

Our Ref: 04C000873/PN/GB
Your Ref: PP-08565828

5 August 2020

Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

Norfolk House
7 Norfolk Street
Manchester
M2 1DW

T: +44 (0)161 228 1001
F: +44 (0)161 956 4009

avisonyoung.co.uk

Dear Sir or Madam,

**Application for advertisement consent to display a projecting sign at
Clydesdale House, 27 Turner Street, Manchester, M4 1DG**

I am writing to you on behalf of my client, Almero Holdings UK Limited ('the Applicant'), who is seeking advertisement consent to display a projecting sign at Clydesdale House, 27 Turner Street, Manchester, M4 1DG.

Site and Surrounding Area

Site

Clydesdale House ('the site') is located in the Northern Quarter within Manchester City Centre (Grid reference – **E** 384345/ **N** 398597). The site extends to 0.06ha and comprises student accommodation at the upper floors and a co-working space (Use Class B1) at the ground floor. The Muslim Youth Foundation (MYF) also part occupies the ground floor of the site (Unit 3, Back Turner Street). A Site Location Plan is enclosed at **Appendix I**.

The site is located within the Smithfield Conservation Area (designated in 1987). However, the building is not listed.

Surrounding Area

The site is located within the Northern Quarter; a district to the east of the main shopping areas of Market Street and the Arndale Centre, to the north of Piccadilly and south of the A665 inner ring road (Great Ancoats Street). The Northern Quarter has a growing residential population and is characterised by its vibrant bar and restaurant scene. The area immediately surrounding the site comprises a mix of uses including bars, restaurants, shops, offices and residential dwellings.

The site is bound by Back Turner Street to the north, beyond which are a number of shops and bars. To the east of the site are bars and restaurants, and further east is Kelvin Street. Turner Street bounds the site to the south and Brick Street borders the site to the west.

Avison Young (UK) Limited registered in
England and Wales number 6382509.
Registered office,
3 Brindleyplace, Birmingham B1 2JB

Regulated by RICS

Background

Planning permission was granted on 17th May 2019 for the following development at the site (LPA ref: 122314/FO/2019):

“Full planning permission for use of ground floor as co-working space (Use Class B1). Internal reconfiguration of existing upper floor student accommodation to provide an additional no. 15 bedspaces. Alterations and refurbishment of external elevations including replacement of all upper floor windows, localised alteration to window cills, reconfiguration of ground floor shopfronts including new level access.”

The above development has been completed to a high standard and the student accommodation is now occupied. The ground floor commercial space is currently being marketed as co-working space. The redevelopment of the site has made a significant improvement to the appearance of the existing streetscene and wider conservation area.

Proposal

This application seeks advertisement consent for a projecting sign to the exterior of the southern elevation of the building. The proposed sign will be 281mm x 450mm x 40mm. The sign will be mechanically fixed to the brickwork using M8 bolts.

The signage will relate to the ground floor commercial space, which will operate as a co-working space. Further details of the proposed sign have been submitted alongside this application.

The key planning considerations in relation to the proposal are:

- Amenity;
- Public safety;
- Saved UDP Policy DC18;
- Policy DM 1 of Manchester City Council's ('MCC's') Core Strategy;
- Paragraph 132 of the National Planning Policy Framework ('NPPF'); and,
- Advertisement regulations.

Relevant Planning Policy and Guidance

Paragraph 132 of the National Planning Policy Framework ('NPPF') (2019) states that, *“...Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”*.

Circular 03/07: Town and Country Planning (Control of Advertisements) (England) Regulations 2007 provides guidance on the terms “amenity and “safety”, (Section 3),

“(2) (a) “factors relevant to amenity include the general characteristics of the locality including the presence of any feature of historic, architectural, cultural or similar interest”

(b) “factors relevant to public safety include –

- i. the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);*
- ii. whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of any traffic sign, railway sign or aid to navigation by water or air;*
- iii. whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance measuring the speed of any vehicle.”*

MCC's local planning policy further reflects the objectives of national policy. The relevant policies are detailed below:

Saved UDP Policy DC15 relates to advertisements, hoardings and posters, and states that,

“The Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety... In assessing the interests of amenity and safety the Council will take account of the following criteria:

- a) developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;*
- b) they should be in scale with the locality and relate properly to the site on which they stand;*
- c) they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;*
- d) a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.”*

Core Strategy Policy DM 1 states that,

“All development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document:

- 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.*
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.*
- Community safety and crime prevention.*
- Design for health.*
- Adequacy of internal accommodation and external amenity space.*
- Refuse storage and collection...”*

Appraisal

This application for advertisement consent will not have an adverse impact on public safety or the amenity of occupiers, in accordance with the advertisement regulations, Core Strategy Policy DM 1 and Paragraph 132 of the NPPF. The remainder of this section assesses this application for advertisement consent against the criteria set out at Saved UDP Policy DC15.

- a) developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;*

The exterior of the building has recently been significantly improved by the Applicant following planning permission (LPA ref: 122314/FO/2019). A photo of the site is enclosed at **Appendix II**. The recent works undertaken at the site have considerably enhanced its attractiveness and have therefore enabled the previously vacant site to be successfully occupied and brought back into viable use. The proposed sign would complement the renovated façade in terms of its design and colour palette. Consequently, the proposed sign would not harm the character or architectural features of the building. Furthermore, the proposed sign would not interfere with the site's proper use, but would rather enable the clear signposting of the commercial element of the site and thus ensure that the site can be successfully marketed to potential occupiers of the co-working space.

b) they should be in scale with the locality and relate properly to the site on which they stand;

The proposed sign measures 450mm in width, 281mm in height, and 40mm in depth. Therefore, the proposed sign is of a scale that would not be overly distracting, dominant or incongruous when viewed against the building itself or surrounding buildings.

c) they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;

The proposed sign would be seen in the context of the surrounding urban setting, with other buildings in the locality hosting commercial uses at the ground floor level and accommodating projecting 'box' signs on their external elevations fronting Turner Street. The proposed design of the sign is sympathetic to the design of the site and would not have a negative impact on the aesthetic of the Smithfield Conservation Area. Furthermore, the small scale of the sign and use of a muted colour palette will not be obtrusive or intrude into the area and will instead complement the design of, and will not detract from, the wider Conservation Area. The Applicant is committed to ensuring that the site is visually attractive, recognising that this is paramount to the site's success in attracting prospective commercial tenants, and thus safeguarding the economic viability of the site.

d) a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

The site is located on Turner Street, a one-way side street in Manchester City Centre. The location of the proposed signage will therefore only be visible to drivers using this minor highway route.

Summary

Overall, this application for advertisement consent complies fully with the criteria of Saved UDP Policy DC15, and will not have an adverse impact on public safety or the amenity of occupiers, in accordance with advertisement regulations, Policy DM 1 of MCC's Core Strategy and Paragraph 132 of the NPPF.

Conclusion

This application seeks advertisement consent to display a projecting sign at Clydesdale House, 27 Turner Street, Manchester, M4 1DG.

The exterior of the building has been subject to significant recent improvement. The recent works undertaken at the site have considerably enhanced its attractiveness and have therefore enabled the previously vacant site to be successfully occupied and brought back into viable use. At present, the commercial element of the site is not signposted. The proposed sign would complement the renovated façade in terms of its design and colour palette and is necessary to ensure that the site can be successfully marketed to potential occupiers of the co-working space, which will assist in increasing the vibrancy of the area ensuring that it is attractive to businesses and employees in the City Centre, in accordance with Policy CC 1 of the Core Strategy. It has been demonstrated that the proposed sign will not have an adverse impact on public safety or the amenity of occupiers of nearby properties, and accords fully with Saved UDP Policy DC15, Core Strategy Policy DM 1, NPPF Paragraph 132, and advertisement regulations.

I trust that you have all the information you require to validate and determine the application. However, if you need any additional information or have any queries, please do not hesitate to contact me.

Yours faithfully

A handwritten signature in black ink, appearing to be 'Paul Nellist', written over a horizontal line.

Paul Nellist
Associate Director
0161 956 4077
paul.nellist@avisonyoung.com

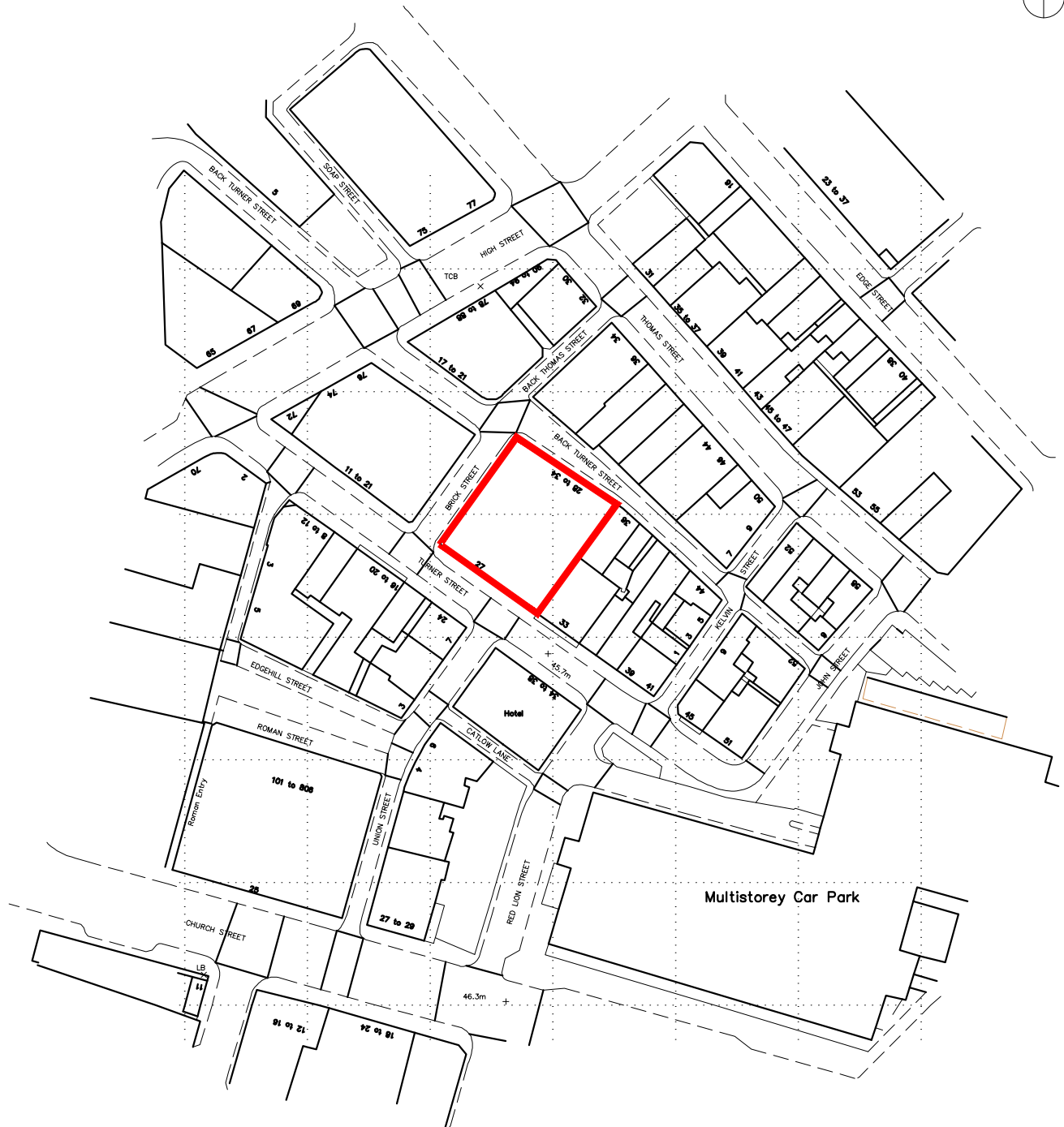
For and on behalf of Avison Young (UK) Limited

Appendix I - Site Location Plan

This drawing is subject to copyright and is not to be reproduced in part or whole without approval.
Do not scale this drawing - check all dimensions on site.

Health & Safety Notes

- Contractor must ensure that all work on site is carried out in a safe & satisfactory manner, in accordance with Health & Safety At Work Act 1974, COSHH Regulations 2002 & requirements of C.D.M



0 12.5 25 37.5 50 62.5m
1:1250

P1	First Issue				04.09.2015
Rev.	Description				Date
Cassidy+Ashton www.cassidyashton.co.uk Architecture + Building Surveying + Town Planning 7 East Cliff, Preston, Lancashire, PR1 3JE 01772 258 356 10 Hunters Walk, Canal Street, Chester, CH1 4EB 01244 402 900		Client ALMERO HOLDINGS		Drawing Title LOCATION PLAN	
		Project CLYDESDALE HOUSE 27 TURNER STREET, MANCHESTER		Drawn by DM	Checked by XX
				Status PLANNING	Date 19.12.2018
				Scale @ A4	1:1250
		Job no. 9315		Dwg.no. SK2	Rev. P1

Appendix II - Clydesdale House (05/03/2020)

