

Planning

Growth & Development

Delegated officer report for planning application

Application no. 128642/AO/2020

Date registered valid: 7 December 2020

Proposal: Installation of 1no. internally illuminated individual letter sign

Address: Ground Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ

Ward(s): Deansgate Ward

Applicant: Weilding 80 Mosley Street, Manchester

Agent (if any): Mr Liam Murphy Unit 1 First Avenue, Europa Village, Manchester, M17 1JZ

Case officer: Christopher Smith
Tel: 0161 234 4529
Email: christopher.smith@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 9 February 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 12 December 2020

Standard consultations:

Printed: 7 December 2020 Expired: 28 December 2020

Neighbour notifications

Printed: 7 December 2020 Expired: 28 December 2020

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: Not applicable

Tree Preservation Order: Not applicable

This application relates to a 1960's building at 7 Charlotte Street, which is bounded by Charlotte Street, George Street, Chain Street and Faulkner Street. The building is fifteen storeys in height with a four storey podium at the base. It was built in 1964 and has been significantly altered beginning in 2000, including recladding and extensions.

The building is not listed and is not within a conservation area, but is opposite the George Street Conservation Area. A number of Grade II Listed buildings can be seen in context with the site, including 44-48 George Street, 12 Charlotte Street, 14-16 Charlotte Street, 41-43 Faulkner Street and 36 Charlotte Street.

Other uses in the immediate area include offices, hotels, a bus and Metrolink station, shops, bars and restaurants. China Town is close to the site. As such, and as would be expected in a City Centre location like this, advertisements on buildings are common place in the wider area.

Description of Proposal

Advertisement consent is sought for the installation of 1no. internally illuminated individual letter sign.

All associated wiring and junction boxes would be discretely fixed through and at the rear of the existing framing supporting the advertisements, and into the building again discretely as possible.

Consultations & Notification Responses

Publicity - A total of 31 neighbour notifications were sent to adjoined and adjacent properties and no site notice and local press advert were produced. At the time of writing this report no representations have been received due to this publicity.

Environmental Health - No objection subject to control on illumination levels.

Highways - No objection subject to illumination level controls.

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 (Achieving well designed places) and Section 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, Policies SP1 (Spatial Principles), EN3 (Heritage), DM1 (Development Management) and CC9 (Design and Heritage) of the Adopted Core Strategy for the City of Manchester and saved policies DC14 (Shopfronts and Related Signs), and DC18 (Conservation Areas) of the Unitary Development Plan for the City of Manchester.

Amenity

The proposals design would seek to affix individual, internally illuminated, letters onto an existing frame located above the building entrance at ground floor level. The signage would be located in a location to be expected and would not detract from the high quality architectural appeal of the existing building. The identification, by way of the proposed signage, of such a notable building within Manchester City Centre is considered to be appropriate and would not harm visual amenity of the area. The proposals would not be considered to have any material impact on nearby designated heritage assets.

The City Council Highways Service and Environmental Health Team have made no objection to the proposal subject to controls on illumination levels. In this instance Environmental Health requested a verification report to confirm illumination levels, however it would be considered to be an unreasonable request given the context of the proposals. In this instance conditions would control the maximum illumination levels of the proposals, which are commonly approved throughout the City Centre and should it not be adhered to

Taking into account the above, the proposal is not considered to harm visual or neighbouring occupiers amenity and therefore is acceptable pursuant to Policies SP1 (Spatial Principles), EN3 (Heritage) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shopfronts and Related Signs) of the Unitary Development Plan for the City of Manchester.

Public Safety

The City Council Highways department has made no objection to the proposal. It is therefore considered the proposal will not impact public safety.

Conclusion

Given the above, the proposal is considered to be consistent with National Planning Policy Framework, in particular Section 12 (Achieving well designed places). The Core Strategy for the City of Manchester, in particular policy DM1 (Development Management and the Saved Policies

contained within the Unitary Development Plan for Manchester in particular policy DC14 (Shopfronts and Related Signs).

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 / agent in a positive and proactive manner to guide the application through all stages of the planning process and resolve any issues that arose in dealing with the planning application. Further information was sought during the determination and appropriate conditions were included with the agreement of the Applicant / Agent.

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, stamped as received by the City Council as Local Planning Authority on 02 December 2020.

Drawing Pack, Job Number 47712, stamped as received by the City Council as Local Planning Authority on 05 February 2021.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policy DC14 of the Unitary Development Plan for the City of Manchester.

3) Notwithstanding the approved plans and drawings as specified in condition 2, the proposed advertisements shall;

- (a) be designed and installed to control glare and overspill onto nearby residential properties;
- (b) have a luminance level no greater than 300cd/m²;

Reason - To ensure that the advertisements cause no harm to residential amenity and are designed and installed to a high quality standard with regard to visual amenity, pursuant to policies SP1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC14 the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Environmental Health
Highway Services

Ground Floor, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Third Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Fourth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
12 Charlotte Street, Manchester, M1 4FL
Third Floor, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Eighth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
First Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
17 George Street, Manchester, M1 4HE
Basement And Ground Floor, 17 George Street, Manchester, M1 4HE
Sixth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Seventh Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Fifth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Twelfth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Fourteenth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Fifteenth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Eleventh Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Ninth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Tenth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Sixteenth Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Second Floor, St James Tower, 7 Charlotte Street, Manchester, M1 4DZ
Cobac House, 14 - 16 Charlotte Street, Manchester, M1 4FL
Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Magnus Ltd, Suite B, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Brindle And Yam Solicitors, Suite A, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Fifth Floor, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
Fourth Floor, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4FD
First Floor, Hanover House, 30 - 32 Charlotte Street, Manchester, M1 4EX
Basement And Ground Floor, 19 - 21 George Street, Manchester, M1 4HE
First Floor And Second Floor, 19 - 21 George Street, Manchester, M1 4HE
19 - 21 George Street, Manchester, M1 4HE
Third Floor, 19 - 21 George Street, Manchester, M1 4HE

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
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CITY2