

Planning

Growth & Development

Delegated officer report for planning application

Application no. 126520/AO/2020
Date registered valid: 5 August 2020
Proposal: Installation of 1no. non-illuminated projecting sign
Address: Clydesdale House , 27 Turner Street, Manchester, M4 1DG
Ward(s): Piccadilly Ward

Applicant: Almero Holdings UK Limited C/o Agent
Agent (if any): Miss Paul Nellist Avison Young Norfolk House, 7 Norfolk Street, Manchester, M2 1DW
Case officer: Christopher Smith
Tel: 0161 234 4529
Email: christopher.smith@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 28 September 2020

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 26 August 2020

Standard consultations:

Printed: 14 August 2020 Expired: 4 September 2020

Neighbour notifications

Printed: 14 August 2020 Expired: 4 September 2020

Site notice

Posted: 26 August 2020 Expired: 16 September 2020

Press advert

Published: 18 August 2020 Expired: 8 September 2020

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: Smithfield Conservation Area 1987

Tree Preservation Order: Not applicable

The proposal site is located within Manchester City Centre in an area known as the Northern Quarter. This area consists of a variety of uses, as would be expected in a City Centre location, including cafes, restaurants, bars, multi-storey car park and barber shop. The site is also a very short walk to the city's vibrant nightlife and retail offering.

The site comprise of approximately 41,047sqft of commercial, retail and student accommodation across a five storey floor space. Currently the ground floor is part occupied by the Muslim Youth Foundation (MYF) and floor one to four are currently occupied by a total of 62no. student bedrooms with associated communal facilities.

The proposal site is understood to be constructed in the 1930's. The proposal site occupiers a large corner plot with frontages to Back Turner Street, Brick Street and Turner Street. The Back Turner Street and Turner Street elevation comprise of 5 storeys that step down to 4 storeys at the Brick Street end of the building, with each elevation having 6 window bays. Each of the window bays is punctuated by brick pilasters either side, which provides some vertical emphasis. The Brick Street elevation comprises of 4 storeys, is 6 window bays with later centrally placed bay rising to 5 storeys. The existing windows to the upper levels (floor 1 to 4) are later 20th century replacements. The original window sill level at first floor level to all elevations has been raised to match the height of those window openings to the floor above. The area below the raised sill has been infilled in red brick. AT ground level the commercial shop frontages are also replacements with unsightly solid roller shutters also having been installed.

The site is located within the designated Smithfield Conservation Area and also adjoins the Grade II listed 'Warehouse, Workshop and Shops' located at No. 33 and 35 Turner Street, which is located to the southeast and is in the vicinity of a number of other listed buildings located to the east, northeast and southeast.

Description of Proposal

The proposal seeks advertisement consent for 1no. non-illuminated projecting sign.

Consultations & Notification Responses

Publicity - A total of 94 neighbour notifications were sent to adjoined and adjacent properties and a 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 as its non-illuminated.

Highways - No objection.

Urban Design & Conservation Team - No comments received.

Issues

Policy

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 Achieving well-designed places) and Section 16 (Conserving and Enhancing the Historic Environment) of the revised National Planning Policy Framework (2019), 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 DC14.1 and 14.5 (Shopfronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Visual Amenity, Heritage Impacts and Public Safety

The proposed signage is non-illuminated and of a slender and sleek design. The signage is located to appropriately advertise the associated ground floor commercial business and is therefore justified in such regards.

Given the siting and design of the proposed single sign, there is no substantial harm to visual amenity or designated heritage assets which would warrant any material planning concerns.

Highways department had no objection to the proposal and it is therefore considered that the proposal will cause no harm to public safety.

Conclusion

Given the above, it is considered that the proposals are acceptable in accordance with policies EN3, CC9, SP1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5, DC18.1 and DC19.1 Development Plan for the City of Manchester and Sections 12 and 16 of the revised National Planning Policy Framework (2019).

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.

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 drawing No. SK2 Rev P1, stamped as received by the City Council as Local Planning Authority on 05 August 2020.

Drawing No L200, stamped as received by the City Council as Local Planning Authority on 05 August 2020.

Cover letter, stamped as received by the City Council as Local Planning Authority on 05 August 2020.

Specification, stamped as received by the City Council as Local Planning Authority on 05 August 2020.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies EN1, EN3, SP1 and DM1 of the Manchester Core Strategy and saved Unitary Development Plan Policies DC14, DC18 and DC19.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

35 Turner Street, Manchester, M4 1DW
33 Turner Street, Manchester, M4 1DW
MUSLIM YOUTH FONDATION, Ground Floor, Clydesdale House, 27 Turner Street, Manchester, M4 1DY
14B Turner Street, Manchester, M4 1DZ
16 - 20 Turner Street, Manchester, M4 1DZ
Flat 1, 14 Turner Street, Manchester, M4 1DZ
Ground Floor Right, 27 Turner Street, Manchester, M4 1DQ
Flat 2, 14 Turner Street, Manchester, M4 1DZ
Ground Floor, 27 Turner Street, Manchester, M4 1DQ
27 Turner Street, Manchester, M4 1DQ
Flat 5, 22 Turner Street, Manchester, M4 1DZ
Flat 2, 22 Turner Street, Manchester, M4 1DZ
5 Union Street, Manchester, M4 1PB
Solmame House, 7 Union Street, Manchester, M4 1PB
Flat 4, 22 Turner Street, Manchester, M4 1DZ
Flat 3, 22 Turner Street, Manchester, M4 1DZ
Flat 1, 22 Turner Street, Manchester, M4 1DZ
Flat 1, Solmame House, 7 Union Street, Manchester, M4 1PB
Flat 10, Solmame House, 7 Union Street, Manchester, M4 1PB
Flat 3, Solmame House, 7 Union Street, Manchester, M4 1PB
Top Flat, 16 - 20 Turner Street, Manchester, M4 1DZ
24 Turner Street, Manchester, M4 1DZ
Abel Heywood, 34 - 38 Turner Street, Manchester, M4 1DZ
Flat 412, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 408, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 304, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 301, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 215, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 209, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 207, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 203, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 201, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 409, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 403, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 315, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 314, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 204, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 7, Solmame House, 7 Union Street, Manchester, M4 1PB
Flat 11, Solmame House, 7 Union Street, Manchester, M4 1PB
Flat 306, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 305, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 214, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 208, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 205, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 117, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 111, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 106, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 101, Clydesdale House, 27 Turner Street, Manchester, M4 1DG

Flat 6, Solmame House, 7 Union Street, Manchester, M4 1PB
Flat 410, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 311, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 303, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 302, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 216, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 212, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 107, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 102, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 12, Solmame House, 7 Union Street, Manchester, M4 1PB
Flat 407, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 404, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 316, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 211, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 210, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 115, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 114, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 109, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 105, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 9, Solmame House, 7 Union Street, Manchester, M4 1PB
Flat 2, Solmame House, 7 Union Street, Manchester, M4 1PB
Flat 405, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 402, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 310, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 217, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 108, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 103, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 4, Solmame House, 7 Union Street, Manchester, M4 1PB
Flat 411, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 401, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 317, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 312, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 309, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 110, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 415, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 414, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 406, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 308, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 307, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 206, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 104, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 202, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 116, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 112, Clydesdale House, 27 Turner Street, Manchester, M4 1DG
Flat 5, Solmame House, 7 Union Street, Manchester, M4 1PB
Flat 8, Solmame House, 7 Union Street, Manchester, M4 1PB

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 - Smithfield Conservation Area 1987
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CITY2