

Planning

Growth & Development

Delegated officer report for planning application

Application no. 131585/AO/2021

Date registered valid: 25 November 2021

Proposal: Installation of 2 no. fascia signage, 2 no. projecting signs, ATM surround sign, together with various non illuminated information signs following removal of existing signage

Address: Basement To First Floor, 58 - 60 Portland Street, Manchester, M1 4QT

Ward(s): Deansgate Ward

Applicant: Reilly The Royal Bank of Scotland PLC House F, 1st Floor, Gogarburn, EH12 1HQ

Agent (if any): Jeimmy nascimento ISG Design Ltd 6th Floor Aldgate House, 33 Aldgate High Street, London, EC3N 1AG

Case officer: Eve Woolstencroft
Tel: 0161 234 4533
Email: eve.woolstencroft@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 14 January 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 26 November 2021

Expired: 17 December 2021

Neighbour notifications

No neighbour notifications have been printed and sent.

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: George Street Conservation Area 1985

Tree Preservation Order:

Description of Site/Area

The application relates to 60 Portland Street, which is located on the corner of Portland Street and Nicholas Street. The building is in use as a bank. The site lies within the George Street conservation area and is adjacent to a Grade II listed building (70-72 Portland Street).

Description of Development

The submitted application seeks advertisement consent for the installation of 2 no. fascia signage, 2 no. projecting signs, ATM surround sign, together with various non illuminated information signs following removal of existing signage.

Consultations & Notification Responses

Highways

Fascia Sign 1:

The proposed sign is not located on the adopted highway network.

The proposed sign extends to a maximum projection of 0.125m over the adopted highway.

As such, a Projection over License will not be required.

The proposed luminance of the sign is noted as 200 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

A sufficient headroom clearance of 3.765m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed sign complies with carriageway clearance requirements.

Fascia Sign 2:

The proposed sign is not located on the adopted highway network.

The proposed sign extends to a maximum projection of 0.125m over the adopted highway. As such, a Projection over License will not be required.

The proposed luminance of the sign is noted as 200 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

A sufficient headroom clearance of 3.769m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed sign complies with carriageway clearance requirements.

Fascia Sign 3:

The proposed sign is not located on the adopted highway network.

The proposed sign extends to a maximum projection of 0.125m over the adopted highway. As such, a Projection over License will not be required.

The proposed luminance of the sign is noted as 200 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

A sufficient headroom clearance of 3.714m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed sign complies with carriageway clearance requirements.

Projecting Sign 1:

The proposed sign is not located on the adopted highway network.

The proposed sign extends to a maximum projection of 0.62m 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.

The proposed luminance of the sign is noted as 200 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

A sufficient headroom clearance of 3.547m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed sign complies with carriageway clearance requirements.

Digital Screen:

The proposed sign is not located on the adopted highway network. The digital sign will be located along the Portland Street elevation adjacent to the main entrance.

The proposed sign does not extend over the adopted highway network. As such, a Projection over License will not be required.

The proposed luminance of the sign is noted as 350 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

The proposed sign complies with headroom and carriageway clearance requirements.

The location of the signage is not considered to generate any adverse impacts for vehicles travelling along Portland Street. However, it will be visible to vehicle waiting and turning left/right onto Portland Street from Sackville Street. The imagery is noted to be static with no moving features and therefore no highway implications in terms of driver distraction is anticipated.

TfGM UTC have commented on the application. In respect of the proposed digital sign, it is noted that the proposed dimensions are 0.6m x 1.2m and is therefore relatively small in scale. Additionally, the plans demonstrate that the digital sign will be positioned at ground floor level and therefore isn't directly behind or above the signal head. As such TfGM UTC have raised no concerns.

It is recommended that the following condition be attached to any approval of the application:
Condition

- (a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.
- (b) No individual advertisements shall be displayed for duration of less than 10 seconds.
- (c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.
- (d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.
- (e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.
- (f) The maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m² during non-daylight hours / inclement weather

Opening Time Panel:

The proposed panel is not located on the adopted highway network. The panel will be attached to the wall at the main entrance on Portland Street.

The proposed panel extends to a maximum projection of 0.03m over the adopted highway. As such, a Projection over License will not be required.

The proposed panel complies with headroom and carriageway clearance requirements.

ATM Sign:

The proposed sign is not located on the adopted highway network.

The proposed sign extends to a maximum projection of 0.052m over the adopted highway. As such, a Projection over License will not be required.

The proposed luminance of the sign is noted as 200 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers

The proposed sign complies with headroom and carriageway clearance requirements.

Window Manifestation:

The proposed sign is not located on the adopted highway network.

The proposed sign does not extend onto the adopted highway. As such, a Projection over License will not be required.

The proposed signage is not illuminated.

The proposed sign complies with headroom and carriageway clearance requirements.

Further highways response upon receipt of revised drawings 14.12.2021

If the internal screens do not require planning permission then the condition is no longer required. Typically, Highways will only attach this condition to digital images / smaller screens so it won't apply to any of the other advertisements that are being taken forwards in the application.

Issues

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. 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 proposed signs are a replacement for existing signage on the building.

The proposal has been revised throughout the lifecycle of the application and represents an improvement on the existing signage. The proposed fascia signs would replace existing fascia signs which would largely appear similar to the existing which consists of a slim fascia panel with individual letters attached, the proposed signage however would be illuminated.

The projecting signs would replace two existing signs that are displayed on two separate elevations and would not be seen together. The signs have been revised to reduce the depth of these from 120mm to 40mm and are considered to have a more sophisticated appearance and allow the most significant features of the non-designated heritage asset to be understood and appreciated.

The name plate sign and ATM sign would be similar to the existing and therefore there is not considered to be any adverse impact with regards to visual amenity for the installation of these signs.

The proposed signage would subject to compliance with conditions, be respectful of the historical significance of the building and is not considered to cause harm to the surrounding conservation area or the setting of surrounding listed buildings

Given the above, it is considered that subject to compliance with conditions, the proposal would be consistent with paragraph 196 and 197 of the NPPF and address sections 66 and 72 of the Planning Act in relation to preservation and enhancement.

Given this, the proposals are considered to be acceptable in terms of visual amenity including the impact on the character and appearance of the conservation area and the setting of the nearby listed buildings, in accordance with Sections 7 (Requiring Good Design) and 12 (Conserving and enhancing the historic environment) of the National Planning Policy Framework, policies EN3 (Heritage) and CC9 (Design and Heritage), SP1 (Spatial Principles) and DM1 (Development Management) of the Core Strategy for the City of Manchester and saved policies DC14.1 (Shop Fronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Public Safety - There are no concerns with regards to public 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

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:

Received by the City Council as Local Planning Authority on 07 September 2021:

- Location Plan
- Existing External Elevation GA Plans ref. 3326-G1-E1
- Existing External Elevation ref. 3326-G1-E3
- Proposed External Elevation GA Plans ref. 3326-G1P-E2 REV B

Received by the City Council as Local Planning Authority on 25 November 2021:

- Portland Street Projecting Sign

Received by the City Council as Local Planning Authority on 14 December 2021:

- Proposed External Elevation GA Plans ref. 3326-G1P-E1 REV E
- Proposed External Elevation GA Plans ref. 3326-G1P-E2 REV E
- Proposed External Elevation GA Plans ref. 3326-G1P-E3 REV C

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN1, EN3, SP1 and DM1 of the Core Strategy and saved policies DC18.1 and DC19.1.

3) The luminance of the advertisements hereby approved shall not exceed 500 cd/m² at any time.

Reason - In order to minimise the impact of the illumination of the lights on the occupiers of nearby accommodation and in order to prevent the advertisements affecting highway safety, pursuant to policies SP1 and DM1 of the Core Strategy.

Informatives

1) The proposed sign extends to a maximum projection of 0.62m 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

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 - George Street Conservation Area 1985

Area Team Boundary - Name: CITY2