

Planning

Growth & Development

Delegated officer report for planning application

Application no. 131098/AO/2021

Date registered valid: 10 August 2021

Proposal: Installation of internally illuminated fascia sign, non-illuminated elevational signage and non-illuminated projecting sign

Address: Madison House Ground Floor , 37 Little Peter Street, Manchester, M15 4QJ

Ward(s): Deansgate Ward

Applicant: Mr. Andreas Theophanous Theo Bros Limited 281 Barlow Moor Road, Manchester, M21 7GH

Agent (if any): Mr. Adam Beamish Beamish Planning Consultancy Apartment 231, River Crescent, Waterside Way, Nottingham, NG2 4RE

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

Recommendation: Approve

Date of recommendation: 24 September 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 16 August 2021 Expired: 6 September 2021

Neighbour notifications

Printed: 16 August 2021 Expired: 6 September 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

The proposal site related to a unit within the larger residential development of Madison House which predominantly fronts Little Peter Street and is adjacent to Albion Street and Hewitt Street. The proposal site unit is accessible from all three surrounding highways however the main entrance to the unit is a level access from Albion Street on the corner of Hewitt Street.

The existing building is externally finished predominantly with red facing brick and has large areas of grey framed glazing.

Description of Development

The submitted application seeks advertisement consent for the installation of internally illuminated fascia sign, non-illuminated elevational signage and non-illuminated projecting sign.

Consultations & Notification Responses

Local residents were notified however no responses were received.

Highways - The proposed sign is not located on the adopted highway network. The proposed sign extends to a maximum projection of 0.08m over the adopted highway. As such, a Projection over License will not be required.

The proposed luminance of the sign is noted as 300 cd/m² which is considered to be in line with the 600 cd/m² maximum stated by the Institute of Lighting Engineers.

The fascia sign complies with MCC headroom and carriageway clearance requirements.

Environmental Health - The illuminated signage needs to be installed in accordance with the illuminance levels as stated in the application form.

Policy

The main issues for consideration relate to the acceptability of the proposal in terms of the impact on visual amenity and public safety. The main policies that relate to the assessment of the proposal are Sections 7 (Requiring Good Design) of the National Planning Policy Framework, policy and DM1 (Development Management) of the Core Strategy for the City of Manchester and saved policy DC14.1 and 14.5 (Shop Fronts and Related Signs), of the Unitary Development Plan for the City of Manchester.

Issues

Visual Amenity

The proposed fascia sign consists of individual letters mounted on a thin satin black rail at the top and bottom of the lettering. The proposed banner signage is of a slimline design and relates well to the existing building.

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 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 / agent in a positive and proactive manner to guide the application through all stages of the planning process and resolve any issues that arose in dealing with the planning application. Conditions are attached to the decision in agreement with the applicant / agent.

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 ref. 232-01 received by the City Council as Local Planning Authority 16 July 2021.

-Existing Elevations ref. 0232-03A received by the City Council as Local Planning Authority 16 July 2021.

-Block Plan ref. 232-02 received by the City Council as Local Planning Authority 16 July 2021.

-Signage Detail document Rev 3 prepared by Source Graphics received by the City Council as Local Planning Authority 24 September 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 300cd/m².

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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Junkyard Golf, 2 First Street, Manchester, M15 4RP
The Ropeworks, Little Peter Street, Manchester, M15 4QJ
Unit 1, The Ropeworks, Little Peter Street, Manchester, M15 4QJ
First Floor, Madison House, 37 Little Peter Street, Manchester, M15 4QJ
Madison House, 37 Little Peter Street, Manchester, M15 4QJ
Unit 1, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 9, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 73, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 71, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 69, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 67, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 64, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 62, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 6, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 58, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 55, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 53, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 50, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 49, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 46, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 43, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 40, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 38, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 34, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 32, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 3, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 28, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 25, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 23, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 20, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 19, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 16, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 44, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 37, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 8, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 74, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 72, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 70, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 7, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 68, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 66, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 65, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 63, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 61, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 60, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 59, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 57, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 56, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 54, 35 Little Peter Street, Manchester, M15 4QJ

Apartment 52, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 51, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 5, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 48, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 47, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 45, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 42, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 41, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 4, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 39, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 36, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 35, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 33, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 31, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 30, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 24, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 29, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 27, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 26, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 22, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 21, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 2, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 18, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 17, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 15, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 14, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 13, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 12, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 11, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 10, 35 Little Peter Street, Manchester, M15 4QJ
Apartment 1, 35 Little Peter Street, Manchester, M15 4QJ

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

Area Team Boundary - Name: CITY1