MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	127924/AO/2020
Date registered valid:	7 September 2020
Proposal:	Installation of new internally illuminated signage to New York Street and Parker Street entrance canopies.
Address:	City Tower , Piccadilly Plaza, Manchester, M1 4BT
Ward(s):	Deansgate Ward
Applicant:	Jasmin Cosslett Schroders Manchester, M1 4BT
Agent (if any):	Jasmin Eastwood Sheppard Robson Architects Twenty Seventh Floor City Tower , Piccadilly Plaza, Manchester, M1 4BT
Case officer:	Christopher Smith Tel: 0161 234 4529 Email: christopher.smith@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	28 October 2020

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 30 September 2020

Standard consultations:
Printed: 17 September 2020 Expired: 8 October 2020

Neighbour notifications
Printed: 17 September 2020 Expired: 8 October 2020

Site notice
Posted: 30 September 2020 Expired: 21 October 2020

Press advert
Published: 22 September 2020 Expired: 13 October 2020

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

Tower is approximately 30 storeys high and has shops and businesses at ground level, car parking above on level 2 and the 28 floors of office accommodation. The site is not within a conservation area. There are a number of listed buildings nearby but these are to the side of the site on Mosley Street or to the rear.

The surrounding area is mixed commercial in character, and includes retail, residential, offices, banks and building societies, bars and restaurants, along with the nearby bus station and metrolink station.

Description of Proposal

Installation of 2no. Individual letter signs above each main entrance canopy.

Consultations & Notification Responses

Publicity - A total of 116 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 and are satisfied that the proposal is designed to control glare and overspill onto nearby residential properties.

Highways - Highways accept the principal of the proposals and indicated illuminance levels, and requested an informative to the applicant regarding construction.

Issues

Policy

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main polices 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, Polices SP1 (Spatial Principles), EN3 (Heritage), DM1 (Development Management) and CC9 (Design and Heritage) of the Adopted Core Strategy for the City of Manchester (2012) and saved policies DC14.1 and 14.5 (Shopfronts and Related Signs), DC18 (Conservation Areas) and DC19 (Listed Buildings) of the Unitary Development Plan for the City of Manchester (1995).

Amenity and Heritage Impacts

The proposed projecting signage would be affixed to the concrete structure via slender back supports and all wiring would be discrete and hidden.

The signage comprises a design of individual letters with halo illumination which would be controlled to a maximum of 500cd/m2.

The proposed projecting signage is extremely sleek and slender in design, which the City Council as LPA encourages in the City Centre.

Environmental health and highways have raised no objections to the signage and it is therefore considered the proposals would not adversely impact residential amenity.

It is considered that the proposals would not be out of character with other signage in the wider street scene and thereby the proposal would seek to preserve the heritage asset and not cause any harm to the visual amenity of the street scene.

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, DC18 and DC19 Development Plan for the City of Manchester and the revised National Planning Policy Framework (Feb 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 polices 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. Appropriate conditions were attached to ensure an acceptable proposal, with the agreement of the applicant.

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. 5298 - SRA ZS ZZ DR A 00-100 Revision P01, stamped as received by the City Council as local planning authority on 07 September 2020.

Drawings No. 5298 - SRA ZS ZZ SR A 20-223 Revision P03, 5298 - SRA ZS ZZ DR A 20-221 Revision P03, stamped as received by the City Council as local planning authority on 07 September 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 Adopted Core Strategy for the City of Manchester 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 600cd/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 policy DC14 of the Unitary Development Plan for the City of Manchester.

4) Notwithstanding the approved plans and documents as specified in condition 2, prior to the installation of the hereby consented advertisements the full details of the external advertisements final design shall be submitted to and approved in writing by the City Council as local planning authority. The details shall include;
(i) samples and/or specifications of all externally visible materials;
(ii) detailed cross sections with clear annotation including any associated wiring and junction box details; and
(iii) methodology of installation.

The advertisements shall be installed in full accordance with the approved details thereafter.

Reason - In the interests of visual amenity pursuant to policies SP1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policy DC14 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Unit 2, Piccadilly Gardens, Manchester, M1 1AF
Mercure, Jarvis Piccadilly Hotel, Piccadilly Plaza, Manchester, M1 4PH
Manchester Souvenirs And News, Unit F4, City Tower, Piccadilly Plaza, Manchester, M1 4AL
Second Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
AEGIS OUTSOURCING UK LTD, Seventh Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
5 New York Street, Manchester, M1 4JB
10 New York Street, Manchester, M1 4JD
Unit G1, The Exchange, Piccadilly Gardens, Manchester, M2 7EH
GRAHAM COFFEY & CO LLP, First Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
ATKINS LIMITED, Suite 2A, The Exchange, 3 New York Street, Manchester, M1 4HN
Unit 8, City Tower, Piccadilly Plaza, Manchester, M1 4AJ
BARBURRITO, Ground Floor Unit D1 To D2, 1 Piccadilly Gardens, Manchester, M1 1RG
Basement And Ground Floor, 12 Piccadilly, Manchester, M1 3AN
First Floor To Fourth Floor, 12 Piccadilly, Manchester, M1 3AN
Twenty Ninth Floor Rooms 909-910, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Fifteenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
AO RETAIL LIMITED, Sixth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
44 Piccadilly Plaza, Manchester, M1 4AJ
Fifth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Forrest Media Ltd, City Screen, Piccadilly Plaza, Manchester, M1 4BT
Department Of Enviroment, City Tower, Piccadilly Plaza, Manchester, M60 7JR
The Exchange, Piccadilly Plaza, Manchester, M1 4AJ
35 - 36 Piccadilly Plaza, Manchester, M1 4AJ
Quality Save, Unit C2, Piccadilly Plaza, Manchester, M1 4AH
42 Piccadilly Plaza, Manchester, M1 4AJ
43 Piccadilly Plaza, Manchester, M1 4AJ
Unit B3, The Exchange, Mosley Street, Manchester, M1 4AJ
Unit B4, The Exchange, Mosley Street, Manchester, M1 4AJ
ASKITALIAN, Ground Floor Unit B, 1 Piccadilly Gardens, Manchester, M1 1RG
CITY SPECS LTD, Unit E2B, City Tower, Piccadilly Plaza, Manchester, M1 4AJ
First Floor, 2 New York Street, Manchester, M1 4HJ
Basement, 2 New York Street, Manchester, M1 4HJ
First Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Sixteenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Tenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Unit B3, City Tower, Piccadilly Plaza, Manchester, M1 4AH
Ground Floor, 5 New York Street, Manchester, M1 4JB
Twenty Seventh Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Fifth Floor Suite A, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Ninth Floor Room 906, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Twenty Third Floor, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Twenty Ninth Floor Rooms 902 And 903, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Twenty Ninth Floor Room 904, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Unit A, The Exchange, Piccadilly Gardens, Manchester, M1 4BT
Nineteenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Piccadilly Bus Station, Piccadilly, Manchester, M1 4AJ

Turning Point, First Floor, The Exchange, 3 New York Street, Manchester, M1 4HN
Eleventh Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Second Floor, The Exchange, 3 New York Street, Manchester, M1 4HN
Unit B5, The Exchange, Piccadilly Plaza, Manchester, M1 4AH
Piccadilly Bus Station, Oldham Street, Manchester, M1 1JQ
Third Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Unit D, Piccadilly Plaza, Manchester, M1 4AJ
Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Twenty Second Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Fifth Floor, The Exchange, 3 New York Street, Manchester, M1 4HN
EXACTA PLC, Second Floor, 5 New York Street, Manchester, M1 4JB
Ground Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Third Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Ground Floor, Unit D, Piccadilly Plaza, Manchester, M1 4AJ
Unit C1, Piccadilly Plaza, Manchester, M1 4AJ
Unit 1, Piccadilly Gardens, Manchester, M1 1LS
Fourteenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
THE PARLIAMENT AND HEALTH SERVICE OMBUDSMAN, Third Floor, The Exchange, 3 New York Street, Manchester, M1 4HN
Fourth Floor, The Exchange, 3 New York Street, Manchester, M1 4HN
Ninth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Unit 2C Basement And Ground Floor, The Exchange, Piccadilly Plaza, Manchester, M1 4AJ
Ground Floor, Unit C1, Piccadilly Plaza, Manchester, M1 4AJ
Twenty Ninth Floor Room 907, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
PROFESSIONAL MORTGAGE SERVICES UK LLP, Part Ground FLoor Left, 5 New York Street, Manchester, M1 4JB
Twenty First Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Unit B4, City Tower, Piccadilly Plaza, Manchester, M1 4AH
Unit E4, City Tower, Piccadilly Plaza, Manchester, M1 4BT
First Floor, 5 New York Street, Manchester, M1 4JB
HAYS SPECIALIST RECRUITMENT, Fourth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Third Floor Room 1, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Fourth Floor, 2 New York Street, Manchester, M1 4HJ
35 Piccadilly Plaza, Manchester, M1 4AJ
Unit 4, City Tower, Piccadilly Plaza, Manchester, M1 4HN
38 Piccadilly Plaza, Manchester, M1 4AJ
39 - 41 Piccadilly Plaza, Manchester, M1 4AJ
P T S CONSULTING (UK) LTD, Part Ground Floor, 5 New York Street, Manchester, M1 4JB
The Thrift Shop, 45 - 50 Piccadilly Plaza, Manchester, M1 4AJ
2 New York Street, Manchester, M1 4HJ
Twenty Fourth Floor, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
37 Piccadilly Plaza, Manchester, M1 4AJ
Twenty Ninth Floor Room 905, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
BYRON, Ground Floor Unit A, 1 Piccadilly Gardens, Manchester, M1 1RG
Ground Floor And First Floor, The Exchange, Piccadilly Gardens, Manchester, M1 4AJ
The Exchange, Piccadilly Gardens, Manchester, M1 4BT
Thirteenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
7 New York Street, Manchester, M1 4JB
Third Floor, 2 New York Street, Manchester, M1 4HJ
Twentieth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Eighth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twenty Third AndTwenty Fourth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Second Floor, 2 New York Street, Manchester, M1 4HJ

Twenty Sixth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Eighteenth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Eighth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Twelfth Floor, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Unit E3, City Tower, Piccadilly Plaza, Manchester, M1 4HN
Unit B2, The Exchange, Piccadilly Plaza, Manchester, M1 4AH
Unit 5, City Tower, Piccadilly Plaza, Manchester, M1 4HN
6A Piccadilly Plaza, Manchester, M1 4AH
Second Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
The Exchange, 3 New York Street, Manchester, M2 3BA
BRUNTWOOD ESTATES ALPHA, Third Floor, 5 New York Street, Manchester, M1 4JB
Fourth Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Twenty Ninth Floor Room 908, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Fifth Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Faulkner House, Faulkner Street, Manchester, M1 4DY
Twenty Ninth Floor Room 900, Sunley Building, Piccadilly Plaza, Manchester, M1 4BT
Unit B1, Piccadilly Plaza, Manchester, M1 4AH
AVENSURE LIMITED, Twenty Fifth Floor Suite B, City Tower, Piccadilly Plaza, Manchester, M1 4BT
Unit E, 35 - 36 Piccadilly Plaza, Manchester, M1 4AJ

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
Area Team Boundary - Name: CITY2