

Planning

Growth & Development

Delegated officer report for planning application

Application no. 129648/AO/2021

Date registered valid: 9 March 2021

Proposal: Display of external signage scheme on the South King Street elevation of the building.

Address: 58 King Street, Manchester, M2 4LY

Ward(s): Deansgate Ward

Applicant: P Randhawa PRMN Holdings Ltd 58 King Street, Manchester, M2 4LY

Agent (if any): Mr Lowe LIND Studio 101 Hulton Street, Salford, M5 3WQ

Case officer: Emily Booth
Tel: 0161 234 4193
Email: emily.booth@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 30 April 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 1 April 2021

Standard consultations:

Printed: 18 March 2021 Expired: 8 April 2021

Neighbour notifications

Printed: 18 March 2021 Expired: 8 April 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

Description of site/building

Listed building: Not applicable

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order: Not applicable

Description of area

This application relates to an historic building located at 58 King Street. The building is not listed but is located in the St Anns Square conservation area and retains much of its original form and detailing at the upper levels and is considered to be a non-designated heritage asset by virtue of its age and design.

It also forms part of the settings of a number of other listed buildings and non-designated heritage assets and makes a positive contribution. It is adjoined to the Grade II Listed 62 King Street and a number of other Grade II Listed buildings are located on King Street.

These proposals relate to the South King Street elevation of the building.

The first, second, third and fourth floors of the building were last used as offices and the ground floor is a travel agency. The office accommodation can be accessed via a lift and stairs and all of the office suites are currently vacant.

Surrounding uses include bars, restaurants, hotels, residential accommodation, offices and law courts.

Description of development

Advertisement Consent is sought for:

- The installation of 2no. individual letter sign mounted on existing fascia,
- The installation of 1no. projection sign mounted on existing fascia,
- The retention of 3no. display cases.
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Consultations & Notification Responses

Highway Services - Confirmed that the signage was acceptable, but advised about the need for a projecting over licence

Publicity - Letters were sent to surrounding occupiers. No replies have been received.

Issues

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.

Visual Amenity

The signage would be minimal and sympathetic to the character of the listed building.

The projecting sign should however be reduced in thickness to 30mm in order that it would not look like a box sign. A condition will require this.

The proposed signage would subject to compliance with conditions, be respectful of the historical significance of the building and is not considered to cause harm to the surrounding conservation area or the adjoining listed building.

Given the above, it is considered that subject to compliance with conditions, the proposal would be consistent with paragraph 196 and 197 of the NPPF and address sections 66 and 72 of the Planning Act in relation to preservation and enhancement.

Given this, the proposals are considered to be acceptable in terms of visual amenity including the impact on the character and appearance of the conservation area and the setting of the nearby listed buildings, in accordance with Sections 7 (Requiring Good Design) and 12 (Conserving and enhancing the historic environment) of the National Planning Policy Framework, policies EN3 (Heritage) and CC9 (Design and Heritage), SP1 (Spatial Principles) and DM1 (Development Management) of the Core Strategy for the City of Manchester and saved policies DC14.1 (Shop Fronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Public Safety - No issues

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

In assessing the merits of an application officers will seek to work with the applicant in a positive and proactive manner to seeking solutions to problems arising in relation to dealing with the application. In this instance, this has included advice about the information required to support 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:

The site location plan referenced al(05)0001 Rev P01 received by the City Council as local planning authority on 9 March 2021

The drawings referenced:

al(05)0004 Rev P01

al(05)0003 Rev P01

received by the City Council as local planning authority on 9 March 2021

The Design & Access Statement prepared by Lind Studio received by the City Council as local planning authority on 9 March 2021

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN1, EN3, CC9, SP1 and DM1 of the Core Strategy and saved policies DC18.1, DC19.1 and DC26.

3) Notwithstanding the information shown on the drawings hereby approved and detailed within Condition 2 of this decision, full details of the location of the projecting/hanging sign (including fully detailed scaled elevation and cross section drawings) demonstrating a thickness/depth of 30mm shall be submitted to and agreed in writing by the City Council as local planning authority before the projecting sign is installed on site. The projecting sign shall then be installed only in accordance with the approved details.

Reason - Because the proposed works affect the setting of a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest and the setting of a designated conservation area and careful attention to building work is required to protect the character and appearance of this building and conservation area in accordance with policies DM1, SP1, CC9 and EN3 of the Core Strategy for the City of Manchester and extant policies DC14.1, DC14.5, DC18.1 and DC19.1 of the Unitary Development Plan.

Informatives

1) Elements of the proposed sign will extend over the adopted highway, therefore a projection over license will be required, this is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.

2) The consent hereby granted doesn't grant or imply grant of planning permission for external alterations to the elevations of the building, including the shop front.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Third Floor, 41 South King Street, Manchester, M2 6DE
Second Floor, 41 South King Street, Manchester, M2 6DE
First Floor, 41 South King Street, Manchester, M2 6DE
Ground Floor, 41 South King Street, Manchester, M2 6DE
Basement, 41 South King Street, Manchester, M2 6DE
Fourth Floor, Kingsgate, 51 - 53 South King Street, Manchester, M2 6DE
Third Floor, Kingsgate, 51 - 53 South King Street, Manchester, M2 6DE
Second Floor, Kingsgate, 51 - 53 South King Street, Manchester, M2 6DE
Fourth Floor Suite 5, Kingsgate, 51 - 53 South King Street, Manchester, M2 6DE
Third Floor Rear, Kingsgate, 51 - 53 South King Street, Manchester, M2 6DE
Third Floor Left, Kingsgate, 51 - 53 South King Street, Manchester, M2 6DE
Third Floor Suite 1 and Fourth Floor Suite 4, Kingsgate, 51 - 53 South King Street, Manchester, M2 6DE
Third Floor, 1 St James's Square, Manchester, M2 6DN
Kingsgate, 51 - 53 South King Street, Manchester, M2 6DE
Basement And Ground Floor, 64 - 66 King Street, Manchester, M2 4ND
64 - 66 King Street, Manchester, M2 4ND
Ground Floor, 1 St James's Square, Manchester, M2 6DN
Fourth Floor, 1 St James's Square, Manchester, M2 6DN
Fifth Floor, 1 St James's Square, Manchester, M2 6DN
62 King Street, Manchester, M2 4ND
Second Floor, 1 St James's Square, Manchester, M2 6DN
GLAISYERS SOLICITORS LLP, First Floor, 1 St James's Square, Manchester, M2 6DN
First Floor, Kingsgate, 51 - 53 South King Street, Manchester, M2 6DE
60 King Street, Manchester, M2 4LZ
56 King Street, Manchester, M2 4LY

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 - St Anns Square Conservation Area 1970
Area Team Boundary - Name: CITY1