

Planning

Growth & Development

Delegated officer report for planning application

Application no. 131957/AO/2021

Date registered valid: 23 November 2021

Proposal: New Shopfront Fascia Sign, Projecting Sign and Display Boxes

Address: 15 - 17 Chapel Walks, Manchester, M2 1HN

Ward(s): Deansgate Ward

Applicant: Mr Robert Bickley Janea Ltd International House, 61 Mosley Street, Manchester, M2 3HZ

Agent (if any): Mr Freddie Evans AXI Suite 3, 41 South King Street, Manchester, M2 6DE

Case officer: Gerry Reilly
Tel: 0161 234 4163
Email: gerry.reilly@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 20 January 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 15 December 2021 Expired: 5 January 2022

Neighbour notifications

Printed: 15 December 2021 Expired: 5 January 2022

Site notice

Posted: 30 December 2021 Expired: 20 January 2022

Press advert

Published: 21 December 2021 Expired: 11 January 2022

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: Upper King Street (Extension) Conservation Area 1985

Tree Preservation Order:

The application relates to 15-17 (Tudor House) Chapel Walks, Manchester, M2 1HN. The property was last used as a welfare facility for contractors working on the residential flats at upper floors, and before that was a vacant commercial use. The applicant has submitted a full planning application to Manchester City Council for the change of use of the Premises to a nail and beauty salon, a Sui Generis use. External works are very limited and are restricted to the insertion of ventilation grilles through an existing boarded up window and the erection of a slimline air conditioning unit, both at ground floor and at the rear of the premises.

The wider building (within which the application site sits) is a unique feature in the streetscene. It is a good example of late-Victorian commercial building in a Tudor style. It's stonework, half timbering and roof form, with prominent chimney stacks, add to its character. The building makes a positive contribution to the Upper King Street Conservation Area and setting of nearby listed buildings and is considered to be a non-designated heritage asset. The rear elevation is far plainer, but shares the fine stone framed door; the west flank elevation is largely obscured by the flanking building at No.9-11, in long views its crow-stepped gable flank wall is visible; these elevations make a modest positive contribution to the conservation area.

The altered opening at ground floor, fire escape stairs and ad-hoc servicing detract. Its interior is of very modest architectural interest, similar to the adjoining buildings, have been altered in the past to meet the needs of a more modern commercial building.

To the rear of the premises is Black Pool Fold. The rear elevation to Back Pool Fold is three storeys and divided into three bays (the central one projects slightly). The rear is plain compared to the principal façade, it is faced in red brick with a large bay window in the first bay which is slightly recessed. To the rear there is a simple staggered brick cornice.

The rear side elevation at Black Pool Fold is of the same scale and build as the rear elevation, but of a much simpler design and appearance, like the rest of the building in this block. A door to the rear of the premises can be found at ground floor level, along with windows at ground (which are boarded up), first and second floor. There are rainwater pipes attached to the façade and the elevation is set within the backdrop of the rest of the building which is characterised by CCTV, air conditioning units, metal fire escape steps and security bars to ground floor windows.

Having regard to the foregoing the significance of the Premises is considered to be of a nondesignated heritage asset. The principal facade makes a positive contribution to the character and appearance of the Upper King Street Conservation Area and the setting of nearby listed buildings. The rear elevation clearly detracts from the character and appearance of the Conservation Area.

A search of the Council's online planning register has identified a number of recent planning applications relating to the upper floors of Old Half Moon Chambers, Chapel Walks Chambers and Tudor House (Union Buildings). Of relevance is the conversion of upper floors of the group of buildings to residential accommodation, although in the interests of brevity there is no need to set out the full details here other than to say that dwellings above the application premises were to be subject to an acoustic attenuation scheme as set out in the Wardell Armstrong Noise and Vibration Assessment Report (September 2018) and as required by Condition 3a of Planning Permission: 123676/FO/2019. Work on the conversion of the apartments is currently ongoing and the application site is surrounded by security boarding.

With the exception of its Upper King Street Conservation Area designation the premises is not subject to any statutory designations.

The Upper King Street Conservation Area is the centre of the commercial district of the City. It has a large number of Victorian, Edwardian and mid twentieth century commercial buildings which illustrate how the area has evolved.

This application is for advertisement consent for "New Shopfront Fascia Sign, Projecting Sign, Display Box and Vinyls". The applicant is proposing to erect a Powder Coated Individual Lettering sign approx 8mm deep to be finished in Bronze colour. Letters to be fixed back brick arch via aluminium fixing bar. The sign will be fixed to the fascia on Horizontal 20mm powdercoated aluminium fixing bar.

The sign will have an overall width of 1300mm and will be 500mm high. It will be positioned 3.1 metres above the bottom step at the entrance to the salon.

It will also proposed to erect a round 600mm hanging sign. The sign will be suspended from the underside of existing ironwork and will project out from the building by 673mm. The sign will have a depth of 0.03 metres.

Finally it is proposed to place 3 A4 Outdoor Illuminated Menu Display Cases in Bronze with dimensions of 395mm high and 305 mm wide in a vertical row with the bottom of the lowest 800mm from ground level and the top of the highest one 2082 metres above ground level.

Description of area

Description of development

Consultations & Notification Responses

Publicity - The application has been advertised in the Manchester Evening News as affecting a affecting a Listed Building and a Conservation Area. A site notice was displayed and the occupiers of nearby properties have been notified.

No representations have been received as a result of this publicity.

Highway Safety

Fascia Sign 2

Highways Services have noted that the proposed luminance of the Fascia Sign 2 is 3000 cd/m² which is considered not to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers. It is requested that the luminance of the signage is not greater than 600cd/m².

Projecting Sign

The proposed sign extends to a maximum projection of 0.7m over the adopted highway. As such, a Projection over License will be required.

Environmental Health - have recommended condition and comment below:

LIGHT

Illuminated signage

Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties.

Reason - To safeguard the amenities of the occupiers of nearby properties.

*The signage will need to be selected and installed to ensure they are auto dimmable so to not exceed 600cd/m² during the day and 300cd/m² during the hours of darkness. The current proposals of 3000 cd/m² will need to be amended to reflect these limits.

Issues

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main polices that relate to the proposal are Section 12 (Achieving well-

designed places) and Section 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, Policies SP1 (Spatial Principles), EN3 (Heritage), CC9 (Design and Heritage), CC10 (A Place for Everyone), EN1 (Design Principles and Strategic Character Areas) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policy DC14 (Shop fronts and related signs), and DC18.1 (Conservation Areas) and of the Unitary Development Plan for the City of Manchester.

Visual Amenity

The proposed signage is considered to be acceptable in terms of its impact on visual amenity. The fascia sign will consist of individual letters mounted on to be fixed back brick arch via aluminium fixing bar. The sign will be fixed to the fascia on Horizontal 20mm powdercoated aluminium fixing bar.

The round 600mm hanging sign will be suspended from the underside of existing ironwork and will project out from the building by 673mm. The sign will have a depth of just 0.03 metres. It is considered that these elements will not have an adverse impact on visual amenity.

The 3 menu boxes will be 395mm high and 305 mm wide in a vertical row with the bottom of the lowest box 800mm from ground level and the top of the highest one 2.082 metres above ground level. It is not considered that the boxes will have an adverse impact on the appearance of the building. The menu boxes will not be prominent (the top of the row of boxes will be 2.082 metres above ground) and therefore, this part of the proposals are considered to be acceptable in terms of visual amenity.

Public Safety - With regard to the comments of Highway Services in regard to the Fascia Sign 2. The applicant has stated in an email dated 20 01 2022 that they can ensure that they will not exceed 600cd/m² in the day and 300cd/m² in the evening. With regard to the comments about the projecting sign an informing the applicant of the need for a Projection Over Licensed

The proposed signage complies with headroom and carriageway clearance requirements. The proposals are considered to be acceptable and accord with policies SP1 and EN1 of the Core Strategy for the City of Manchester (2012).

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

In assessing the merits of an application officers will seek to work with the applicant in a positive and proactive manner seeking solutions to problems arising in relation to dealing with the application. In this case this has included communications during the time that the application was being processed to ensure a satisfactory scheme

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 development hereby approved shall be carried out in accordance with the following drawings and documents:

Drawings

20 - 068 Rev 04 received via the email of 19 01 2022 from Freddie Evans

Location Plan received by the City Council as Local Planning Authority on 18th October 2021

Documents

The application form received by the City Council as Local Planning Authority on 18th October 2021 as amended by the email received from Freddie Evans on 20th January 2022

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy.

Informatives

1) The proposed sign extends over the adopted highway. As such, a projection over license will be required. This is to be funded at the applicant's expense and is obtainable via the following link:

http://www.manchester.gov.uk/directory_record/138255/projecting_overunder_the_highway/category/355/highways_and_pavements Or through Contact Manchester on Tel. 0161 234 5004.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Sixth Floor, 55 King Street, Manchester, M2 4LQ
Sams Chop House, Chapel Walks, Manchester, M2 1HN
Unit 6A, 55 King Street, Manchester, M2 4LQ
Unit 6, 55 King Street, Manchester, M2 4LQ
Third Floor, 55 King Street, Manchester, M2 4LQ
Fourth Floor, 55 King Street, Manchester, M2 4LQ
Second Floor, 55 King Street, Manchester, M2 4LQ
First Floor, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 19, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 18, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 17, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 16, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 15, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 14, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 13, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 12, 55 King Street, Manchester, M2 4LQ
THE EMERSON GROUP, Basement 3 Storage 11, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 10, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 9, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 8, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 7, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 6, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 5, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 4, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 3, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 2, 55 King Street, Manchester, M2 4LQ
Basement 3 Storage 1, 55 King Street, Manchester, M2 4LQ
Unit 5, 55 King Street, Manchester, M2 4LQ
Sixth Floor Suites 6 To 9, 55 King Street, Manchester, M2 4LQ
SUCCESS APPOINTMENTS LIMITED, Sixth Floor Suite 5, 55 King Street, Manchester, M2 4LQ
Fifth Floor, 55 King Street, Manchester, M2 4LQ
Sixth Floor Suite 4, 55 King Street, Manchester, M2 4LQ
Sixth Floor Suite 3, 55 King Street, Manchester, M2 4LQ
Sixth Floor Suite 1, 55 King Street, Manchester, M2 4LQ
Unit 4, 55 King Street, Manchester, M2 4LQ
Unit 3, 55 King Street, Manchester, M2 4LQ
Unit 1, 55 King Street, Manchester, M2 4LQ
Unit 2, 55 King Street, Manchester, M2 4LQ
Cavendish House, 30 Pall Mall, Manchester, M2 1JY
19 Chapel Walks, Manchester, M2 1HN
Former 11, Chapel Walks, Manchester, M2 1HN

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 - Upper King Street (Extension) Conservation Area 1985
Area Team Boundary - Name: CITY1