MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	131350/LO/2021
Date registered valid:	13 August 2021
Proposal:	LISTED BUILDING CONSENT 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: Listed Building Consent

Development type: Listed building alteration

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: Grade II

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 Stret. 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 fiexed a pair of horizontal 25x25mm square hollow section steel rails which are fixed to the stonework and a finished to match the stonework.

No signaage 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

Highways

CONTEXT
O The application seeks consent for the installation of three sets of externally illuminated fascia text, one externally illuminated projection sign and three non-illuminated awnings at 37-43 King Street, Manchester, M2 7AT.

O The site is located adjacent to the adopted highway. A prohibition of driving (except between 6am-11am & 5pm-pm for loading/unloading) and a one-way traffic order is in place along King Street. No Waiting at Any Time is in place along King Street north and south.

HIGHWAYS RESPONSE

FASCIA SIGN 1:
O The proposed sign is not located on the adopted highway network.

O The proposed sign extends to a maximum projection of 0.008m over the adopted highway. As such, a Projection over License will not be required.

O The proposed luminance of the sign is noted as 500 cd/m2 which is considered to be in line with the 600cd/m2 maximum stated by the Institute of Lighting Engineers.

O A sufficient headroom clearance of 3.156m, compliant with the 2.30m minimum, is noted and accepted by Highways.

O The proposed signs comply with carriageway clearance requirements and is therefore compliant with MCC recommendations.

FASCIA SIGN 2:
O The proposed sign is not located on the adopted highway network.

O The proposed sign extends to a maximum projection of 0.008m over the adopted highway. As such, a Projection over License will not be required.

O The proposed luminance of the sign is noted as 500 cd/m2 which is considered to be in line with the 600cd/m2 maximum stated by the Institute of Lighting Engineers.

O A sufficient headroom clearance of 3.221m, compliant with the 2.30m minimum, is noted and accepted by Highways.

O The proposed signs comply with carriageway clearance requirements and is therefore compliant with MCC recommendations.

FASCIA SIGN 3:
O The proposed sign is not located on the adopted highway network.

O The proposed sign extends to a maximum projection of 0.008m over the adopted highway. As such, a Projection over License will not be required.

O The proposed luminance of the sign is noted as 500 cd/m2 which is considered to be in line with the 600cd/m2 maximum stated by the Institute of Lighting Engineers.

O A sufficient headroom clearance of 3.106m, compliant with the 2.30m minimum, is noted and accepted by Highways.

O The proposed signs comply with carriageway clearance requirements and is therefore compliant with MCC recommendations.

PROJECTING SIGN:

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

O The proposed sign extends to a maximum projection of 0.85m 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 applicant's expense.

O 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.

O A sufficient headroom clearance of 2.74m, compliant with the 2.30m minimum, is noted and accepted by Highways.
The proposed signs comply with carriageway clearance requirements and is therefore compliant with MCC recommendations.

NON-ILLUMINATED AWNINGS WITH TEXT:
O The proposed awnings extend to a maximum projection of 1.5m 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.

O The proposed text on the awnings is not illuminated.

O A sufficient headroom clearance of 3.321m, compliant with the 2.50m minimum, is noted and accepted by Highways.

O In light of the above, Highways have no objections to the signage and awnings.

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. 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 Street. 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.

Given the above, the proposal is considered to be acceptable in terms of visual amenity in accordance with 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) 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 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

The application is approved on the basis that the proposal is in accordance with section 16 of the National Planning Policy Framework (Conserving and enhancing the historic environment) and the City Council's Unitary Development Plan, in particular policies DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) and is acceptable in terms of the impact on, the character

and appearance of the listed building and the St Anns Square Conservation Area and there are no material considerations of sufficient weight to indicate otherwise.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

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.

3) Notwithstanding the details as set out in Condition 2 (Plans and Documents), no development shall commence in relation to the following work unless and until final details (including where appropriate specification and method statement) of the following have been submitted to and approved in writing by the City Council as Local Planning Authority:

a) Details and method statement for affixing the new signage to the exiting building's stonework/brickwork and reuse of existing methods of attachment where possible.

In relation to the above items no works shall commence until details have been submitted and approved in writing by the City Council as Local Planning Authority

Reason: In the interests of visual amenity and because the proposed works affect a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest and careful attention to building work is required to protect the character and appearance of the building and to ensure consistency in accordance with Policies CC9 and EN3 of the Core Strategy and saved policy DC19.1 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

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
REED PERSONNEL SERVICES, Basement, 37 King Street, Manchester, M2 7AT
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
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
First Floor, Kingsgate, 51 - 53 South King Street, Manchester, M2 6DE
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