ‘The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset’.

- Annex 2 of the NPPF provides a glossary of key terms which are relevant to the application. ‘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 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 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 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 proposed signage should be considered include: effect on amenity; and, effect on public safety. The relationship of the proposed signage with the building and its conservation area location are also important material considerations.

Principle of Signage

The application proposal involves the installation of an A3 menu display and a 'Opal Globe Light' with printed vinyl letters to left side of the Parsonage elevation. The signage will market the new roof top restaurant. The A3 menu display will be on the external building façade next to the entrance and will display the restaurant menu relating to 'Climat', the roof top restaurant. The 'Opal Globe Light' will be fixed to the façade of the building centrally over the main entrance. Vinyl letters on the installation will read 'Climat' with the installation also providing illumination to the entrance area. The overall aim of the signage is to promote the new restaurant in order to attract customers. It is particularly important that 'Cimat' has successful and effective signage due to the roof top location of the restaurant. Ensuring visibility of the signage from Blackfriars Street, which is a major route through the area, is also an important consideration.

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 menu boards, branding and lighting, thereby confirming that the principle of the proposed signage is acceptable in this location.

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 potentially non-designated 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 signage will be applied to the left side of Parsonage elevation of the building, adjacent to the entrance providing access to the roof top restaurant. The location of the signage has been carefully considered, taking into account the non-designated heritage asset status of the building and the conservation area location. The 'Opal Globe Light' will be fixed centrally over the entrance point with vinyl letters reading 'Climat'. Two M18 expanding bolts or similar will be used minimising the number of fitting and their impact on the building's fabric. An electrical connection will also be made to allow for illumination. This will pass internally from the building ensuring there is no wall mounted cabling.

The bespoke signage has been designed to match the proportions of the building façade and entrance area ensuring a visually pleasing appearance is achieved. The purpose of the design is to appear as subtle and understated. The A3 menu display will comprise silver metal and a high impact acrylic front panel, and will not detract from the stone of the building's façade. The menu display case will be fixed to the building façade using a low solvent adhesive, causing no external harm to the façade.

The 'Opal Globe Light' will comprise brushed metal and glass, with vinyl lettering reading 'Climat'. As well as displaying the restaurant name 'Climat', the installation will also provide illumination to the entrance area which will make it more attractive and also improve safety. The sign will be subtly illuminated between the hours of 11:00 to 00:00 Monday to Saturday and 11:00 to 23:00 on Sundays.

In summary, the proposed 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 signage will be installed on the external façade of the building. As shown by the submitted drawings the signs will be installed at a height / projection which will ensure there will be no obstruction to the footpath or highway.

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 to any drivers travelling along Parsonage. The branding is subtle and the illumination from the lighting will be dim and will not represent a risk to highway safety. The provision of illumination around the building's entrance is considered to be beneficial in terms of public 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 Building and Parsonage Gardens Conservation Area

As noted previously, the proposed signage is 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 Parsonage Gardens Conservation Area. Similarly the proposed signs will not have an adverse impact on the setting of any listed heritage asset in proximity to the

site. The signage will be carefully installed to the building, ensuring that there will be no material adverse impact to the façade. The 'Opal Globe Light' will be installed and fixed to the building using M16 expanding bolts with minimal fixing, whilst electricity connections will run internally ensuring no external cabling is required.

The overall purpose of the new signage is to market the 'Climat' restaurant that will be opening on the roof top of Blackfriars House imminently. The signage will ensure that the entrance to the restaurant can be readily seen helping customers to locate the premises, as well as attracting passing trade. This will contribute to the overall success of the restaurant which in turn is associated with economic benefits.

In summary, due to the proposed location and design of the signage the proposal will not have an adverse impact on the building or the character and appearance of Parsonage Gardens 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 DC19 and, the Guide to Development in Manchester.

In conclusion, the proposed signage will not have an adverse impact on amenity or public safety. It will assist in marketing the new roof top restaurant and ultimately contribute to its success by helping to attract customers. This will have a positive heritage impact for both the building itself, and the Parsonage Gardens 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 Advertisement Consent

Drawing No.	Rev	Drawing Name	Scale	Papersize
JR-120	D	Site Location Plan	1:1250 @ A3	A3
JR-110	K	Existing Elevation	1:200 @ A3	A3
JR-110	K	Proposed Elevation A-A & Existing and Proposed Sections	1:50 @ A3	A3
Clim-001	-	Climat External Mockup Globe / Menu (illustrative)	Not to scale	-

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 application has been validated. In the meantime, if you require any further information in order to determine the application please do not hesitate to get in touch.

Yours sincerely

James Walkington

James Walkington BA (Hons) MSc
Assistant Planner