

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132034/AO/2021

Date registered valid: 17 November 2021

Proposal: Projecting sign positioned just above shared entrance

Address: 26 King Street, Manchester, M2 6AY

Ward(s): Deansgate Ward

Applicant: Mr Andrew Timms Edwards & Co 2nd & 3rd Floor , 26 King Street, Manchester, M2 6AY

Agent (if any): Mr Dave George Studio KMA 4 Cromwell Court, Brunswick Street, Oldham, OL1 1ET

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

Recommendation: Approve

Date of recommendation: 5 January 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 19 November 2021 Expired: 10 December 2021

Neighbour notifications

Printed: 19 November 2021 Expired: 10 December 2021

Site notice

Posted: 22 November 2021 Expired: 13 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: St Anns Square Conservation Area 1970

Tree Preservation Order:

The Site - This application relates to a doorway on King Street that sits in between 26 and 28 King Street. No. 28 is Grade II listed and the site is within the St. Ann's Square Conservation Area. The ground floor areas of Nos. 26 and 28 are in shop use whereas the other floors are in office use. The doorway that is the subject of this application gives access to the upper floors of both properties. The area surrounding the application site is primarily commercial in nature.

The Proposal -

Advertisement consent is sought for "Projecting sign positioned just above shared entrance". The sign will have dimensions of approx 506.4 mm top to bottom and 40mm thick and projecting out from the building 700mm. The sign is to be positioned level with adjacent shop front signage, above the shared entrance to the upper floors of 26 & 28 King Street. It will have a black background with a yellow logo with black writing.

The proposed sign is replacing an existing sign which projects out from the building 817mm, with a height of 510mm and depth of 122mm

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. 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.

Highway Services - The proposed sign is not located on the adopted highway network.

The proposed sign extends for a maximum of 0.7m 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.

The luminance of the sign is 5cd/m², this is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.

The sign 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

Environmental Health - have stated that they can accept the proposed illumination levels as stated in the application form which satisfies the above requirement and we have no further comments

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), 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 sign is merely replacing an existing similar sign with dimensions of 817mm (projection out from the building), with a height of 510mm and depth of 122mm. The impact of the sign on the appearance of the building will be significantly reduced when viewed directly in front of the doorway due to the depth of the sign which is 40mm thick.

The proposals are also considered to be acceptable in terms of visual amenity including the impact on the character and appearance of the conservation area and the setting of the nearby listed buildings, policies EN3 (Heritage) and CC9 (Design and Heritage), SP1 (Spatial Principles) and DM1 (Development Management) of the Core Strategy for the City of Manchester and saved policies DC14.1 (Shop Fronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Public Safety - Highway Services - have made the following comments:

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

The proposed sign extends for a maximum of 0.7m 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.

The luminance of the sign is 5cd/m2, this is in line with the MCC recommended maximum of 600cd/m2 and is acceptable to Highways.

The sign complies with headroom and carriageway clearance requirements. The proposals are considered to be acceptable and accord with policies SP1 and EN1 of the Core Strategy for the City of Manchester (2012).

Amenity - Environmental Health - have stated that they can accept the proposed illumination levels as stated in the application form which satisfies the above requirement and we have no further comments. The proposals are considered to accord with policies SP1 and EN1 of the Core Strategy for the City of Manchester (2012)

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 in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. Appropriate conditions have been attached to the approval.

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:

Drawings

Drawing no. MKS-KMA-00-ZZ-ZZ-DR-A-7001 P9 Proposed Detailed Plans, Elevation, Section and Indicative Visuals received by the City Council as local planning authority on 17th November 2021

Location Plan MKS-KMA-00-ZZ-ZZ-DR-A-1000 P1 Existing Location Plan and Existing Site Plan

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 sign extends over the adopted highway. As such, a projection over license will be required. This 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) 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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

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, 36 King Street, Manchester, M2 6BA
THE WHITE COMPANY, 21 King Street, Manchester, M2 6AF
Suite 5, 13 Police Street, Manchester, M2 7WA
Suite 4, 13 Police Street, Manchester, M2 7WA
First Floor, 30 King Street, Manchester, M2 6AZ
Basement And Ground Floor, 30 King Street, Manchester, M2 6AZ
Third Floor, 28 - 30 King Street, Manchester, M2 6AY
Basement And Ground Floor, 28 King Street, Manchester, M2 6AY
First Floor, 26 King Street, Manchester, M2 6AY
Second Floor Rear, 28 King Street, Manchester, M2 6AY
26 King Street, Manchester, M2 6AY
Neals Yard Remedies, 27 King Street, Manchester, M2 6AF
24 - 26 King Street, Manchester, M2 6AY
First Floor Rear, 28 King Street, Manchester, M2 6AY
28 - 30 King Street, Manchester, M2 6AY
First Floor, 36 King Street, Manchester, M2 6AZ
Basement And Ground Floor, 34 - 36 King Street, Manchester, M2 6BA
PAUL NICHOLS & CO, Second Floor Front, 28 King Street, Manchester, M2 6AY
JIGSAW, 19 King Street, Manchester, M2 6AW
13 Police Street, Manchester, M2 7WA
34 - 36 King Street, Manchester, M2 6AZ
36 King Street, Manchester, M2 6BA
30 King Street, Manchester, M2 6AZ
28 King Street, Manchester, M2 6AY
Second Floor, 30 King Street, Manchester, M2 6AZ
First Floor Front, 30 King Street, Manchester, M2 6AZ
Phase Eight, 25 King Street, Manchester, M2 6AF
17 King Street, Manchester, M2 6AW
13 - 15 King Street, Manchester, M2 6AW

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