

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132374/AO/2021

Date registered valid: 15 December 2021

Proposal: Installation of 3 no. fascia signs, 1 internally illuminated menu board and 3no. vinyl signs applied to awning

Address: 2 Spinningfields Square, Manchester, M3 3AP

Ward(s): Deansgate Ward

Applicant: Caprice Holdings Ltd C/o Agent

Agent (if any): Mrs Kate Roberts Pegasus Group Queens House, Queen Street, Manchester, M2 5HT

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

Recommendation: Approve

Date of recommendation: 30 May 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 11 January 2022 Expired: 1 February 2022

Neighbour notifications

Printed: 11 January 2022 Expired: 1 February 2022

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: Deansgate Conservation Area 1985

Tree Preservation Order:

Description of Site/Area

The application site is located within the Spinningfields area of Manchester City Centre which contains a mixed of uses including financial and professional services as well as leisure uses. It is bounded by Deansgate, the River Irwell, Quay Street and Bridge Street. The site is located within Deansgate Conservation Area and is adjacent to John Rylands Library, which is a Grade I listed building.

The existing building is of a high quality and is considered a landmark building that has scissor geometry, angled upper storeys that realign the east-west axis towards Hardman Square at the heart of Spinningfields. The trapezoidal form of the building's plan is echoed in the vibrant glazing which animates the elevations and creates a unique experience inside the building.

Description of Development

Installation of 3 no. fascia signs, 1 internally illuminated menu board and 3no. vinyl signs applied to awning

Consultation and notification responses

Highways – no objections, luminance levels are acceptable.

Environmental Health – no objections, luminance levels are acceptable.

Policies

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 12 (Requiring Good Design) and Section 2 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, Policies SP1 (Spatial Principles), EN3 (Heritage), CC9 (Design and Heritage), CC10 (A Place for Everyone), EN1 (Design Principles and Strategic Character Areas) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policy DC14 (Shop fronts and related signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Issues

Visual Amenity

This application seeks consent for the following advertisements:

- 3 no. 'Sexy Fish' Brass Letter Fascia signs;
- 1 no. internally illuminated menu board; and
- 3no. vinyl signs applied to awning.

no. fascia signs are proposed which will comprise of the lettering: 'Sexy Fish'. 2no fascia signs will be suspended and comprise of individual brass letters which will be held via a steel rod support frame. They will have a warm white face illumination. These will be located on the front of the building, over the existing entrance and on the rear elevation of the proposed external structure. 1no. fascia will be located above the proposed new entrance to the building and will comprise of individual brass lettering, held via a steel support frame and illuminated with a white face illumination.

The proposed signage is considered to be acceptable and would not adversely affect the character and appearance of the listed building or visual amenity within the area.

For the above reasons, the proposal is considered to be acceptable and consistent with policy DM1 of the Manchester Core Strategy and saved policy DC18 and DC14 of the Unitary Development Plan.

Public Safety

No issues as the proposed luminance of the signs are 200cd/m². This is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.

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

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:

Received by the City Council as Local Planning Authority on 01 December 2021:

- Site Location Plan and Block Plan (ref: 464)
- Existing External Elevation (ref: 464-104);

Received by the City Council as Local Planning Authority on 27 May 2022:

- Proposed External Elevations (ref: 464 / 205 Rev E)

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 200cd/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

Unit 3A, Spinningfields Square, Manchester, M3 2BA
Unit 4A, Spinningfields Square, Manchester, M3 3AP
Australasia, 2 Spinningfields Square, Manchester, M3 3AP
Unit G22, 2 Spinningfields Square, Manchester, M3 3AP
Unit 2A, Spinningfields Square, Manchester, M3 3AP
John Rylands Library, 148 - 158 Deansgate, Manchester, M3 3EH
1 Spinningfields Square, Manchester, M3 3AP
164 Deansgate, Manchester, M60 6DS

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