

Application Number/s: 133539/AO/2022

Applicant: THG

Agent: Euan Kellie Property Solutions

Location: 2 Booth Street, Manchester

Proposal: Signage Scheme

Ward: Deansgate

Description of Site and Surrounding Area

Building

The application proposes various signage to 2 Booth Street, a 5-storey building located in the centre of Manchester City Centre. The building is brick-built and has ground floor active frontages to the north, east and west elevations.

Surrounding Area (including Conservation Area)

The application building is bound by Clarence Street to the north, Booth Street to the east and Kennedy Street to the west. The building is located within the Upper King Street Conservation Area and adjacent to the Albert Square Conservation Area. The building is adjoined to Grade II listed 'Massey Chambers' and is in the setting of Grade II* Listed Manchester Law Library, as well as Grade II listed 10 Kennedy Street and 1 Booth Street.

Description of Proposal

The application seeks permission for signage, which is to include:

- Two hanging signs 0.6 m high by 0.6m wide, to be 3 metres above ground with a 0.8 metre projection. Signage to be gold background with black writing 'King St. Townhouse, Gym & Spa, a THG Experience'
- 2no. wall mounted signs measuring 0.5 metres high x 0.5 metres wide at height of 1.3 metres above ground level. Signage to be gold background with black writing 'King St. Townhouse, Gym & Spa, a THG Experience'
- 3no. wall mounted signs measuring 0.15 metres high by 0.1 metres wide at a height of 1.3 metres above ground level. Signage to be black and set out CCTV warning information.

The Planning Submission

The application is supported by the following information:

- Application Form
- Covering Letter
- Location Plan
- Proposed Signage Details

Publicity LBC

Site Notice/s Posted and Dates: No site notice was posted

Press Adverts Published and Dates: No advertisement was published

Neighbour Notification: No neighbours were consulted

Representations Received: None

Consultations

Highway Services

No objection subject to informative regarding projection over licencing.

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.

Upon having regard to the preceding policies, the LPA considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

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 signage, by virtue of its scale, position and lack of any luminance, would not be expected to have any detrimental impacts on the amenity of users/occupiers of the host building or any nearby buildings. The signage is of low visual impact and would not detract from the surrounding area. This includes upon consideration that the signage is in a historically sensitive area, surrounded by listed buildings and within a conservation area.

Highway Safety

The signage proposed would not be expected to pose any notable risk to highway safety or users of the public footway adjacent to the site. However, it is noted that a projection over licence may be required. The applicant shall be informed of this.

Conclusion

The signage would be consistent with saved Unitary Development Plan policy DC18.1 and would accord with relevant advertising consent legislation.

Recommendation:

That advertising consent be given subject to the following conditions:

That advertising consent be declined for the following reasons