

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132129/AO/2021

Date registered valid: 21 February 2022

Proposal: Installation of internally illuminated individual letter signs on existing glazed tower element overlooking Exchange Square

Address: 98 Arndale Centre , Market Street, Manchester, M4 3AB

Ward(s): Piccadilly Ward

Applicant: Mr Edward Mellors The Mellors Group 15-16 Long Row, Nottingham, NG1 2DH

Agent (if any): Mr Mark Dunwell InHaus Solutions Ltd 89 Walkergate , Beverley, HU17 9BP

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

Recommendation: Approve

Date of recommendation: 7 April 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 3 March 2022 Expired: 24 March 2022

Neighbour notifications

Printed: 28 February 2022 Expired: 21 March 2022

Site notice

Posted: 2 March 2022 Expired: 23 March 2022

Press advert

Published: 8 March 2022 Expired: 29 March 2022

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

This application relates to an existing glazed tower element on the Manchester Arndale Centre overlooking the south-east corner of Exchange Square.

The south-eastern boundary of the Cathedral Conservation Area is located approximately 73 metres away and there are a number of Listed Buildings in close proximity. The surrounding area contains a variety of uses including shops, bars, restaurants, offices, and residential.

This applications seeks advertisement consent for "Installation of internally illuminated individual letter signs on existing glazed tower element overlooking Exchange Square"

The new sign will consist of 2 parts. The upper part will consist of 2 letters. Each letter will be approx 0.9 metres wide and 2.2 metres high with the letter to the left approx. 0.65 metres higher than the letter to the right.

Just below this upper part will be row of 410mm high, letters which will have an overall width of 6463mm. The sign will be located approx 0.9 metres above ground level and will have a maximum projection from face of building of 0.12 metres. The individual letters will be internally illuminated.

The signage relates to a visitor attraction located inside the Arndale Centre

Description of area

Description of development

Consultations & Notification Responses

Publicity - The application has been advertised in the Manchester Evening News as affecting a Conservation Area. A site notice was also displayed and the occupiers of nearby properties have been notified. No responses have been received as a result of this publicity.

Manchester Arndale

Highway Services - The proposed signs are not located on the adopted highway network. The proposed signs do not extend over the adopted highway, therefore a projection over license will not be required.

The proposed luminance of the signs is noted as 300cd/m² which is in line with MCC recommended maximum of 600cd/m² and is acceptable to Highways. The signs comply with headroom and carriageway clearance requirements

Environmental Health -

have recommended the condition and comment below:

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 information submitted confirms that the signage will not exceed 300cd/m² which we can accept. We would also recommend that the signage is automatically controlled so not to be illuminated between the hours of 22:00 to 07:00

Issues

The main issues for consideration relate to the impact of the proposals on amenity, (environmental impact and visual amenity). The main policies that relate to the proposal are Section 12 (Requiring Good Design) and Section 2 (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), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Visual Amenity

The proposals are not considered to be too visually obtrusive. The new sign will consist of individual letters and there will be no back panel. Although the new sign will be large (3.3 metres high and 6.5 metres wide) the sign is not considered to be overly large in the context of the glazed tower feature on the Arndale Centre.

Amenity -

have recommended the condition and comment below:

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 information submitted confirms that the signage will not exceed 300cd/m2 which we can accept. We would also recommend that the signage is automatically controlled so not to be illuminated between the hours of 22:00 to 07:00.

There are no residential properties closeby and therefore the condition to control glare is not considered to be necessary for the proposal under consideration. The comments of Environmental Health have been forwarded to the applicant and they have responded by saying that Urban Playground closes at 23:00 hrs and they would request that signage is automatically controlled so that it is not illuminated between the hours of 23:00 to 07:00. A condition stating that the internally illuminated individual letter signs hereby approved shall be automatically controlled so as not to be illuminated between the above hours:

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

Officers have worked with the applicant / agent in a positive and proactive manner to guide the application through all stages of the planning process and resolve any issues that arose in dealing with the planning application. Appropriate conditions were attached to the decision to ensure an acceptable development.

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:

The proposed signage drawing, The SIGNAGE DETAILS and drawing entitled "As Existing: Location Plan & Block Plans" all received 3rd November 2021.

The signage drawings Issue 07 (EXT) -16/02/2022 received 21st February 2021.

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.

4) The internally illuminated individual letter signs hereby approved shall be automatically controlled so as not to be illuminated between the following hours:

23:00 to 07:00 Monday to Sunday.

Reason - To ensure an acceptable development, and in the interests of amenity pursuant to policy DM1 of the Core Strategy for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Manchester Arndale
Highway Services
Environmental Health

Post Office, Corporation Street, Manchester, M4 3AG
Next, 100 Corporation Street, Manchester, M4 3AJ
Unit 15, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
First Floor, Pler House, 1 Fennel Street, Manchester, M4 3DU
19A Market Street, Manchester, M1 1WR
Fourth Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Third Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Kiosk 1, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Second Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
NatWest, 19 Market Street, Manchester, M1 1WR
Pler House, 1 Fennel Street, Manchester, M4 3DU
Roomzzz, The Corn Exchange, 35 Hanging Ditch, Manchester, M4 3TR
Salvis, Unit 1, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
3 Fennel Street, Manchester, M4 3DU
Zizzi, Unit 14, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Fifth Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 35, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 8, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Ark Clothing, Corporation Street, Manchester, M4 3AG
Pizza Hut, Corporation Street, Manchester, M4 3AG
Unit 18, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 12, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 22B, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Marks And Spencer, 7 - 17 Market Street, Manchester, M1 1PT
Caffe Nero, Corporation Street, Manchester, M4 3AG
The Wheel Of Manchester, Exchange Square, Manchester, M4 3TR
Second Floor Management Suite 2D, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Fourth Floor And Fifth Floor Suites 4A And 4B And 5B, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Second Floor Suite 204 And 206, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Mowgli, Unit 16, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 22, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Units 21 And 34, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 22A, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 6, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
The Corn Exchange, Fennel Street, Manchester, M4 3DU
Sky Bar, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 24, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Security Control Room Second Floor, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Third Floor Suite 340, The Corn Exchange, Fennel Street, Manchester, M4 3DU
Third Floor Suite 339B, The Corn Exchange, Fennel Street, Manchester, M4 3DU
Banyan, Unit 4, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 3, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 2, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
STARBUCKS, 75 Hanging Ditch, Manchester, M4 3DU
Byron, Unit 9, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR

Unit 32, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Kiosk 7, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
Unit 11, The Corn Exchange, 37 Hanging Ditch, Manchester, M4 3TR
1 Exchange Square, Manchester, M3 1BD

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
Area Team Boundary - Name: CITY1