

Planning

Growth & Development

Delegated officer report for planning application

Application no.	131349/AO/2021 and 131393/LO/2021
Date registered valid:	13 August 2021
Proposal:	Erection of 8 no projecting signs on the ground floor elevations of the Hanover Building, NOMA. LISTED BUILDING CONSENT for the installation of eight projecting signs on the ground floor
Address:	Hanover Building , Corporation Street, Manchester, M4 4AH
Ward(s):	Piccadilly Ward
Applicant:	Frances Hampson Deloitte LLP Hanover Building, Corporation Street, Manchester, M4 4AH
Agent (if any):	Ms Katie Wray Deloitte LLP Hanover Building, Corporation Street, Manchester, M4 4AH
Case officer:	Angela Leckie Tel: 0161 234 4651 Email: angela.leckie@manchester.gov.uk
Recommendation:	131349/AO/2021 : Approve 131393/LO/2021 : Approve

Date of recommendations: 5 October 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 25.08.2021

Standard consultations:
No consultations have been printed and sent.

Neighbour notifications
No neighbour notifications have been printed and sent.

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

Description of site/building

Listed building: Not applicable

Conservation area: Shudehill Conservation Area 1987

Tree Preservation Order: Not applicable

The application relates to a site bounded by Corporation Street, Hanover Street, Balloon Street, and Federation Street. It contains 2 buildings known as Hanover Buildings and separately as Hanover House and 'E-block'. The buildings are grade II listed and are within the Shudehill Conservation Area and are surrounded by a number of other Grade II Listed Building within the NOMA historic estate.

In September 2016, Planning Permission and Listed Building Consent was granted for the Grade II Listed Hanover House and E Block, for internal and external alterations to restore and refurbish the building to accommodate high quality office floorspace (Use Class B1) across floors 1 to 6, retail uses at ground floor and basement (Use Class A1, A2 and A3), or commercial storage space (Class B8) (upper and lower basement). The consents included works to open the connection between Hanover Street and Balloon Street within a covered atrium, insert bridge links within atrium, alterations to facades including to windows and entrances, addition of roof level extension and plant room and new roof to E-block (App ref 112136/FO/2016C1 and LPA ref 112137/LO/2016/C1). The implementation of these consents represented one of the initial key projects of the NOMA regeneration strategy which relates to 20 acres of land falling largely within their ownership and the regeneration strategies (2009, updated in 2010, 2013, 2015 and 2020) which have been approved by MCC.

Following the £34 million refurbishment of Hanover, the above consents have now been largely completed with an anchor tenant Amazon, now leasing much of the office space within the building.

Description of area

The Site is surrounded by a mix of city centre uses, including the office-led, mixed-use development within the wider NOMA estate, residential apartments, public realm and landscaping at Sadler's Yard, 1 Angel Square and Angel Meadow. It is also in close proximity to two major public transport modes, Manchester Victoria Station to the south west and Shudehill Interchange to the south east. There are a number of temporary surface car parks in the area, which are future development plots within the NOMA Masterplan

Description of development

Tenants are now starting to occupy the ground floor and basement levels as the next stage of the letting of the building commences. A signage strategy was approved under condition (CDN/21/0606 and CDN/21/0607) and these applications seek final advert and listed building

consent to agree the final detail of the signage to be installed at each unit in line with the strategy.

8 projecting signs are proposed. They would measure Height: 0.55 x Width: 0.55 x Depth: 0.041 metre(s) and be 2.82 m above ground level. There would be one for each elevation of each unit to assist with wayfinding. Illuminance levels will be at 300 cd/sqm. The signs would be Aluminium with a bronze metallic finish.

Consultations & Notification Responses

Publicity : 131393/LO/2021 was advertised as affecting a listed building and a site notice displayed adjacent to the site. Neighbour of adjacent properties were also notified about the application. No representations received.

Manchester Conservation Areas and Historic Buildings Panel- Did not wish to be consulted.

Issues

Core Strategy - The following policies are considered to be most relevant to the proposed development:

Policy SP1 (Spatial Principles), - which guides the strategic development of Manchester identifying the Regional Centre as the focus for economic and commercial development, leisure and cultural activity, alongside high quality city living. It states that all development within the City Centre regeneration area should have regard to the character and issues as identified in the Manchester City Centre Strategic Plan and outlines the following core development principles:

Development should:-

Make a positive contribution to neighbourhoods of choice including:-

- creating well designed places that enhance or create character;
- making a positive contribution to the health, safety and wellbeing of residents;
- considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income;
- protect and enhance the built and natural environment;
- minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible;
- Improve access to jobs, services, education and open space by being located to reduce the need to travel; and
- provide good access to sustainable transport provision.

Policy CC9 (Design and Heritage) - which states that the design of new buildings will need to be of the highest standard in terms of appearance and

function and seeks to preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

Policy EN 3 Heritage – which states that throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre.

Policy DM1 (Development Management) – Which states that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document:-

which says that in determining applications consideration should be given to amongst others, the effects on amenity, including privacy light, noise.

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development.
- Development should have regard to the character of the surrounding area.
- Effects on amenity, including privacy, light, noise, vibration, air quality and road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.
- Design for health.
- Adequacy of internal accommodation and external amenity space.
- Refuse storage and collection.
- Vehicular access and car parking.
- Effects relating to biodiversity, landscape, archaeological or built heritage. Green Infrastructure including open space, both public and private.
- Flood risk and drainage.
- Existing or proposed hazardous installations.

And that for new commercial developments to demonstrate best practice which will include the application of the BREEAM (Building Research Establishment Environmental Assessment Method) standards. By 2019 provisions similar to the Code for Sustainable Homes will also apply to all new non-domestic buildings.

The Unitary Development Plan for Manchester – Whilst the Core Strategy has now been adopted some of the UDP policies remain saved as there are no replacement policies contained in the Core Strategy. The relevant policies are detailed below:

DC19.1 (Listed Buildings) - which seeks to preserve and enhance the settings of listed buildings by appropriate control over new developments within their vicinity.

Design Issues and impact on the Character and Fabric of the Listed Building and Conservation Area – The number of signs would effectively be limited to one per elevation for each unit which is considered to be at a level which would not create a cluttered appearance on the building or within the street scene.

The use of signage materials comprising aluminium with a bronze metallic finish for the projecting signs would have an appropriate quality of appearance for appropriate to the status of the building and the recent investment in this and the wider NOMA site. It would have a slim profile and the overall design is considered to be sympathetic in terms of the listed status of the building and any harm would be negligible subject to the fixings being within the mortar joints which will be a condition of any Listed Building Consent.

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 131349/AO/2021 : Approve

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner to seek solutions to problems arising in relation to dealing with the planning application. No such problems have arisen on this 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:

- (a) Site location plan dwg no 6702-00-000

(b) Hanover Retail Signage Framework; and

(c) Dwgs 6702-20-200 B, 6702-20-201 A , 6702-20-202 B and 6702-20-203 B

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to Core Strategy SP1 and DM 1 and saved UDP policy DC19.1

3. External lighting shall be controlled to not exceed 300cd/m2 during the hours of darkness

Reason - In the interests of visual amenity to safeguard the amenities of the occupiers of nearby properties in accordance with saved policy DC19.1; of the Unitary Development Plan for the City of Manchester and policies SP1, EN3 and DM1 of the Core Strategy.

4. Consent is granted on the basis that any signage fixings are formed within the mortar joints or existing fixing holes and not sunk within the stonework.

Reason : Because the proposed works affect a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest and careful attention to building work is required to protect the character and appearance of this building and to ensure consistency in accordance with policies CC9 and EN3 of the Core Strategy and saved policy DC19.1 of the Unitary Development Plan for the City of Manchester.

Recommendation 131393/LO/2021 : Approve

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner to seek solutions to problems arising in relation to dealing with the planning application. No such problems have arisen on this application

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

(a) Site location plan dwg no 6702-00-000

(b) Hanover Retail Signage Framework; and

(c) Dwgs 6702-20-200 B, 6702-20-201 A , 6702-20-202 B and 6702-20-203 B

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to Core Strategy SP1 and DM 1 and saved UDP policy DC19.1

3) External lighting shall be controlled to not exceed 300cd/m2 during the hours of darkness

Reason - In the interests of visual amenity and because the proposed works affect structures that are included in the Statutory List of Buildings of Special Architectural or Historic Interest and careful attention to building work is required to protect the character and appearance of these heritage assets and in the interests of visual amenity to safeguard the amenities of the occupiers of nearby properties in accordance with saved policy DC19.1; of the Unitary Development Plan for the City of Manchester and policies SP1, EN3 and DM1 of the Core Strategy.

4) Consent is granted on the basis that any signage fixings are formed within the mortar joints or existing fixing holes and not sunk within the stonework.

Reason : Because the proposed works affect a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest and careful attention to building work is required to protect the character and appearance of this building and to ensure consistency in accordance with policies CC9 and EN3 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

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

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3

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

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Conservation Area - Shudehill Conservation Area 1987

Area Team Boundary - Name: CITY1