MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	125247/AO/2019
Date registered valid:	23 March 2020
Proposal:	Installation of 1no. illuminated projecting sign, 2no. illuminated menu cases, 1no. illuminated, individual letter fascia sign at upper level, 3no. illuminated, individual letter fascia signs to existing structural openings at fascia level on splayed corner at the junction of Dantzic Street and Balloon Street.
Address:	Hard Rock Casino , Withy Grove, Manchester, M4 2BS
Ward(s):	Piccadilly Ward
Applicant:	Mr Tony Palmer Tenpin Ltd Ragon House, University Way, Cranfield Technology Park, Bedford, MK43 0EQ
Agent (if any):	Mr Julian Jaskiewicz Bignell Shacklady Ewing Unit 301, 95 Spencer Street, Birmingham, B18 6DA
Case officer:	Rebecca Hadfield Tel: 0161 234 4071 Email: r.hadfield@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	16 July 2020

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 8 April 2020 Expired: 29 April 2020

Neighbour notifications
Printed: 8 April 2020 Expired: 29 April 2020

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: Shudehill Conservation Area 1987

Tree Preservation Order:

The application relates to a unit located on the ground floor of a building named the Printworks, which is bounded by Withy Grove, Garden Street, Well Street, Dantzic Street, Balloon Street and Corporation Street. It is an historic building that is considered to be a non-designated heritage asset and is located within the Shudehill Conservation Area. The property is a former printing works and is used as an entertainment complex with internal streets.

The building can be seen in context with Grade II listed buildings including at 67 Corporation Street and 6-14 Dantzic Street and the Hanover Building on Corporation Street.

Surrounding uses include the Arndale Shopping Centre, the Football Museum, Chetham's School of Music, Victoria Train Station, Shudehill transport interchange, a hotel, residential accommodation, offices, bars, restaurants and shops.

Advertisement consent is sought for the installation of 1no. illuminated projecting sign, 2no. illuminated menu cases, 1no. illuminated, individual letter fascia sign at upper level, 3no. illuminated, individual letter fascia signs to existing structural openings at fascia level on splayed corner at the junction of Dantzic Street and Balloon Street.

Description of area

Description of development

Consultations & Notification Responses

Publicity - the application has been advertised in the local press, a site notice was displayed at the site and neighbours were notified - No representations have been received.

Issues

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 Policies SP1 (Spatial Principles) EN3 (Heritage), CC9 (Design and Heritage), EN1 (Design Principles and Strategic Character Areas) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policies DC14 (Shop fronts and related signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Visual Amenity - The principle of the proposed signage is considered to be acceptable as it is felt that it would have no detrimental impact upon visual amenity within the existing street scene and in the wider context of the surrounding conservation area. Guidance provided by the LPA has been fully incorporated into the proposal.

A condition requiring a Construction Management Plan has been attached.

Public Safety - No issues.

Given the above, the proposals are considered to be in accordance with Polices SP1, EN3, CC9, EN1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC14, DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester.

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

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 Aurthority on 23 October 2019.
- Drawing numbered 1747-331revP, stamped as received by the Local Planning Authority on 6 July 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.

3) No advertisements hereby granted consent shall be installed or displayed until a Construction Management Plan (CMP), specifically relating to the Metrolink interfaces, with detailed method statements of construction and risk assessments, has been submitted to, and approved in writing by the Manchester City Council (approval to be in consultation with Transport for Greater Manchester). The approved CMP shall include agreed safe methods of working adjacent to the Metrolink Hazard Zone and equipment protection measures shall be adhered to throughout the construction period.

Reason -
1. In the interests of highway safety.
2. To ensure that the developer complies with all the necessary system clearances and agrees safe methods of working to meet the safety requirements of working above and adjacent to the Metrolink system. Further details can be found via the Metrolink Website

at; https://www.tfgm.com/public-transport/tram/working-safely.
To safeguard the amenities of nearby residents and highway safety, pursuant to policies SP1, EN9, and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Transport For Greater Manchester

Federation House, 2 Federation Street, Manchester, M4 4BF
Kiosk, 18 - 20 Dantzic Street, Manchester, M4 2AE
12 - 22 Thorniley Brow, Manchester, M4 2AJ
10 Dantzic Street, Manchester, M4 2AD
18 - 20 Dantzic Street, Manchester, M4 2AE
1 Balloon Street, Manchester, M4 4BE

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 - Shudehill Conservation Area 1987
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CITY1