

Planning

Growth & Development

Delegated officer report for planning application

Application no. 130926/AO/2021

Date registered valid: 2 July 2021

Proposal: Installation of 1no. halo illuminated lettering sign, 1no. internally illuminated projecting sign and 1no. non-illuminated entrance sign

Address: 201 Deansgate, Manchester, M3 3NW

Ward(s): Deansgate Ward

Applicant: Aviva PLC St Helens, 1 Undershaft , EC3P 3DQ, London

Agent (if any): Planning Team SpaceInvader Design 2 Commercial Street, Manchester, M15 4RQ

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

Recommendation: Approve

Date of recommendation: 6 October 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 27 July 2021 Expired: 17 August 2021

Neighbour notifications

Printed: 27 July 2021 Expired: 17 August 2021

Site notice

Posted: Expired:

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Listed building: Not applicable

Conservation area: Deansgate Conservation Area 1985

Tree Preservation Order:

Description of Site/Area

The application site relates to 201 Deansgate which is a building with a modern architectural style with a full height glazed frontage flanked by red brick and stone dressings. The proposal site is located within the Deansgate Conservation area and close to a number of listed buildings.

Description of Development

The submitted application seeks advertisement consent for the installation of 1no. halo illuminated lettering sign, 1no. internally illuminated projecting sign and 1no. non-illuminated entrance sign

Consultations & Notification Responses

Local residents were notified and a site notice displayed for 21 days. No representations were received.

Highways

Fascia Sign 1:

The proposed sign is not located on and will not project over the adopted highway network. As such, a Projection over License will not be required.

The proposed luminance of the sign is noted as 600cd/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. Projecting Sign(s)
1:

The proposed sign is not located on and will not project over the adopted highway network. As such, a Projection over License will not be required.

The proposed luminance of the sign is noted as 400cd/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 Sign1:

The proposed sign is not located on and will not project over the adopted highway network. As such, a Projection over License will not be required.

There is no proposed luminance of the sign.

The sign complies with headroom and carriageway clearance requirements.

During installation and maintenance operatives will be expected to comply fully with the relevant traffic laws, including any local parking and movement restrictions.

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

Policy

Manchester Core Strategy - The Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11 July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.

Core Strategy policy SP1 (Spatial Principles) stipulates that development in all parts of the City 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.

Core Strategy policy EN3 (Heritage) advises that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.

Core Strategy policy CC9 (Design and Heritage) advises that development in Manchester should preserve or enhance the heritage assets affected.

Core Strategy policy DM1 (Development Management) states that all development should have regard to various issues, including:

- 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, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise

Unitary Development Plan for the City of Manchester, 1995 (Saved Policies)

The below saved policy of the Unitary Development Plan is also considered relevant:

Saved UDP policies DC14 (Shopfront and related signs) & DC15 (Advertisements, Hoardings and Posters) state that the City Council will take into account the impact of advertisements on visual amenity and public safety.

Saved UDP policy DC18 DC19 (Listed Buildings) states that the Council will seek to preserve and enhance the setting of both Conservation Areas and listed buildings by appropriate control of nearby development.

Issues

Amenity and heritage

The signs design is unobtrusive by virtue of materials, illumination and siting and would not result in visual clutter in the street scene. The levels of illumination are low and therefore would not be expected to harm residential amenity and would be controlled through conditions related to illumination levels. All fixings, wiring and junction boxes associated with the illuminated signage are to be fully concealed from external view.

Given the above the proposals are not considered to result in any significantly negative amenity or heritage impacts and can be supported in accordance with the policies and legislation previously identified.

Public safety

No objections were raised by Highways to the proposals and they are as such not considered likely to result in any public safety issues.

Conclusion

For the above reasons, the proposal is considered to be acceptable and consistent with policies SP1, EN3, CC9 and DM1 of the Core Strategy and saved policies DC14, DC15, DC18 and DC19 of the Unitary Development Plan.

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. In this case Officers engaged with the applicant / agent to arrive at an alternative design solution which would be acceptable.

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:

- Site Location Plan ref (90)001 stamped as received by the City Council as Local Planning Authority on 02 July 2021.
- Existing External Signage Elevations ref. (90)200 Rev C1 stamped as received by the City Council as Local Planning Authority on 05 October 2021.
- Proposed External Signage Elevations ref. (90)201 Rev C3 stamped as received by the City Council as Local Planning Authority on 05 October 2021.
- 16 page drawing pack ref. 6467-2 Deansgate Drawings issue no. 4 stamped as received by the City Council as Local Planning Authority on 05 October 2021.

Reason - To ensure that the development is carried out in accordance with the approved plans, 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.

3) Notwithstanding the approved plans and drawings as specified in condition 2, the proposed advertisements shall;

(a) have a luminance level no greater than 600cdm/2;

(b) be designed and installed with all associated wiring and junction boxes entirely hidden from the external facade.

Reason - To ensure that the advertisements cause no harm to residential amenity and 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

Sakana, 23 Peter Street, Manchester, M2 5QJ
Sir Ralph Abercrombie, 35 Bootle Street, Manchester, M2 5GU
3 Peter Street, Manchester, M2 5QR
2 Bootle Street, Manchester, M2 5GU
207 Dental Care, First Floor, Onward Buildings, 207 Deansgate, Manchester, M3 3NW
Third Floor Right, London House, 193 Deansgate, Manchester, M3 3NE
London House, 193 Deansgate, Manchester, M3 3NE
11 - 13 Bootle Street, Manchester, M2 5GU
Basement, 23 Peter Street, Manchester, M2 5QJ
Second Floor, Elliot House, 151 Deansgate, Manchester, M3 3WD
Second Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
Ground Floor, 201 Deansgate, Manchester, M3 3NW
Dirty Martini, 1 Peter Street, Manchester, M2 5QR
Second Floor, South Central, 11 Peter Street, Manchester, M2 5QR
Albert's Schloss, 27 Peter Street, Manchester, M2 5QR
19 Jacksons Row, Manchester, M2 5WD
Fifth Floor, 201 Deansgate, Manchester, M3 3SL
Basement And Ground Floor, Oddfellows House, 184 - 186 Deansgate, Manchester, M3 3WB
First Floor And Second Floor, Oddfellows House, 184 - 186 Deansgate, Manchester, M3 3WB
Manchester Reform Synagogue, Jacksons Row, Manchester, M2 5NH
25 Peter Street, Manchester, M2 5GD
Flat At, Sir Ralph Abercrombie, 35 Bootle Street, Manchester, M2 5GU
4 Lloyd Street, Manchester, M2 5AB
188 - 192 Deansgate, Manchester, M3 3ND
Ground Floor, South Central, 11 Peter Street, Manchester, M2 5QR
Store Rear Of 192, Deansgate, Manchester, M3 3ND
Third Floor, Onward Buildings, 207 Deansgate, Manchester, M3 3NW
207 Dental Care, First Floor 207 Dental Care, Onward Buildings, 207 Deansgate, Manchester, M3 3NW
Second Floor, Onward Buildings, 207 Deansgate, Manchester, M3 3NW
Onward Buildings, 207 Deansgate, Manchester, M3 3NW
Sub Basement, 201 Deansgate, Manchester, M3 3NW
First Floor, 201 Deansgate, Manchester, M3 3NW
Basement, 201 Deansgate, Manchester, M3 3NW
5 Jacksons Row, Manchester, M2 5WD
First Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
Third Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
Third Floor, 201 Deansgate, Manchester, M3 3NW
Second Floor, 201 Deansgate, Manchester, M3 3NW
Ground Floor And First Floor, Elliot House, 1 - 3 Jacksons Row, Manchester, M2 5NJ
Elliot House, 1 - 3 Jacksons Row, Manchester, M2 5NJ
Third Floor, South Central, 11 Peter Street, Manchester, M2 5QR
First Floor, South Central, 11 Peter Street, Manchester, M2 5QR
Fourth Floor, South Central, 11 Peter Street, Manchester, M2 5QR
Fourth Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
South Central, 11 Peter Street, Manchester, M2 5QR
Elliot House, 151 Deansgate, Manchester, M3 3WD
AIG EUROPE LIMITED, Fourth Floor, 201 Deansgate, Manchester, M3 3NW
209 Deansgate, Manchester, M3 3NW
205 Deansgate, Manchester, M3 3NW

194 Deansgate, Manchester, M3 3ND
Royal London House, 196 Deansgate, Manchester, M3 3WF
Fifth Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
198 Deansgate, Manchester, M3 3NE
200 - 204 Deansgate, Manchester, M3 3NN

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 - Deansgate Conservation Area 1985
Area Team Boundary - Name: CITY1