

Planning

Growth & Development

Delegated officer report for planning application

Application no. 126001/AO/2020
Date registered valid: 27 July 2020
Proposal: Installation of various internally illuminated signage.
Address: Peterloo House, Dickinson Street, Manchester, M1 4LF
Ward(s): Deansgate Ward

Applicant: Property Alliance Group C/o Agent
Agent (if any): Miss Neil Lucas Avison Young Norfolk House, 7 Norfolk Street,
Manchester, M2 1DW
Case officer: Rebecca Hadfield
Tel: 0161 234 4071
Email: r.hadfield@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 21 September 2020

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 27 August 2020 Expired: 17 September 2020

Neighbour notifications

No neighbour notifications have been printed and sent.

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: George Street Conservation Area 1985

Tree Preservation Order:

Description of area

The site is bounded by George Street, Dickinson Street, St Peter's Square and Back George Street, and is located in the George Street Conservation Area and next to the St Peter's Square Conservation Area, the site forms part of the Civic Quarter Regeneration Framework area. The surrounding area is mixed commercial in character.

Description of development

The proposal - Advertisement Consent is sought for the installation of various internally illuminated signage.

Planning Permission ref:116189/FO/2017 was approved for the demolition of an existing building and construction of a 20 storey building (and basement) comprising a 328 bedroom hotel (Use Class C1) (with ancillary food and drink uses) on ground floor to 8th floor and a 262 bedroom apart-hotel (Class C1) with ancillary reception area, food and drink uses and staff facilities on floors 9-20.

The above application had a number of conditions attached, including condition 4 which required the submission and approval of a signage strategy for the building - Condition 4 has now been satisfactorily discharged.

Consultations & Notification Responses

Environmental Health - confirmed that no information was available regarding illuminance levels of the signage, and that due to the location in proximity to residential receptors the illuminated signage should not exceed 600cd/m² - a condition was recommended to ensure that the lighting shall be designed and installed so as to control glare and overspill onto nearby residential properties.

Highway Services - confirmed that the luminance of the signs will be accepted as long as they are no greater than the MCC maximum of 600cd/m².

The applicant's agent has now provided details confirming that the luminance levels are to be 370cd/m² as set out in the Signage Strategy which was approved last month. The luminance levels specified have been included in the approved drawings condition (2) attached.

Issues

The proposed signs are considered to be acceptable as it is felt that they would not adversely affect the appearance of the building, the character of the conservation area or visual amenity within the area. There are several other commercial properties surrounding the application site that have similar signs so the proposal would be in keeping with signs on other buildings in the area. The signs have been amended since first submission and are now fully compliant with the approved signage strategy for the building.

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 DC18.1 of the UDP.

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:

-Site Location Plan, stamped as received by the Local Planning Authority on 22 January 2020.

-Signage Elevations (Ref: LRW-7566-L(00)133D), stamped as received by the Local Planning Authority on 4 August 2020.

-Signage Elevations (Ref: LRW-7566-L(00)134D), stamped as received by the Local Planning Authority on 4 August 2020.

-Signage Plans (Ref: LRW-7566-L(00)135C), stamped as received by the Local Planning Authority on 4 August 2020.

-Motel One Signage Details (Ref: LRW-7566-L(00)136), stamped as received by the Local Planning Authority on 4 August 2020.

-Staycity Signage Details (Ref: LRW-7566-L(00)168G) , stamped as received by the Local Planning Authority on 4 August 2020.

-9th and 10th Floor Signage Plans (Ref: LRW-7566-L(00)169C), stamped as received by the Local Planning Authority on 4 August 2020.

-StayCity Signage Details (LRW-7566-L(00)170A), stamped as received by the Local Planning Authority on 4 August 2020.

-Avison Young email dated 16 September 2020 confirming the luminance levels.

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 DC18.1 of the UDP.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

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
Conservation Area - George Street Conservation Area 1985
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: CITY2