MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	131765/AO/2021
Date registered valid:	29 September 2021
Proposal:	Installation of 1 x new fasica sign and 1 x new projecting sign
Address:	25 King Street, Manchester, M2 6AF
Ward(s):	Deansgate Ward
Applicant:	Yorkshire & Clydesdale Bank Pension Trustee Ltd C/o CBRE Global Investors, C/o Agent
Agent (if any):	Mr Dan Whitney Sixteen Real Estate Yron House, 10-12 Kennedy Street, Manchester, M2 4DE
Case officer:	Eve Woolstencroft Tel: 0161 234 4533 Email: eve.woolstencroft@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	17 November 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 15 October 2021 Expired: 5 November 2021

Neighbour notifications
Printed: 15 October 2021 Expired: 5 November 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: St Anns Square Conservation Area 1970

Tree Preservation Order:

Description of Site/Area

The application site relates to the ground floor retail/commercial unit of a a four-storey commercial property. The property is located within the St Anns Conservation Area and there are a number of Grade II listed buildings located nearby, including 19 King Street and 15 & 17 King Street to the west, the Old Exchange to the east, and 28 King Street and the Warehouse Shop (19 South King Street) to the south. The ground floor unit frontage consists of granite surrounding the existing timber painted shop front with
windows and double glazed doors set back within a central area of the frontage and windows to either side.

Description of Development

The submitted applications seeks advertisement consent for the installation of 1 no. new fascia sign and 1 no. new projecting sign.

Consultations & Notification Responses

Highways

FASCIA SIGNS 1 & 2

The proposed fascia signs are not located on and nor will they project over the adopted highway network. As such, a Projection over License will not be required.

There is no proposed luminance of the fascia signs.

Sufficient headroom and carriageway clearance is noted and accepted by Highways.

PROJECTING SIGN 1

The proposed projecting sign is not located on the adopted highway network.
The proposed projecting signs extends for a maximum of 0.85m over the adopted highway and as such requires a projection over license. This is obtainable via Contact Manchester 0161 234 5004 and is to be funded at the applicants expense.
There is no proposed luminance of the fascia signs.
Sufficient headroom and carriageway clearance is noted and accepted by Highways.

OTHER TYPES 1
The proposed other type sign is not located on the adopted highway network, will not extend over the adopted highway, and has no proposed luminance.

It complies with headroom and carriageway clearance requirements.

The applicant should be advised that any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network
Resilience teams via Email -highwaylicenses@manchester.gov.uk

Policy

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main polices 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, Polices 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 which contained a circular sign mounted to the fascia board that would project forward as well as above and below the existing fascia board. The circular sign has been removed from the fascia board and now individual acrylic laser cut letters are proposed.

The proposed projecting sign would have a slimline appearance with a depth of no more than 30 mm. The projecting sign would be a 740x740mm circular sign which would be held in place with steel links to a steel projection bracket above, 40mm width, zinc plated and powder coated black. The whole sign will be bolted to the granite above and to the left of the sign tray.

Given the above, the overall appearance of the signage proposal is considered to be consistent with National Planning Policy Framework, in particular Section 7 (Requiring Good Design) and the Core Strategy for the City of Manchester, in particular policies DM1 (Development

Management) and the Saved Policies contained within the Unitary Development Plan for Manchester in particular policy DC14 (Shopfronts and Related Signs).

Public Safety

Highways have raised no issues in terms of 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 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:

-Location Plan drawing ref. DR-A-01001 REV P1 received by the City Council as Local Planning Authority on 29 September 2021.
-Proposed Signage drawing document ref. 11804-006 received by the City Council as Local Planning Authority on 15 November 2021.

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 signs extends for a maximum of 0.85m over the adopted highway and as such requires a projection over license. This is obtainable via Contact Manchester 0161 234 5004 and is to be funded at the applicants expense.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

42 King Street West, Manchester, M3 2WY
23 King Street, Manchester, M2 6AN
First Floor Right Suite B, 23 King Street, Manchester, M2 6AN
Second Floor, 23 King Street, Manchester, M2 6AN
Third Floor, 23 King Street, Manchester, M2 6AN
First Floor Suite A, 23 King Street, Manchester, M2 6AN
Second Floor, 36 King Street, Manchester, M2 6BA
Third Floor, 40 - 44 King Street, Manchester, M2 6BA
Second Floor, 40 - 44 King Street, Manchester, M2 6BA
Suite 3C Part Third Floor, 40 - 44 King Street, Manchester, M2 6BA
Suite 3B Part Third Floor, 40 - 44 King Street, Manchester, M2 6BA
Suite 1B Part First Floor, 40 - 44 King Street, Manchester, M2 6BA
Third Floor, 36 King Street, Manchester, M2 6BA
Suite 1A Part First Floor, 40 - 44 King Street, Manchester, M2 6BA
Neals Yard Remedies, 27 King Street, Manchester, M2 6AF
40 - 44 King Street, Manchester, M2 6BA
First Floor, 36 King Street, Manchester, M2 6AZ
Basement And Ground Floor, 34 - 36 King Street, Manchester, M2 6BA
34 - 36 King Street, Manchester, M2 6AZ
36 King Street, Manchester, M2 6BA
38 - 42 King Street, Manchester, M2 6BA

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