

Planning

Growth & Development

Delegated officer report for planning application

Application no. 131870/AO/2021

Date registered valid: 8 October 2021

Proposal: Installation of 1 no. external building signage above store entrance, 1 no. illuminated neon signage behind the shopfront glazing and 1 no. projecting sign

Address: 18 Market Street, Manchester, M1 1PT

Ward(s): Deansgate Ward

Applicant: Origin Kicks Ltd C/o Agent

Agent (if any): Miss Katie Hutchings Peacock + Smith 53 King Street, Manchester, M2 4LQ

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

Recommendation: Approve

Date of recommendation: 24 November 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 27 October 2021 Expired: 17 November 2021

Neighbour notifications

Printed: 27 October 2021 Expired: 17 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: Grade II

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order:

Description of Site/Area

The application relates to 18 Market Street, a ground floor retail unit within the Grade II Listed Royal Exchange, which is a mixed use building that houses offices, a theatre, shops, bars, restaurants, banks, takeaways and cafes.

The Royal Exchange is bounded by Cross Street, Market Street, Exchange Street/St Ann's Square and Old Bank Street. Market Street, St Ann's Square and Cross Street are major shopping areas. Market Street experiences high levels of pedestrian footfall and recently Cross Street has experienced the addition of the Metrolink 'second city crossing' facilitating tramway travel.

The current building is the third version of the Royal Exchange built between 1867 and 1874 and extended between 1914 and 1931. The building was further modified following the damage caused by the IRA bomb in 1996. It is four storeys, plus two attic storeys in height. The roof is slate and has three glass domes, a baroque turret is in the North West corner and domes are located in the other corners. There is also a balustraded parapet and mansard roof. The elevations are highly detailed and include channelled rusticated piers, Corinthian columns, arched windows, entablature, modillioned cornice and grand entrances.

The original Royal Exchange was a trade exchange for Lancashire's cotton industry. Trading ceased in 1968 and the building began use as a theatre in 1973.

Description of Development

The submitted application seeks advertisement consent for the installation of 1 no. external building signage above store entrance, 1 no. illuminated neon signage behind the shopfront glazing and 1 no. projecting sign.

Consultations & Notification Responses

Local residents and businesses were notified however no responses were received

Highways -

Fascia Sign(s) 1

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

The proposed fascia sign does not extend over the adopted highway and therefore does not require a projection over license.

There is no proposed luminance of the static fascia sign.

The fascia sign complies with headroom and carriageway clearance requirements.

Projecting Sign(s) 1

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

The proposed sign extends for a maximum of 0.73m 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.

The proposed luminance of the static sign is 450cd/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.

Other Types (s): 1

The proposed internally illuminated 'ORIGINKICKS' LED neon sign is not located on the adopted highway network. It will not project over the adopted highway and therefore will not require a projection over license.

The proposed luminance of the static sign is 27cd/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.

Highways have no objections to the signs.

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](mailto:highwaylicenses@manchester.gov.uk)

Environmental Health - Recommend the signage is to be selected and installed to ensure they do not exceed or are auto dimmable so to not exceed 300cd/m² during the hours of darkness

Policies

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 (Requiring Good Design) and Section 2 (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.

Issues

Visual Amenity

The proposed signs are a replacement for existing signage on the unit. The proposed fascia sign consists of individual letters, anodized bronze, pin-mounted to the masonry string course above the shopfront which is in accordance with the signage on the other units of this elevation of the Royal Exchange building. The existing projecting sign will remain with the branding name changed. There will be one internal illuminated sign behind the shopfront glazing.

The proposed signage is considered to be acceptable and would not adversely affect the character and appearance of the listed building or visual amenity within the area.

For the above reasons, the proposal is considered to be acceptable and consistent with policy DM1 of the Manchester Core Strategy and saved policy DC19.1 of the Unitary Development Plan.

Public Safety

No issues as the proposed luminance of the signs are 450cd/m² is 27cd/m². This is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.

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

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 received by the City Council as Local Planning Authority on 08 October 2021.
-FRONTAGE - STORE [PROPOSED] drawing ref. OK-ST-02 received by the City Council as Local Planning Authority on 08 October 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.

3) Any illuminated signage hereby granted consent shall have a luminance limit of 450cd/m²

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

Informatives

1) The proposed projecting sign extends for a maximum of 0.73m 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 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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

14 Market Street, Manchester, M1 1PT
16 Market Street, Manchester, M1 1PT

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
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