

Planning

Growth & Development

Delegated officer report for planning application

Application no. 133110/AO/2022 and 133124/LO/2022

Date registered valid: 11 March 2022

Proposal: Erection of 4 x external signs comprising: EXT01- Street side signage, EXT 02-Main entrance signage, EXT 03-Patio vent neon and EXT 04-New Century Hall entrance sign

Address: New Century Hall , Manchester, M60 4ES

Ward(s): Piccadilly Ward

Applicant: NOMA (GP) Ltd C/o Agent

Agent (if any): Ms Katie Wray Deloitte LLP The Hanover Building, Corporation Street, Manchester, M4 4AH

Case officer: Angela Leckie
Tel: 0161 234 4651
Email: angela.leckie@manchester.gov.uk

Recommendation: Approve and Approve

Date of recommendation: 3 May 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 17.03.2022

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

No neighbour notifications have been printed and sent.

Site notice

Posted: 17-03-22 Expired: 07-04-22

Press advert

Published: 22 March 2022 Expired: 12 April 2022

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Grade II

Conservation area: N/A

Tree Preservation Order: N/A

The application relates to a building known as New Century Hall a Grade II listed and formed part of the Co-Operative Society's historic built estate within NOMA. The building is located adjacent to the Shudehill Conservation Area and is in close proximity to other listed structures including Hanover & E Block (Grade II), Old Bank (Grade II), Redfern Building (Grade II), New Century Hall (Grade II), Dantzie (Grade II), CIS Tower (Grade II) and Holyoake House (Grade 2).

The 'Site' is bounded by Dantzie Street to the east, Sadler's Yard to the south, and is adjoined by a link bridge to the Grade II listed New Century House to the west. New Century Hall is not located within a designated Conservation Area; however, it is located in close proximity to the boundary of the Shudehill Conservation Area.

The building comprises three principal floors of accommodation: a double-height first-floor concert hall, ground floor, and basement; and an upper mezzanine levels of accommodation serving the hall including the projector room and dressing rooms.

Application ref no 124348/FO/2019 and 124349/LO/2019 were approved in 2019 for planning and listed building consent associated with a Change of use from B1 (Offices), D1 (Non-Residential Institution) and D2 (Assembly and Leisure) use to mixed comprising A3 (restaurant and cafe), A4 (drinking establishment) (Ground floor), D1 non-residential (creative school) (basement) and D1 (flexible events and conference facilities) / D2 (music/performance space) (1st floor) (Sui Generis) and other ancillary uses and associated external alterations related to the reuse and refurbishment of the building including, creation of new openings to Sadler's Yard elevations; creation of new public realm (including a pedestrian connection between Sadler's Yard and Miller Street) installation of external plant and construction of a concrete screen along Miller Street. That consent has subsequently been amended by app ref no's 130703/JO/2021, 130704/JO/2021 ,132275/JO/2021 and 132281/JO/2021.

Description of area

The Site is surrounded by a mix of city centre uses, including the office-led, mixed-use development within the wider NOMA estate, residential apartments, public realm and landscaping at Sadler's Yard, 1 Angel Square and Angel Meadow. It is also in close proximity to two major public transport modes, Manchester Victoria Station to the south west and Shudehill Interchange to the south east. There are a number of temporary surface car parks in the area, which are future development plots within the NOMA Masterplan

Description of development

133110/AO/2022

Advert Consent is sought for 4 external signs as follows: EXT 01:Concrete letters fixed to original external concrete wall facing Miller Street; EXT02 Main Entrance : Illuminated sign attached to original wall above the main entrance door; EXT03 Sadlers Yard: Illuminated LED

Neon sign; and EXT 04 Link : Black illuminated box with white Perspex front and illuminated neon signs

131393/LO/2021

Listed Building Consent is sought for the above external signs and also a number of internal signs including wayfinding and other informational signage in a mix of hand painted signs, vinyls, internally illuminated and white Perspex boxes.

Publicity : 133110/AO/2022 - was advertised as affecting a listed building and a site notice displayed adjacent to the site. No representations received.

131393/LO/2021 - was advertised as affecting a listed building and a site notice displayed adjacent to the site. No representations received.

Manchester Conservation Areas and Historic Buildings Panel- Did not wish to be consulted.

Issues

Core Strategy - The following policies are considered to be most relevant to the proposed development:

Policy SP1 (Spatial Principles), - which guides the strategic development of Manchester identifying the Regional Centre as the focus for economic and commercial development, leisure and cultural activity, alongside high quality city living. It states that all development within the City Centre regeneration area should have regard to the character and issues as identified in the Manchester City Centre Strategic Plan and outlines the following core development principles:

Development should:-

Make a positive contribution to neighbourhoods of choice including: -

- creating well designed places that enhance or create character;
- making a positive contribution to the health, safety and wellbeing of residents;
- considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income;
- protect and enhance the built and natural environment;
- minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible;
- Improve access to jobs, services, education and open space by being located to reduce the need to travel; and
- provide good access to sustainable transport provision.

Policy CC9 (Design and Heritage) - which states that the design of new buildings will need to be of the highest standard in terms of appearance and

function and seeks to preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

Policy EN 3 Heritage – which states that throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre.

Policy DM1 (Development Management) – Which states that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document: -

which says that in determining applications consideration should be given to amongst others, the effects on amenity, including privacy light, noise.

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas 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, including privacy, light, noise, vibration, air quality and road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.
- Design for health.
- Adequacy of internal accommodation and external amenity space.
- Refuse storage and collection.
- Vehicular access and car parking.
- Effects relating to biodiversity, landscape, archaeological or built heritage. Green Infrastructure including open space, both public and private.
- Flood risk and drainage.
- Existing or proposed hazardous installations.

And that for new commercial developments to demonstrate best practice which will include the application of the BREEAM (Building Research Establishment Environmental Assessment Method) standards. By 2019 provisions similar to the Code for Sustainable Homes will also apply to all new non-domestic buildings.

The Unitary Development Plan for Manchester – Whilst the Core Strategy has now been adopted some of the UDP policies remain saved as there are no replacement policies contained in the Core Strategy. The relevant policies are detailed below:

DC19.1 (Listed Buildings) - which seeks to preserve and enhance the settings of listed buildings by appropriate control over new developments within their vicinity.

Design Issues and impact on the Character and Fabric of the Listed Building and Conservation Area – The number of signs would be limited such that they would not create a cluttered appearance on the building or within the street scene.

The use of signage materials comprising concrete, polished steel letters, glass and Perspex externally and the various forms of internal signage would have an appropriate quality of appearance for appropriate to the status of the building and the recent investment in this and the wider NOMA site. The overall design of signage is considered to be sympathetic in terms of the listed status of the building. The design is in-keeping with the surrounding area, and represents a cohesive design strategy across the building, and the wider NOMA neighbourhood. and any harm would be negligible.

The proposed signage is considered to be of a suitable scale, is unobtrusive on the streetscape and has no adverse effect on heritage, amenity or safety.

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 and Approve

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner to seek solutions to problems arising in relation to dealing with the planning application. No such problems have arisen on this application

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

133110/AO/2022

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:

(a) Site location plan NCHA-SRA-ZZ-DR-A-00900 Rev PO1;

(b) Dwgs General Arrangement, South Elevation, Mayes Street and General Arrangement, North Elevation, Miller Street -Planning -Signage; and

(c) Signage Strategy New Century

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to Core Strategy SP1 and DM 1 and saved UDP policy DC19.1

3) External lighting shall be controlled to not exceed 300cd/m2 during the hours of darkness

Reason - In the interests of visual amenity to safeguard the amenities of the occupiers of nearby properties in accordance with saved policy DC19.1; of the Unitary Development Plan for the City of Manchester and policies SP1, EN3 and DM1 of the Core Strategy.

133124/LO/2022

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

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

(a) Site location plan NCHA-SRA-ZZ-DR-A-00900 Rev PO1;

(b) Dwgs General Arrangement, South Elevation, Mayes Street and General Arrangement, North Elevation, Miller Street -Planning -Signage; and

(c) Signage Strategy New Century and Existing and Proposed Drawing Pack stamped as received 03 05 22

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to Core Strategy SP1 and DM 1 and saved UDP policy DC19.1

Appendix 1 – List of consultees & neighbours notified

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Area Team Boundary - Name: CITY1

