

Planning

Growth & Development

Delegated officer report for planning application

Application no. 131347/AO/2021

Date registered valid: 13 August 2021

Proposal: Installation of 3 sets of externally illuminated individual letter signs and 1 externally illuminated projection sign

Address: 37-43 King Street, Manchester , M2 7AT

Ward(s): Deansgate Ward

Applicant: Mr David Paige Fulham Shore 1st Floor , 50-56 Berwick Street , London , W1F 8SJ

Agent (if any): Miss Natalie Long Technical Signs Hille Business Centre , 132 St Albans Road, Watford, WD24 4AE

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

Recommendation: Approve

Date of recommendation: 7 February 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 13 January 2022 Expired: 3 February 2022

Neighbour notifications

Printed: 9 September 2021 Expired: 30 September 2021

Site notice

Posted: 13 September 2021 Expired: 4 October 2021

Press advert

Published: 14 September 2021 Expired: 5 October 2021

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 Site - This application relates to the ground floor of a building located at 39-43 King Street within the City Centre. The space was last occupied by Google as they were operating a digital garage out of the site and previous to that was used as a Boots pharmacy/shop. The building is adjacent to a historic listed archway entrance that is Grade II listed so the building is deemed to be listed also, only by attachment to the listed arch. The site is within the St. Ann's Square Conservation Area. The area surrounding the application site is commercial in nature.

The Proposal - Installation of 3 sets of externally illuminated fascia text, 1 externally illuminated projection sign and 3 non-illuminated awnings

This building is currently occupied by Franco Manca which is a Sourdough pizza business operating in the UK and Italy and the new signage will be related to the business

The front fascia is split up into 3 parts separated by 2 columns.

The applicant is proposing to locate 3 sets of halo lettering on rails on the elevation facing King Street. The main sign will be located in the middle part of the fascia and will be 2.799m wide and 0.275m high. It will be made up of 0.275m high, 40mm deep letters screw fixed to a pair of horizontal 25x25mm square hollow section steel rails which are fixed to the stonework and are finished to match the stonework.

There will be 2 other signs located on the middle of the 2 outer sections of the fascia and will be 2.127m wide and 0.2m high. These signs will be made up of 30mm deep letters screw fixed to a pair of horizontal 25x25mm square hollow section steel rails which are fixed to the stonework and a finished to match the stonework.

No signage is proposed to be installed on the historic entrance or on the feature stonework above the fascia

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 and a Listed Building. A site notice was displayed and the occupiers of nearby properties have been notified.

No representations have been received as a result of this publicity.

Environmental Health - have recommended condition and stated that signage will need to be selected and installed to ensure they are auto dimmable so not to exceed 300cd/m² during the hours of darkness

Highway Services - have noted that the projecting sign extends to a maximum projection of 0.85m over the adopted highway.

As such, a Projection over License will be required.

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 Anns Square Conservation Area and the impact on highway safety. The main policies that relate to the proposal are Section 16 of the National Planning Policy Framework (Conserving and enhancing the historic environment) , and UDP policies DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings).

Visual amenity - The current proposals are very different from those that were submitted when the application was originally submitted. Initially, the applicant's scheme included awnings and solid fascia signs. The proposal is now to locate Installation of 3 sets of externally illuminated individual letter signs and 1 externally illuminated projection sign on the elevation facing King Stret. In addition. the applicants are proposing an externally illuminated projection sign with an overall projection from the building of 850mm and height of 700mm with a depth of 30mm. The sign will be externally illuminated. The applicant has also provided sections through the signage showing that the two fascia signs will be mounted on a pair of horizontal rails with 6 bolt fixings into the stonework on the 2 signs to the left and right of the main signs and 4 bolt fixings on the main sign. There will be 2 fixings to attach the projecting sign to the building.

The signs are not considered to detrimentally affect the character of the listed building or the character and appearance of the conservation area and are considered to relate well to the existing features of the building.

Highway Safety - Highways have observed that a projection over license will be required for the projecting/hanging sign and that the applicant should be advised that any requirements for licensing, hoarding / scaffolding including amendments to the current scaffolding design will need discussion with MCC Highways Applications and Network Resilience team via highwaynetworkmanagement@manchester.gov.uk. . Infomatives will be attached to this permission to let the applicant know about the above

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 it's 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:

THE LOCATION PLAN received 13th August 2021
Proposed drawing SIGNAGE 03 REV D received 27th January 2022
The Site Plan 04 REV B both received 12th Jan 2022
Proposed drawing SIGNAGE 02 REV C received 14th Jan 2022

Documents

Design & Access Statement received 13 Aug 2021
Heritage Statement received 13 August 2021

Other

The computer generated image received 12th 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 projecting sign extends to a maximum projection of 0.85m over the adopted highway. As such, a Projection over License will be required. This is to be funded at the applicant's expense and is obtainable via the following link:

http://www.manchester.gov.uk/directory_record/138255/projecting_overunder_the_highway/category/355/highways_and_pavements Or through Contact Manchester on Tel. 0161 234 5004.

2) The applicant is advised that and any requirements for licensing, hoarding / scaffolding will need discussion with MCC Highways Network Resilience team via highwaynetworkmanagement@manchester.gov.uk.

The applicant is advised that any access arrangements, footpath closures and associated temporary traffic management arrangements require discussion and agreement with MCC Highways Applications and Network Resilience teams via highwaynetworkmanagement@manchester.gov.uk.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Highway Services

Unit 1, 35 King Street, Manchester, M2 7AT
39 - 43 King Street, Manchester, M2 7AT
Ground Floor And Basement, 39 - 43 King Street, Manchester, M2 7AT
Third Floor Front, 64 Cross Street, Manchester, M2 4JQ
Third Floor Rear, 64 Cross Street, Manchester, M2 4JQ
Basement And Ground Floor, 64 - 66 King Street, Manchester, M2 4ND
Fourth Floor, 49 King Street, Manchester, M2 7AY
Third Floor Front, 49 King Street, Manchester, M2 7AY
REED PERSONNEL SERVICES, First Floor To Fourth Floor, 37 King Street, Manchester, M2 7AT
35 King Street, Manchester, M2 7AT
Unit 2, 35 King Street, Manchester, M2 7AT
Third Floor Rear, 49 King Street, Manchester, M2 7AY
64 - 66 King Street, Manchester, M2 4ND
37 King Street, Manchester, M2 7AT
Second Floor, 64 Cross Street, Manchester, M2 4JQ
62 King Street, Manchester, M2 4ND
62 Cross Street, Manchester, M2 4JQ
49 King Street, Manchester, M2 7AY
64 Cross Street, Manchester, M2 4JQ
Sixth Floor, 49 King Street, Manchester, M2 7AY
Fifth Floor, 49 King Street, Manchester, M2 7AY
Second Floor, 49 King Street, Manchester, M2 7AY
First Floor, 49 King Street, Manchester, M2 7AY
Third Floor, 64 Cross Street, Manchester, M2 4JQ
First Floor, 64 Cross Street, Manchester, M2 4JQ
47 King Street, Manchester, M2 7AY
60 King Street, Manchester, M2 4LZ
58 King Street, Manchester, M2 4LY

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
Area Team Boundary - Name: CITY1