

Planning

Growth & Development

Delegated officer report for planning application

Application no. 131411/AO/2021

Date registered valid: 21 September 2021

Proposal: Installation of 3 no. illuminated fascia signs internally to the glass

Address: First Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ

Ward(s): Deansgate Ward

Applicant: Mr Meng Blue Whale First Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ

Agent (if any):

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

Recommendation: Approve

Date of recommendation: 8 October 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 22 September 2021 Expired: 13 October 2021

Neighbour notifications

Printed: 22 September 2021 Expired: 13 October 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:

Tree Preservation Order:

Description of Site/Area

This application relates to a 1960's building at 7 Charlotte Street, which is bounded by Charlotte Street, George Street, Chain Street and Faulkner Street. The building is fifteen storeys in height with a four storey podium at the base. It was built in 1964 and has been significantly altered beginning in 2000, including recladding and extensions.

The building is not listed and is not within a conservation area, but is opposite the George Street Conservation Area. A number of Grade II Listed buildings can be seen in context with the site, including 44-48 George Street, 12 Charlotte Street, 14-16 Charlotte Street, 41-43 Faulkner Street and 36 Charlotte Street.

Other uses in the immediate area include offices, hotels, a bus and Metrolink station, shops, bars and restaurants. China Town is close to the site. As such, and as would be expected in a City Centre location like this, advertisements on buildings are common place in the wider area.

Description of Development

The proposal seeks advertisement consent for the installation of 3 no. illuminated fascia signs internally to the glass.

Consultations & Notification Responses

Local residents and business were notified however no responses were received.

Environmental Health - no objection provided that the signage does not exceed the stated luminance of 58cd/m.

Highways - The proposed sign is not located on and nor will it project over the adopted highway network. As such, a Projection over License will not be required.

There is sufficient carriageway and height clearance.

The proposed luminance of the sign is noted as 58cd/m², this is considered to be in line with the 600cd/m² maximum.

Highways have no objections in principle.

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 (Achieving well designed places) and Section 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, Policies SP1 (Spatial Principles), EN3 (Heritage), DM1 (Development Management) and CC9 (Design and Heritage) of the Adopted Core Strategy for the City of Manchester and saved policies DC14 (Shopfronts and Related Signs), and DC18 (Conservation Areas) of the Unitary Development Plan for the City of Manchester.

Amenity

The proposals design would seek display 3no. signs which would be the following:

- 1x individual vertical letters, illuminated to a level of 58 cd/m², behind the glass at ground floor level.

- 1 x individual horizontal letter, illuminated to a level of 58 cd/m², behind the glass at ground floor level

- 1x box logo sign illuminated to a level of 58 cd/m², behind the glass at ground floor level

The proposals have been amended to remove vinyl signage from the glazing as these were considered to be unacceptable and would lead to visual clutter.

The signage would be located in a location to be expected and would not detract from the high-quality architectural appeal of the existing building. The identification, by way of the proposed signage, of such a notable building within Manchester City Centre is considered to be appropriate and would not harm visual amenity of the area. The proposals would not be considered to have any material impact on nearby designated heritage assets.

The City Council Highways Service and Environmental Health Team have made no objection to the proposal subject to controls on illumination levels.

Taking into account the above, the proposal is not considered to harm visual or neighbouring occupiers amenity and therefore is acceptable pursuant to Policies SP1 (Spatial Principles), EN3 (Heritage) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shopfronts and Related Signs) of the Unitary Development Plan for the City of Manchester.

Public Safety

The City Council Highways department has made no objection to the proposal. It is therefore considered the proposal will not impact public safety.

Conclusion

Given the above, the proposal is considered to be consistent with National Planning Policy Framework, in particular Section 12 (Achieving well designed places). The Core Strategy for the City of Manchester, in particular policy DM1 (Development Management and the Saved Policies contained within the Unitary Development Plan for Manchester in particular policy DC14 (Shopfronts and Related Signs).

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

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application.

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:

-3 no. drawings showing proposed signage with dimensions received by the City Council as Local Planning Authority on 10 September 2021.

-Proposed Visuals received by the City Council as Local Planning Authority on 06 September 2021.

-Email from applicant dated 10 September 2021 confirming the dimensions and illumination levels of the signage.

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) Any illuminated signage hereby granted consent shall have a luminance limit of 58cd/m²

Reason - In the interests of pedestrian/highway safety and visual amenity, pursuant to policy DM1 of the Manchester Core Strategy.

4) All signage hereby approved shall be mounted internally behind the shopfront glazing

Reason - To ensure that the advertisements are designed and installed to a high quality standard with regard to visual amenity, pursuant to policies EN3, CC9, SP1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC14 and DC18 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Second Floor, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Twelfth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Flat 609, Manhattan Building, 38 George Street, Manchester, M1 4HA
Ground Floor, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Ground Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Fourth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Third Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Ground And First Floor, 3 - 5 Charlotte Street, Manchester, M1 4HB
Third Floor, 3 - 5 Charlotte Street, Manchester, M1 4HB
Second Floor, 3 - 5 Charlotte Street, Manchester, M1 4HB
Fourth Floor, 3 - 5 Charlotte Street, Manchester, M1 4HB
Flat 608, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 607, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 401, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 306, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 601, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 506, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 304, Manhattan Building, 38 George Street, Manchester, M1 4HA
12 Charlotte Street, Manchester, M1 4FL
Third Floor, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Eighth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Sixth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Eleventh Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Flat 604, Manhattan Building, 38 George Street, Manchester, M1 4HA
36 George Street, Manchester, M1 4HA
Flat 104, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 106, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 103, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 101, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 105, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 102, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 606, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 605, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 505, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 603, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 602, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 504, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 502, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 501, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 405, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 406, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 403, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 404, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 109, Manhattan Building, 38 George Street, Manchester, M1 4HA
Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Brindle And Yam Solicitors, Suite A, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Fourth Floor, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Flat 206, Manhattan Building, 38 George Street, Manchester, M1 4HA

Flat 204, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 202, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 108, Manhattan Building, 38 George Street, Manchester, M1 4HA
Ninth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Flat 303, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 201, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 107, Manhattan Building, 38 George Street, Manchester, M1 4HA
Seventh Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Fifteenth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Sixteenth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Second Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Flat 402, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 305, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 203, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 301, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 205, Manhattan Building, 38 George Street, Manchester, M1 4HA
Flat 302, Manhattan Building, 38 George Street, Manchester, M1 4HA
Fifth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Fourteenth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Tenth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Cobac House, 14 - 16 Charlotte Street, Manchester, M1 4FL
Magnus Ltd, Suite B, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Fifth Floor, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
First Floor, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4EX

Appendix 2 – Planning constraints

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M