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L260120 SAV Cover Letter



Planning Department
Manchester City Council

Submitted via the Planning Portal (Reference PP-14638922)

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Dear Sir or Madam

**PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS) ACT 1990
APPLICATION FOR EXTERNAL SIGNAGE
196 DEANS_GATE, M3 3WF
APPLICATION BY AM ALPHA**

Application Consideration

We write on behalf of our client, AM ALPHA, to apply for Listed Building Consent for three small signs at the entrance to 196 Deansgate, which is a Grade II Listed Building.

The signs are not large enough to require advert consent. Two of the signs are located on the door of the building which is not an original door and one of the signs is translucent, with the other sign sitting between other small-scale signs on the door. Those signs are not considered to affect the building's character as a building of special architectural or historic interest, but are included for completeness.

The third sign is a small panel sign to be located on the entrance column to the left hand side of the door way. It is a small sign of 0.063 sq. m and is a brushed gold dibond panel with black vinyl lettering. The text is the branding of the building owner and applicant and arguably given its size and the materiality used, it too does not affect the building's character as a building of special architectural or historic interest.

Application Submission

In accordance with Section 10 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and the City Council's requirements, the documents which comprise the application include the following:

- This covering letter, which includes the Heritage Statement for the proposal;
- A Design and Access Statement;
- Heritage Statement;
- The completed application forms;
- Site Location Plan;
- Drawing Reference 15009-AEW-XX-XX-DR-A-3000 Revision P01 – Existing Elevations;
- Drawing Reference 15009-AEW-XX-XX-DR-A-3001 Revision P01 – Proposed Elevations; and
- Photographic imagery of the signage.

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East..

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Heritage Statement

The NPPF states at Paragraph 207 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. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary.'

Paragraph 208 of the NPPF states:

'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.'

Paragraphs 214 and 215 provide the assessment basis for considering whether a proposal would have harm to a heritage asset. The use of the word 'harm' is the terminology to be used when judging a proposal's effects on heritage assets. Paragraph 214 sets out a series of tests to be considered where a proposal has substantial harm, and Paragraph 215 sets out considerations where a proposal has less than substantial harm as follows:

'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.'

However, it is also the case that a proposal may have no harm to a heritage asset, or even positive impacts to a heritage asset. Paragraph: 018 Reference ID: 18a-018-20190723 of the Planning Practice Guidance (the 'PPG') confirms that:

'Proposed development affecting a heritage asset may have no impact on its significance or may enhance its significance and therefore cause no harm to the heritage asset...'

Therefore, it is not the case that all proposals to heritage assets will have harm to them, and where this is the case, the tests at Paragraphs 214 or 215 in relation to types of harm would therefore not be engaged.

In terms of the signage proposed, this is small-scale, utilises high quality materials, is not considered to be prominent and does not affect the special character of the building. The proposal is not considered to cause any harm to the Listed Building and therefore we consider that the proposal does not conflict with heritage policy considerations.

Summary

The application seeks listed building consent for very minor signage works to 196 Deansgate Manchester City Centre.

The proposals have been sensitively developed to ensure that the heritage asset is protected and enhanced.

The proposal accords with the specific policies and overarching objectives of both local and national planning policy documents.

We trust that the details included above and on the enclosed drawings provide you with sufficient information to register and consider the application. We will endeavour to contact you within the next few days to establish your timetable for decision making.



In the meantime, should you require any clarification or additional information, please do not hesitate to contact either Matthew Sobic or Katie Parfett at these offices.

Yours sincerely

A handwritten signature in black ink, which appears to read "Savills", written in a cursive style.

Savills (UK) Ltd
Planning

Enc.