

Planning

Growth & Development

Delegated officer report for planning application

Application no. 128511/AO/2020

Date registered valid: 11 November 2020

Proposal: Installation of 4no. internally illuminated individual letter and logo fascia signs to ground floor facade.

Address: 36 Cross Street, Manchester, M2 7AQ

Ward(s): Deansgate Ward

Applicant: Yorkshire Building Society Yorkshire Drive, Rolley Lane , Bradford ,

Agent (if any): Joanne Goodaire Butterfield Signs Limited 174 Sunbridge Road, BD1 2RZ

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

Recommendation: Approve

Date of recommendation: 21 December 2020

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 18 November 2020

Standard consultations:

Printed: 12 November 2020 Expired: 3 December 2020

Neighbour notifications

Printed: 12 November 2020 Expired: 3 December 2020

Site notice

Posted: 18 November 2020 Expired: 9 December 2020
Posted: 18 November 2020
Expired: 9 December 2020

Press advert

Published: 17 November 2020 Expired: 8 December 2020

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Grade II

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order:

The above application relates to a building located at 36 Cross Street that is within St Ann's Square Conservation Area. The building is grade II listed and a number of other Grade II and Grade II* listed buildings surround the site. The building is within the designated St Anns Square Conservation Area (1970).

Surrounding uses include shops, cafes, restaurants, bars, offices and residential apartments. Given the city centre location advertisements are common place in the street scene, advertising predominantly commercial and retail units at ground floor level. The public highway in this area includes a variety of street furniture, such as traffic signs, lampposts, litter bins, public benches and telephone kiosks and trees.

Description of development

Express advertisement consent is sought for the installation of 4no. internally illuminated individual letter and logo fascia signs to ground floor facade.

An associated listed building consent application has also been submitted referenced 128548/LO/2020.

Consultations & Notification Responses

Publicity – A total of 38 notification letters were sent to adjoining properties. A local press advert and site notices were produced. No representations have been received as a result of this publicity.

Highway Services - No objection to the proposal.

Environmental Health – No objection to the proposal subject to controls on illumination of the units.

Transport For Greater Manchester – No comments received.

Issues

Policy

Manchester Core Strategy - The Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11 July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.

Core Strategy policy SP1 (Spatial Principles) stipulates that development in all parts of the City should:

Make a positive contribution to neighbourhoods of choice including:

- creating well designed places that enhance or create character.
- making a positive contribution to the health, safety and wellbeing of residents
- considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income.
- protect and enhance the built and natural environment.

Core Strategy policy EN3 (Heritage) advises that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.

Core Strategy policy CC9 (Design and Heritage) advises that development in Manchester should preserve or enhance the heritage assets affected.

Core Strategy policy DM1 (Development Management) states that all development should have regard to various issues, including:

- Appropriate siting, layout, scale, form, massing, materials and detail
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development.
- Development should have regard to the character of the surrounding area
- Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise

Unitary Development Plan for the City of Manchester, 1995 (Saved Policies)

The below saved policy of the Unitary Development Plan is also considered relevant:

Saved UDP policies DC14 (Shopfront and related signs) & DC15 (Advertisements, Hoardings and Posters) state that the City Council will take into account the impact of advertisements on visual amenity and public safety.

Saved UDP policy DC18 DC19 (Listed Buildings) states that the Council will seek to preserve and enhance the setting of both Conservation Areas and listed buildings by appropriate control of nearby development.

Amenity and heritage

The signs design is unobtrusive by virtue of materials, illumination and siting and would not result in visual clutter in the street scene. The levels of illumination are low and therefore would not be expected to harm residential amenity, and would be controlled through conditions related to illumination levels. While the signage would be fixed to the listed building and therefore cause physical harm, the signage has been designed to be as minimal as possible and any harm caused by fixings could be reversed in the future with appropriate repairs. Ultimately, the unit requires signage to operate, and thereby preserve the heritage assets for future generations. Such limited harm is considered to be wholly outweighed by this public benefit.

The final detailed design of the proposal, such as fixings, wiring and associated works to the façade would be controlled through conditions handled through the concurrent application for listed building consent. It would not be appropriate to duplicate the control of such specific works to a listed building through this advert application.

Given the above the proposals are not considered to result in any significantly negative amenity or heritage impacts and can be supported in accordance with the policies and legislation previously identified.

Public safety

No objections were raised by either Highways or Environmental Health to the proposals and they are as such not considered likely to result in any public safety issues.

Conclusion

For the above reasons, the proposal is considered to be acceptable and consistent with policies SP1, EN3, CC9 and DM1 of the Core Strategy and saved policies DC14, DC15, DC18 and DC19 of the Unitary Development Plan.

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 in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. Appropriate conditions have been attached to the approval in the interest of amenity and public safety.

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:

Site Location Plan, stamped as received by the City Council as local planning authority on 05 November 2020.

Proposed elevations reference 104931A Page 2 & Page 3, stamped as received by the City Council as local planning authority on 05 November 2020.

Heritage Statement, stamped as received by the City Council as local planning authority on 11 November 2020.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies EN3, CC9, SP1 and DM1 of the City of Manchester Core Strategy and saved policies DC14, DC15, DC18 and DC19 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 be designed, installed and operated;

- (a) to control glare and overspill onto any nearby residential properties;
- (b) to not exceed 600cd/m² during daylight hours; and
- (c) to automatically dim to not exceed 300cd/m² during non-daylight hours.

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 and to protect public safety, pursuant to policies DM1 of the City of Manchester Core Strategy and saved policies DC14 and DC15 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester

Third Floor, 10 Chapel Walks, Manchester, M2 1HL
Ground Floor, 10 Chapel Walks, Manchester, M2 1HL
Eighth Floor, 10 Chapel Walks, Manchester, M2 1HL
33A Cross Street, Manchester, M2 1NL
Basement, Alliance House, 30 Cross Street, Manchester, M2 7AQ
34 St Ann Street, Manchester, M2 7LE
Alliance House, 30 Cross Street, Manchester, M2 7AQ
Fourth Floor, Alliance House, 30 Cross Street, Manchester, M2 7AA
Third Floor, Alliance House, 30 Cross Street, Manchester, M2 7AQ
33 Cross Street, Manchester, M2 1NL
Fifth Floor, National House, 36 St Ann Street, Manchester, M2 7LE
Mezzanine Floor, 33 Cross Street, Manchester, M2 1NL
First Floor, 33 Cross Street, Manchester, M2 1NL
3 Cheapside, Manchester, M2 4WG
44 Cross Street, Manchester, M2 7AR
46 Cross Street, Manchester, M2 7AR
42 Cross Street, Manchester, M2 7AR
Veincentre Ltd, Fourth Floor, National House, 36 St Ann Street, Manchester, M2 7LE
29 Cross Street, Manchester, M2 1NL
Second Floor, National House, 36 St Ann Street, Manchester, M2 7EL
Fifth Floor, 10 Chapel Walks, Manchester, M2 1HL
Sixth Floor, 10 Chapel Walks, Manchester, M2 1HL
Corbieres, Half Moon Street, Manchester, M2 7PB
Seventh Floor, 10 Chapel Walks, Manchester, M2 1HL
Ground Floor And First Floor, 28 - 34 Cross Street, Manchester, M2 7AQ
Ground Floor, Alliance House, 30 Cross Street, Manchester, M2 7AQ
28 Cross Street, Manchester, M2 7AQ
Fourth Floor Left, Alliance House, 30 Cross Street, Manchester, M2 7AQ
Second Floor Front, Alliance House, 30 Cross Street, Manchester, M2 7AQ
Second Floor Rear, Alliance House, 30 Cross Street, Manchester, M2 7AQ
Fourth Floor, 10 Chapel Walks, Manchester, M2 1HL
28 - 34 Cross Street, Manchester, M2 7AQ
Sixth Floor, National House, 36 St Ann Street, Manchester, M2 7LE
Third Floor, National House, 36 St Ann Street, Manchester, M2 7LE
First Floor, National House, 36 St Ann Street, Manchester, M2 7LE
Ground Floor Basement And Mezzanine Floor, 34 St Ann Street, Manchester, M2 7LE
Second Floor, 10 Chapel Walks, Manchester, M2 1HL
First Floor, 10 Chapel Walks, Manchester, M2 1HL

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