

Planning

Growth & Development

Delegated officer report for planning application

Application no. 130375/AO/2021

Date registered valid: 13 May 2021

Proposal: Installation of 1 no. internally illuminated individual letter sign to glazed shopfront and 1 no. static internally illuminated projecting sign.

Address: 23 Market Street, Manchester, M1 1WR

Ward(s): Piccadilly Ward

Applicant: Marius Coetzee Capelo Design Ltd. 27 Old Gloucester Street, London, WC1N 3AX

Agent (if any): Mr Marius Coetzee Capelo Design Ltd. 27 Old Gloucester Street, London, WC1N 3AX

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

Recommendation: Approve

Date of recommendation: 29 June 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 24 May 2021 Expired: 14 June 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 application site relates to a unit 23 Market Street located within the Arndale shopping centre, which is a large development that includes several shops and other commercial uses.

The premises were previously used as a travel agent. Surrounding uses include restaurants, cafes, retail premises within the Arndale Centre.

Description of development

The submitted application seeks planning permission for the installation of 1 no. internally illuminated individual letter sign to glazed shopfront and 1 no. static internally illuminated projecting sign.

The proposed fascia sign would have dimensions of: Height: 0.617 x Width: 1.817 x Depth: 0.05 metres and the proposed hanging sign would have dimensions of 0.5 x Width: 0.7 x Depth: 0.05 metres.

Consultations & Notification Responses

Local residents were notified however no responses were received.

Policy

The main issues for consideration relate to the acceptability of the proposals in terms of the impact on visual amenity and on public safety. The main policies that relate to the assessment of the proposals are Sections 7 (Requiring Good Design) and 12 (Conserving and enhancing the historic environment) of the National Planning Policy Framework, policies EN1 (Design Principles and Strategic Character Areas), DM1 (Development Management) and SP1 (Spatial Principles) of the Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shop Fronts and Related Signs) of the Unitary Development Plan for the City of Manchester. Saved UDP policies

UDP Policies DC14.1 and DC14.5 'Shop Fronts & Related Signs' state that:

In determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

DC14.5A states:

- b. signs should respect the architectural form of buildings and shop frontages;
- c. where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows;

DC15.1 states

The Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests:

- a. the general location of the proposed development and the effect on visual amenity;
- b. the scope for posters and hoardings to make a positive contribution to the locality;
- c. the design of the structures, and the relationship with any premises on which they are located;

DC15.2 states

- a. developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
- b. they should be in scale with the locality and relate properly to the site on which they stand;
- c. they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;

Issues

Visual amenity

The proposed signs are considered to be acceptable as it is felt that they would not adversely affect the appearance of Unit or the or visual amenity of the Arndale Centre. There are several other commercial properties surrounding the application site that have similar signs so the proposal would be in keeping with signs on other units within the Arndale Centre.

For the above reasons, the signs are considered to be acceptable as they would be consistent with policy DM1 of the Manchester Core Strategy.

Public Safety

The proposed signage is located within the Arndale Centre and does not front any highway, there are therefore not considered to be any public safety concerns with the proposed signage.

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 in a positive and pro-active manner to seek solutions to problems arising in relation to dealing with the 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:

-Location Plan drawing ref. A-P010 received by the City Council as Local Planning Authority on 13 May 2021.

- Existing Elevations drawing ref. AX-P200 received by the City Council as Local Planning Authority on 13 May 2021.
- Proposed Elevations drawing ref. A-P400 received by the City Council as Local Planning Authority on 13 May 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.

Appendix 1 – List of consultees & neighbours notified

19A Market Street, Manchester, M1 1WR
NatWest, 19 Market Street, Manchester, M1 1WR
Hutchinson 3G, 27B Market Street, Manchester, M1 1WR
Ocean Dental Manchester, Second Floor, Boots, 32 Market Street, Manchester, M1 1PL
City Health Centre, Second Floor, 32 Market Street, Manchester, M1 1PL
27 Market Street, Manchester, M1 1WR
25 Market Street, Manchester, M1 1WR
21 Market Street, Manchester, M1 1WR
Boots, 32 Market Street, Manchester, M1 1PL
Stall Opposite Unit R23, Arndale Centre, Market Street, Manchester, M4 3AT
Stall Opposite Unit R21, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R36, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R35, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R34, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R33, Arndale Centre, Market Street, Manchester, M4 3AT
Units R31 And R32, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R30, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R29, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R28, Arndale Centre, Market Street, Manchester, M4 3AT
Units R26 And R27, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R25, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R24, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R23, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R22, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R21, Arndale Centre, Market Street, Manchester, M4 3AT
Unit R20, Arndale Centre, Market Street, Manchester, M4 3AT
Units R10 To R19, Arndale Centre, Market Street, Manchester, M4 3AT
Kiosk 12, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 11, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 10, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 9, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 8, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 7, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 6, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 5, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 4, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 3, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
McDonald's, Kiosk 2, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP
Kiosk 1, Arndale Centre Food Chain, Market Street, Manchester, M2 1NP

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

