

Application Number/s: 133340/AO/2022

Applicant: BPS2 Nou Ltd

Agent: Studio KMA

Location: 15 Quay Street, Manchester

Proposal: Signage to front elevation

Ward: Deansgate

Description of Site and Surrounding Area

Building

The application relates to 15 Quay Street, a five-storey office building in the city centre of Manchester.

Surrounding Area (including Conservation Area)

The application building is located on the south side of Quay Street (A34), adjoined to 13 Quay Street to the east, adjacent to Artillery Street to the south and adjoined to Direct Line House to the west. The building is surrounded by predominantly midrise buildings in office use with ground floor retail/drinking establishments etc. The building is located within the Deansgate Conservation Area and is proximate to listed buildings (Grade II listed 'The Opera House' and Grade II listed 'Sunlight House').

Description of Proposal

The application seeks permission for the following signage:

- Display of backlit signage to front of colonnade consisting of individual letters supported on rails between columns. Signage to spell out 'ANNEX' and be of dimensions 2500mm wide by 550 mm high by 50mm deep. The base of the sign is to be 3300mm above floor level.
- Display of 2.no signs to be attached to front of columns displaying the number '15' to be backlit. Numbers to be cut out of Corten plate and be of dimensions 750mm wide by 750mm high and 40mm deep.

The Advertising Consent Submission:

The application is supported by the following information:

- Application Form
- Location Plan
- Proposed Signage information

Publicity LBC

Site Notice/s Posted and Dates: Displayed 11/04/22, Expired 13/05/22

Press Adverts Published and Dates: Published 19/04/22, Expired 10/05/22

Neighbour Notification: No neighbours were consulted

Representations Received: None

Consultations

Highway Services

- No objection, asked for clarification regarding signage luminance levels.

Policy

Town & Country Planning (Control of Advertisements) Regulations 2007

The LPA shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account:

- (a) The provision of the development plan, so far as they are material; and
 - (b) Any other relevant factors
- (2) Without prejudice to the generality of Paragraph 1(b) –
- (a) factors relevant to the amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
 - (b) factors relevant to public safety include –
 - (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military)
 - (ii) whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign, railway signal or aid navigation by water or air;
 - (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle
- (3) In taking account of factors relevant to amenity, the LPA may, if it thinks fit, disregard any advertisement that is being displayed
- (4) Unless it appears to the LPA to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed

Manchester Core Strategy Development Plan Document (July 2012)

The Core Strategy contains no specific policies that relate to Advertising Consent.

Manchester Unitary Development Plan (1995) (Saved Policies)

15 – Advertisements, Hoardings and Posters – States that advertisements only be considered in the interests of amenity and public safety. In assessing the interests of amenity and safety, the Council will take account of the following criteria:

- Developments of this kind should not harm the character of architectural features of a building, nor interfere with its proper use.
- They should be in scale with the locality and relate properly to the site on which they stand;
- They should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value
- A proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size or design will not be permitted.
- They should not harm the character or architectural features of a building nor interfere with its proper use.
- They should be in scale with the locality and relate properly to the site on which they stand.
- They should be unobtrusive and should not intrude into residential neighbourhoods or areas of high amenity value.
- Should not be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

18 – Conservation Areas – The LPA will give particularly careful consideration to ‘development’* proposals within Conservation Areas .

*Although applications for advertisement consent do not constitute ‘development’ by definition, saved Policy DC18.1 (iv) refers to the effect of signs and advertisements on Conservation Areas.

National Planning Policy Framework (July 2021)

Section 16 – Achieving well-designed places – The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve.

Paragraph 136 states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

National Planning Practice Guidance

Advertisements – Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.

All advertisements are subject to the ‘standard conditions’ set out in Schedule 2 of the Regulations, as follows:

1. No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);

2. No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
3. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
4. Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
5. If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

Even if express consent is not required, all advertisements must comply with any other relevant statutory provisions. For example, listed building consent may be required.

Light Pollution – Common causes of complaints to LPAs can include illuminated advertising. These installations may require particular attention.

Issues

Amenity

The proposed illuminated is to be the front (main) elevation of a non-listed building within a conservation area, proximate to listed buildings. The signage would have a maximum brightness of 600cd/m². It is not expected that the signage at this brightness and position would have undue amenity impact to the surrounding area and would have less than substantial harm to the character and appearance of the Deansgate Conservation Area.

The proposed quality and materials of the signage are acceptable and would have the appearance of a high quality and simple addition to the front elevation of the building.

The proposed signage is thus consistent with saved policy DC15.1/2 of the Manchester Unitary Development Plan, Section 16 of the NPPF and the NPPG.

Highway Safety

The Highway Services team noted that the signage would not have any undue impact on the safety of road users or pedestrians. However, noted that the illumination levels of the signage at 2000cd/m² would be far in excess of acceptable levels. Upon further discussion with the applicant, the applicant confirmed that 600cd/m² is acceptable to them and a condition shall be added ensuring that this is abided by.

As such, the proposal is consistent with saved policy DC15.1/2 of the Manchester Unitary Development Plan, Section 16 of the NPPF and the NPPG with regards to highway safety.

Conclusion

Subject to conditions, the proposed signage is acceptable and consent should be given.

Recommendation:

That advertising consent be given subject to the following conditions:

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 maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m² during non daylight hours / inclement weather and 600cd/m² during daylight hours / clear weather

Reason - In the interest of highway safety pursuant to saved policy DC18.1 and DC18.2 of the Manchester Unitary Development Plan, Section 16 of the National Planning Policy Framework, and the National Planning Practice Guidance.

Article 35

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the advertising consent application. The application is therefore determined in a timely manner.

Informative

The advertisements hereby consented relates to the following plans and information

- Location Plan & Site Plan (Drawing MQS-KMA-00-XX-DR-A-1000 Revision P2 dated 06 July 2021) – Received 28 March 2022
- Proposed Signage Information and Plans (Drawing M1S-KMA-00-XX-DR-A-2005 Revision P2 dated 10 March 2022) – Received 28 March 2022

