

Planning

Growth & Development

Delegated officer report for planning application

Application no. 131977/AO/2021

Date registered valid: 20 October 2021

Proposal: Replacement hotel signage following corporate rebrand

Address: 115 Deansgate, Manchester, M3 2BQ

Ward(s): Deansgate Ward

Applicant: Mr Jonathan Walters Qbic hotels Manchester Ltd 5 Churchill Place,
10th Floor, London, E14 5HU

Agent (if any): Mr David Karran Ascot signs 1 Carrakeel Drive, Maydown, L/Derry,
BT47 6UQ

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

Recommendation:

Date of recommendation:

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 15 November 2021

Expired: 6 December 2021

Neighbour notifications

Printed: 15 November 2021

Expired: 6 December 2021

Site notice

Posted: 23 November 2021

Expired: 14 December 2021

Press advert

Published: 23 November 2021

Expired: 14 December 2021

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: Albert Square (Extension) Conservation Area 1985

Tree Preservation Order:

The application site is the former Qbic Hotel, located on the corner of Deansgate and John Dalton Street. Planning permission for the development was granted under 119979/FO/2018, granted on 24 August 2018 for

"Reconfiguration and refurbishment of John Dalton House, including new external facades, 2 storey roof top extension and associated change of use from office (Class B1) to form a 261 suite hotel (Class C1) with associated ground floor restaurant, basement gym (Class D2), partial retention of existing ground floor commercial uses in situ (Class A3), and provision of associated roof level plant, new lift cores, public realm works including the enhancement of Mulberry Square, new pedestrian entrances to the hotel at ground floor, other access and servicing arrangements and associated works."

This application is for "Hotel signage following corporate rebrand". The signage consists of the following

Proposed LED Fascia track light on top of the entrance canopy which can be programmed. It has not finally decided on how this might be programmed,, but it is likely that it will be a moving light in 2 colours.

Proposed Projecting Sign

Proposed Replacement Canopy Sign

Proposed New Rear Elevation Fascia Signage

REPLACEMENT LOW LEVEL ENTRANCE WALL SIGN - STATIC ILLUMINATED. This will be 460mm wide, 200mm high and 50mm deep with it's top edge located 1.5metres above ground level

Description of area

Description of development

Consultations & Notification Responses

Publicity - The application has been advertised in the Manchester Evening News as affecting a affecting a Listed Building and a Conservation Area. 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 requested a condition so as to control glare and overspill onto nearby properties.

Highway Services - have noted that the proposed projecting/hanging(s) 1 sign extends for a maximum of 1.06m 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.

Also, 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

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 Grade II listed 105 - 113 Deansgate to the north of the site and 138 Deansgate and the Albert Square (Extension) 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 4 signs that will be facing the 2 listed buildings on Deansgate will be:

1. A 50mm deep, 2.24m x 0.6m individual letter PROPOSED REPLACEMENT CANOPY SIGN;
2. 12350mm linear length - LED rope light max 18mm diameter / thickness. Installation base height 2846mm from external ground datum to be installed to upper edge of Canopy Fascia in linear line form to return around canopy edges. The front of the canopy facing the listed 105 - 113 Deansgate has a length of 9.05 metres. The full length of the rope light will not be visible from ground level from any of the views of the listed buildings on the Deansgate/John Dalton Street junction where the application site is located.

3. A 40mm deep 750mm x 750mm deep REPLACEMENT PROJECTING SIGN with an overall projection from the hotel of 1060mm.
REPLACEMENT LOW LEVEL ENTRANCE WALL SIGN - STATIC ILLUMINATED. This will be 460mm wide, 200mm high and 50mm deep with it's top edge located 1.5metres above ground level

It would have been preferable if the projecting sign had a depth of 30mm. However, the 10mm extra thickness is not considered to be sufficient reason to refuse the proposal.

It is considered that the level of signage is appropriate within the context of the commercial nature of the area within which the application site is located and that it will not cause substantial harm to views of the 2 nearby listed buildings or detrimentally affect the character of the Albert Square (Extension) Conservation Area.

A REAR ENTRANCE FASCIA MOUNTED SIGN is proposed at the rear of the building but there are no nearby listed buildings whose views would be harmed by the new signage.

The proposals are considered to be acceptable in terms of visual amenity.

Highway Safety - Highway Services - have noted that the proposed projecting/hanging(s) 1 sign extends for a maximum of 1.06m over the adopted highway. As such, a projection over license will be required. Also 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:

Article 35 Declaration

The application is approved on the basis that the proposal has been considered in terms of its impact on nearby listed buildings, the Albert Square (Extension) Conservation Area 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:

Drawing number 10377-0009 Revision P04 SIGN TYPE 05 - PROPOSED REPLACEMENT PROJECTING SIGN - STATIC ILLUMINATED

Drawing number 10377-0009 Revision P04 SIGN 02 - CANOPY FASCIA - NEON LED STRIP LIGHT - STATIC ILLUMINATED

Drawing number 10377-0005 Revision P04 SIGN 01 - PROPOSED REPLACEMENT CANOPY SIGN - STATIC ILLUMINATED

Drawing number 10377-0007 Revision P04 SIGN TYPE 03 - REAR ENTRANCE FASCIA MOUNTED SIGN - STATIC ILLUMINATED

Documents

Yotel Rebrand 10377-0010 Lighting Strip Specification PMC-LT-105 Issue Date: 01 JAN 2022

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN3, CC9, EN1, SP1 and DM1 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

First Floor, Queens Chambers, 5 John Dalton Street, Manchester, M2 6ET
140 Deansgate, Manchester, M3 2RP
Third Floor, Queens Chambers, 5 John Dalton Street, Manchester, M2 6ET
Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE
Sawyers Arms, 138 Deansgate, Manchester, M3 2RP
138 Deansgate, Manchester, M3 2RP
125 Deansgate, Manchester, M3 2BY
9 John Dalton Street, Manchester, M2 6FW
7 John Dalton Street, Manchester, M2 6FW
Second Floor, Queens Chambers, 5 John Dalton Street, Manchester, M2 6ET
Bills Restaurant, 8 - 12 John Dalton Street, Manchester, M2 6JP
Fourth Floor, Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE
Second Floor Right, Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE
4A Ridgefield, Manchester, M2 6EQ
Basement And Ground Floor, 140 Deansgate, Manchester, M3 2RP
Second Floor Front, Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE
Second Floor, Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE
Third Floor, Grampian House, 144 - 146 Deansgate, Manchester, M3 3EE
Ground Floor, Queens Chambers, 5 John Dalton Street, Manchester, M2 6ET
Fourth Floor, Queens Chambers, 5 John Dalton Street, Manchester, M2 6ET
113 Deansgate, Manchester, M3 2BQ

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 - Albert Square (Extension) Conservation Area 1985
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CITY1