

Planning

Growth & Development

Delegated officer report for planning application

Application no. 126433/AO/2020
Date registered valid: 19 August 2020
Proposal: Installation of 1no. internally illuminated projecting sign.
Address: Ground Floor , 49 Peter Street, Manchester, M2 3NG
Ward(s): Deansgate Ward

Applicant: Mr Andrew Joseph James Bridge c/o 1 Tabley Mews, Off Stamford Street, Altrincham, WA4 1DA
Agent (if any): Mr Steve West studio_neo 3 Bridgewater Street , WA13 0AB
Case officer: Rebecca Hadfield
Tel: 0161 234 4071
Email: r.hadfield@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:

Standard consultations:

Printed: 25 August 2020 Expired: 15 September 2020

Neighbour notifications

Printed: 25 August 2020 Expired: 15 September 2020

Site notice

Posted: 1 September 2020 Expired: 22 September 2020

Press advert

Published: 1 September 2020 Expired: 22 September 2020

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: St Peters Square Conservation Area 1973

Tree Preservation Order:

Description of area

The development is proposed for 49 Peter Street. The building neighbours the Grade II Listed Lancashire House at 47 Peter Street.

The building is not listed, but is located in the St Peters Square conservation area.

Description of development

Advertisement Consent is sought for the installation of 1no. internally illuminated projecting sign.

Consultations & Notification Responses

Publicity - the application was advertised in the local press, and a notice displayed on site. - No representations have been received.

Neighbours - No representations have been received.

Highway Services - have confirmed that they have no objections to the proposal, an informative regarding a projection over license is to be attached.

Environmental Health - have reviewed the supporting information and it has been confirmed in the application form that the illuminated signage will be designed to not exceed 175cd/m2 which is considered acceptable to Environmental Health.

Issues

Visual amenity - The proposed sign is considered to be acceptable as it is felt that it would not adversely affect the appearance of the building or visual amenity within the area. There are several other commercial properties surrounding the application site that have similar signage so the proposal would be in keeping with signs on other buildings in the area.

The applicant has amended the proposal following guidance provided by the LPA during the application process, reducing the depth of the proposed sign.

Highway Considerations - an informative regarding a projection over license has been attached.

Public Safety - No issues.

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.

For the above reasons, the signs are considered to be acceptable as they would be consistent with policy DM1 of the Manchester Core Strategy and saved policies DC14 and DC18.

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.

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:

- Drawing numbered 2271/L2-S-01A, stamped as received by the Local Planning Authority on 19 August 2020.

- Drawing numbered 2271/L1-01 (Site Location Plan), stamped as received by the Local Planning Authority on 6 March 2020.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy and saved policies DC14 and DC18.

Informatives

0) The proposed sign extends for a maximum of 0.9m over the adopted highway. As such, a projection over license will be required. This is obtainable via Contact Manchester 0161 234 5004 and is to be funded at the applicants expense.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Part Second Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Amanda Cunliffe Part Third Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Fourth Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Red Star Part Third Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Second Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
49 Peter Street, Manchester, M2 3NG
First Floor, 49 Peter Street, Manchester, M2 3NG
Fourth Floor, 49 Peter Street, Manchester, M2 3NG
Third Floor, 49 Peter Street, Manchester, M2 3NG
Second Floor, 49 Peter Street, Manchester, M2 3NG
Ground Floor, 65 Peter Street, Manchester, M2 5PB
HEALTH & CASE MANAGEMENT LTD, Fifth Floor, 49 Peter Street, Manchester, M2 3NG
Sixth Floor, 49 Peter Street, Manchester, M2 3NG
Sixth And Seventh Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
PIZZAEXPRESS, Ground Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
First Floor To Third Floor, 47 Peter Street, Manchester, M2 3NG
Third Floor Rear, 47 Peter Street, Manchester, M2 3NG
First Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Club Coliseum, Peter Street, Manchester, M2 3NQ
Basement, 65 Peter Street, Manchester, M2 5PB
47 Peter Street, Manchester, M2 3NG
63 Peter Street, Manchester, M2 5PB
65 Peter Street, Manchester, M2 5PB

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 Peters Square Conservation Area 1973
Area Team Boundary - Name: CITY1