

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132649/AO/2022
Date registered valid: 20 January 2022
Proposal: New externally illuminated projecting sign
Address: 111 Deansgate, Manchester, M3 2BQ
Ward(s): Deansgate Ward

Applicant: Patel SPQ Ltd 10 Brightside Lane, Sheffield, S9 3YE
Agent (if any): Mrs Rachel Skinner Pye Design Architects 29 Market Street, Wigan, WN2 3AE
Case officer: Gerry Reilly
Tel: 0161 234 4163
Email: gerry.reilly@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 23 February 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 27 January 2022 Expired: 17 February 2022

Neighbour notifications

Printed: 27 January 2022 Expired: 17 February 2022

Site notice

Posted: 28 January 2022 Expired: 18 February 2022

Press advert

Published: 1 February 2022 Expired: 22 February 2022

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order:

The proposed site for development is at 111 Deansgate. The unit is located within the Grade II listed 105-113 Deansgate. The building is situated within the St Ann's Square Conservation Area .

Advertisement consent is sought for a "New externally illuminated projecting sign". There will be a gap of 3metres between the bottom of the sign and ground level. The new sign will be circular in shape with a diameter of 700mm. It will be 30mm deep and 755mm high from the top of the trough light to the bottom of the hanging sign. Overall projection from the building will be 820mm.

Description of area

Description of development

Consultations & Notification Responses

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

No representations have been received as a result of this publicity

Highway Services - have noted that a Projection over License will be required. They have also stated that sufficient headroom clearance of 3m, compliant with the 2.30m minimum, is noted and accepted by Highways.

Environmental Health - have recommended a condition relating to control glare and overspill onto nearby properties.

Issues

The main issues for consideration relate to the acceptability of the proposed advertisement in terms of the impact on the character and appearance of the listed building and the St Ann's Square Conservation Area and the impact on highway safety. The main policies that relate to the proposal are Sections 9 and 16 of the National Planning Policy Framework on Promoting sustainable transport and Conserving and enhancing the historic environment) , and UDP policies DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings).

Visual amenity - The proposed sign is just 30mm in depth which is in accordance with the City Council's requirements. An external projecting hanging sign is considered to be appropriate in this commercial location and it is not considered that proposed sign would have an adverse impact on the appearance of the listed building or on the setting of other nearby listed buildings or on view of the St Anns Square Conservation Area.

Highway Services - have noted that a Projection over License will be required. An informative will be attached to this permission to let the applicant know about the above. Highways have also stated that sufficient headroom clearance of 3m, compliant with the 2.30m minimum, is noted and accepted by Highways.

Amenity - have recommended a condition relating to control glare and overspill onto nearby properties. The proposal is for the sign to be externally illuminated via downward facing trough lights. It is not considered that glare or light will overspill onto nearby properties and, therefore, this condition will be omitted. The proposals are considered to be acceptable in terms of their impact on amenity

Given the above, the proposal is considered to be acceptable in terms of visual amenity and highway safety in accordance with Sections 9 (Promoting sustainable transport) and 16 (Conserving and enhancing the historic environment) of the National Planning Policy Framework and UDP policies DC14.5 (Shop Fronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the City Council's Unitary Development Plan

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

The application is approved on the basis that the proposal has been considered in terms of its impact on a listed building and highway safety and is in accordance with the City Council's Unitary Development Plan, in particular policies: DC18 on Conservation Areas, DC19 on Listed Buildings and DC14.5B (Shop Fronts and Related Signs) and is consistent with guidance in Section 9 (Promoting sustainable transport) and Section 16 of the National Planning Policy Framework on Conserving and enhancing the historic environment and there are no other material considerations.

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

PROPOSED PROJECTING SIGN A110 Rev A received 20th January 2022
SITE & LOCATION PLAN A111 received 7th January 2022

Documents

Design, Access & Heritage Statement by PYE DESIGN/ARCHITECTS received 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 to a maximum projection of 0.75m over the adopted highway. As such, a Projection over License will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Basement, 111 Deansgate, Manchester, M3 2BQ
Sainsbury's, Ground Floor, 130 - 136 Deansgate, Manchester, M3 2GQ
Ground Floor And First Floor, 130 - 136 Deansgate, Manchester, M3 2QS
Unit 2, 130 - 136 Deansgate, Manchester, M3 2GQ
Sawyers Arms, 138 Deansgate, Manchester, M3 2RP
130 - 136 Deansgate, Manchester, M3 2GG
Second Floor And Third Floor, Halifax House, 93 - 101 Bridge Street, Manchester, M3 2GX
Halifax House, 93 - 101 Bridge Street, Manchester, M3 2GX
126 Deansgate, Manchester, M3 2GR
Ground Floor And First Floor, 105 - 107 Deansgate, Manchester, M3 2BQ
105 - 107 Deansgate, Manchester, M3 2BQ
138 Deansgate, Manchester, M3 2RP
109 Deansgate, Manchester, M3 2BQ
76 Bridge Street, Manchester, M3 2RJ
113 Deansgate, Manchester, M3 2BQ
78 Bridge Street, Manchester, M3 2RJ

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 - St Anns Square Conservation Area 1970
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CITY1