MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	131271/AO/2021
Date registered valid:	6 August 2021
Proposal:	Installation of 2no. branding sign to two retractable awnings
Address:	11 Stevenson Square, Manchester, M1 1DB
Ward(s):	Piccadilly Ward
Applicant:	Mr Andrew Blackburn Northern Hospitality (MCR) Ltd Quarter House, 11 Stevenson Square, Manchester, M1 1DB
Agent (if any):	Miss Victoria Welch WSP 8 First Street, Manchester, M15 4RP
Case officer:	Eve Woolstencroft Tel: 0161 234 4533 Email: eve.woolstencroft@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	14 December 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 16 August 2021 Expired: 6 September 2021

Neighbour notifications
Printed: 16 August 2021 Expired: 6 September 2021

Site notice
No site notice has been produced

Press advert
No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Listed building: Not applicable

Conservation area: Stevenson Square Conservation Area 1987

Tree Preservation Order:

Description of Site/Area
The proposal relates to the ground floor elevation of no. 11 Stevenson Square which is currently in use as a Bar. The design and form of the proposal building suggests this was originally built as a modestly sized textile warehouse.

The two visible elevations of the building (the narrower principal elevation with a greater level of architectural detailing to Stevenson Square and the longer and plainer side elevation to Little Lever Street) retain their intrinsic historic design.

Description of Development

The submitted application seeks installation of 2no. branding sign to two retractable awnings

Consultations & Notification Responses

Highways:
The retractable awnings, when opened, will over-sail the adopted highway by 4m from the front of the building. It will therefore require a fee-based highway license pursuant to S177 of the Highways Act 1980.

The height of the awnings from the footway is 2.2m, which is not compliant with minimum recommendations. The minimum acceptable headway clearance is 2.5m and it is requested that the awnings meet this requirement to ensure there is no hazard to passing pedestrians.
Updated highways comments following receipt of revised plans: The proposals are acceptable.

Design for Security at Greater Manchester Police
Recommend that the existing CCTV coverage is reviewed to ensure that the installation and use of the awnings does not impede the current coverage and that the outdoor seating area is still covered or is amended to ensure the area is covered when the awnings are in use.

Policies

The main issues for consideration relate to the impact of the proposals on visual amenity the impact on the Conservation Area and nearby listed buildings. 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, Polices SP1 (Spatial Principles), EN3 (Heritage), CC9 (Design and Heritage, EN1 (Design Principles and Strategic Character Areas) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policy, DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Issues

Visual Amenity and Impact on the Historic Environment

The application building is located within Stevenson Square Conservation Area and fronts Stevenson Square. Other buildings fronting Stevenson Square include the large Grade II listed Sevendale House (listed under Dale Street), the Grade II listed building that includes No.49 Newton Street, No.18 Hilton Street and No.10 Stevenson Square. The frontage buildings also include various buildings that could be considered to be non-designated heritage assets. The proposal building is also seen in conjunction with the listed Police Museum building (listed under Newton Street) in views along Little Lever Street.

The two visible elevations of the building (the principal elevation to Stevenson Square and the side elevation to Little Lever Street) retain their intrinsic historic design. Whilst there is no evidence to suggest that the Stevenson Square elevation was designed to carry awnings it is acknowledged that the uses of the buildings has shifted from their original purposes and many of the buildings in the Northern Quarter, including the application building are now occupied by uses that contribute to the leisure and evening economy.

Each of the two awnings would run above the heads of two windows, with one awning to either side of the central doorway. The application as originally submitted showed awnings with dimensions of 3.95m x 4.0m. It was considered that awnings of this size, other than from close-up vantage points, would effectively conceal considerable parts of the ground floor windows from view which would detract from the appearance of the building and diminish the legibility of its overall design including by interrupting the vertical emphasis provided by the elevation openings and the relationship between the central doorway and the windows to either side.

In response to concerns raised, the awning height has been raised to provide 2.5m clearance to address the LHA comments; re-positioning the awnings to the fascia board rather than the window openings which would cause less harm to the building facade; and reducing the size of the awnings to 3m which would conceal less of the window openings and is in line with other examples in Stevenson Square. The visual impact of the awnings would be reduced when the awnings are in a closed position.

It is considered that any harm to visual amenity and the Conservation Area is outweighed by the economic benefits which are to allow the premises to continue its active economic use and make a full and positive contribution to the Smithfield Conservation Area.

Public Safety

There are no public safety issues associated with the proposed advertisements.

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 polices 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

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:

-Document ref. Exterior Canopy Planning Revision A recieved by the City Council as Local Planning Authority on 14 March 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

GLORIOUS CREATIVE, 10A Stevenson Square, Manchester, M1 1FB
Ground Floor, 8 Stevenson Square, Manchester, M1 1FB
Ground Floor Offices 1 And 2, 8 Stevenson Square, Manchester, M1 1FB
First Floor, 8 Stevenson Square, Manchester, M1 1FB
Basement, 26A Lever Street, Manchester, M1 1DW
Studio 6, 14 - 16 Faraday Street, Manchester, M1 1BE
Studio 5, 14 - 16 Faraday Street, Manchester, M1 1BE
Second Floor, 26 Lever Street, Manchester, M1 1DW
Third Floor, 26 Lever Street, Manchester, M1 1DW
12 Faraday Street, Manchester, M1 1BE
First Floor, 14 - 16 Faraday Street, Manchester, M1 1BE
Studio 4, 14 - 16 Faraday Street, Manchester, M1 1BE
Studio 3, 14 - 16 Faraday Street, Manchester, M1 1BE
Basement, 14 - 16 Faraday Street, Manchester, M1 1BE
Second Floor, 14 - 16 Faraday Street, Manchester, M1 1BE
Studio 2, 14 - 16 Faraday Street, Manchester, M1 1BE
Studio 1, 14 - 16 Faraday Street, Manchester, M1 1BE
Third Floor, 14 - 16 Faraday Street, Manchester, M1 1BE
14 - 16 Faraday Street, Manchester, M1 1BE
32 Lever Street, Manchester, M1 1DE
5A Stevenson Square, Manchester, M1 1DN
5 Stevenson Square, Manchester, M1 1DN
First Floor, 26 Lever Street, Manchester, M1 1DW
45 Lever Street, Manchester, M1 1FN
My Dentist, 43 Lever Street, Manchester, M1 1FN
Second Floor Room C3, 18 Hilton Street, Manchester, M1 1FT
Third Floor Unit 3B, 18 Hilton Street, Manchester, M1 1FT
Second Floor Room C5, 18 Hilton Street, Manchester, M1 1FT
Second Floor Room C4, 18 Hilton Street, Manchester, M1 1FT
Second Floor Room C1, 18 Hilton Street, Manchester, M1 1FT
First Floor Unit 2, 18 Hilton Street, Manchester, M1 1FT
Fourth Floor Unit A1, 18 Hilton Street, Manchester, M1 1FT
Third Floor Unit A3, 18 Hilton Street, Manchester, M1 1FT
Second Floor Room C2, 18 Hilton Street, Manchester, M1 1FT
Ground Floor, 18 Hilton Street, Manchester, M1 1FT
First Floor Unit 1, 18 Hilton Street, Manchester, M1 1FT
Ground Floor, 26 Lever Street, Manchester, M1 1DW
18 Hilton Street, Manchester, M1 1FT
Basement And Ground Floor, 23 Hilton Street, Manchester, M1 1EL
Fourth Floor, 18 Hilton Street, Manchester, M1 1FR
11A Stevenson Square, Manchester, M1 1DB
Basement, 11A Stevenson Square, Manchester, M1 1DB
Second Floor, 11 Stevenson Square, Manchester, M1 1DB
9 Stevenson Square, Manchester, M1 1DB
Third Floor, 11 Stevenson Square, Manchester, M1 1DB
Third Floor, 8 Stevenson Square, Manchester, M1 1FB
10 Stevenson Square, Manchester, M1 1FB
Ground Floor And First Floor, 11 Stevenson Square, Manchester, M1 1DB
Ground Floor, 10 Stevenson Square, Manchester, M1 1HR
8 Stevenson Square, Manchester, M1 1FB

22 Little Lever Street, Manchester, M1 1HR

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
Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Stevenson Square Conservation Area 1987
Area Team Boundary - Name: CITY2