

Planning

Growth & Development

Delegated officer report for planning application

Application no. 131195/AO/2021

Date registered valid: 29 July 2021

Proposal: Installation of Internally illuminated fascia lettering applied internally to shopfront glazing, non-illuminated acrylic sign to planter, and logo graphic printed on parasol canopies.

Address: 2 St Peters Square, Manchester, M2 3AA

Ward(s): Deansgate Ward

Applicant: James Sarjeant Black Sheep Coffee 81 Southwark Street, London, SE1 0HX

Agent (if any): Mr Rick Leslie RML Architecture Ltd Freedom Works, Unit 7 Hove Business Centre, Fonthill Road, Hove, BN3 6HA

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: 9 August 2021 Expired: 30 August 2021

Neighbour notifications

Printed: 9 August 2021 Expired: 30 August 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: George Street Conservation Area 1985

Tree Preservation Order:

Description of Site/Area

The application site relates to a ground floor commercial unit at 2 St Peters Square which is a high quality 12-storey office building principally which has two commercial units at ground floor level.

The proposal site is situated within the St Peter Square Conservation Area as designated and being within the heart of the City Centre the area is characterised by listed buildings which contain civic and office uses, with other buildings providing food and drink and retail uses at ground floor level.

Description of Development

The application seeks advertisement consent for the installation of Internally illuminated fascia lettering applied internally to shopfront glazing, non-illuminated acrylic sign to planter, and logo graphic printed on parasol canopies.

Consultations & Notification Responses

Local residents were notified however no responses were received

Highways - The proposed signs are not located on the adopted highway network.

The proposed signs do not extend over the adopted highway and therefore do not require a projection over license.

The proposed luminance of the signs is noted as no higher than 300cd/m² which is considered to be in line with MCC recommended maximum of 600cd/m².

The signs comply with headroom and carriageway clearance.

Environmental Health - The illuminated signage should be installed in accordance with the lighting levels given 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, policies EN3 (Heritage) 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 application has been revised during the consideration process, the original submission showed a vinyl a black back panel applied internally to glazing with individual lettering applied externally to the glazing, as well as internal signage on the existing plasterboard bulkhead.

The original planning application for 2 St Peters Square (ref. 102356/FO/2013/C2) included a signage strategy given the extremely high-quality building design in an location. it was agreed that all signage to the ground floor units should be situated behind the glass and only one sign permitted which would the sophisticated high quality appearance of the building.

The signage has now been revised to comply with the signage strategy and consists of one illuminated fascia sign mounted internally to shop front above doors with individual folded 1.2mm blackened mild steel letters

The proposed signage is considered to be acceptable and complies with the signage strategy and would have no detrimental impact upon visual amenity within the existing street scene and in the wider context of the surrounding area.

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. 9551-P-01 stamped as received by the City Council, as Local Planning Authority on 29 July 2021.
- Existing Shopfront Elevation ref. 9551-P-03 stamped as received by the City Council, as Local Planning Authority on 29 July 2021.
- Proposed Shopfront Elevation ref. 9551-P-04 E stamped as received by the City Council, as Local Planning Authority on 23 September 2021.

-Proposed Sign Detail ref. 9551-P-06A stamped as received by the City Council, as Local Planning Authority on 23 September 2021.

-Proposed Section Through Shop Front ref. 9551-P-05 A stamped as received by the City Council, as Local Planning Authority on 23 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

FRISKA, 3 St Peter's Square, Manchester, M2 3AA
2 St Peter's Square, Manchester, M2 3AA

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 - George Street Conservation Area 1985
Area Team Boundary - Name: CITY2
Area Team Boundary - Name: CITY1