

Planning

Growth & Development

Delegated officer report for planning application

Application no. 142071/AO/2025

Date registered valid: 4 March 2025

Proposal: Installation of 2no. externally illuminated individual letter signs to existing rails.

Address: Ground Floor, Westminster House, 11 Portland Street, Manchester, M1 3PL

Ward(s): Piccadilly Ward

Applicant: Mr Maugham

Agent (if any): Mr Brown

Case officer: James Bridgman
Tel: 0161 219 6202
Email: james.bridgman@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 25 April 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 11 April 2025

Standard consultations:

Printed: 10 March 2025 Expired: 31 March 2025

Neighbour notifications

Printed: 10 March 2025 Expired: 31 March 2025

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

The site comprises an existing eight storey office building known as Westminster House on 11 Portland Street within Manchester City Centre.

This application refers to the ground floor unit on the corner of the junction between Portland Street and Minshull Street. There has been a history of signage to the existing rails since at least 2008.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The site is not within a conservation area. The surrounding area is primarily commercial characterised by a mix of typical town centre uses including offices, retail and restaurants/bars along Portland Street, Minshull Street and Aytoun Street.



Figure 1 – Photo of street view of previous use and signage (Bar & Grill).

Description of development

Advertisement consent is sought for the installation of 2no. externally illuminated individual letter signs to existing rails. The signage would be located on the elevation fronting Portland Street and on the corner of the junction between Portland Street and Minshull Street.



Figure 2 – Proposed signage to Portland Street elevation

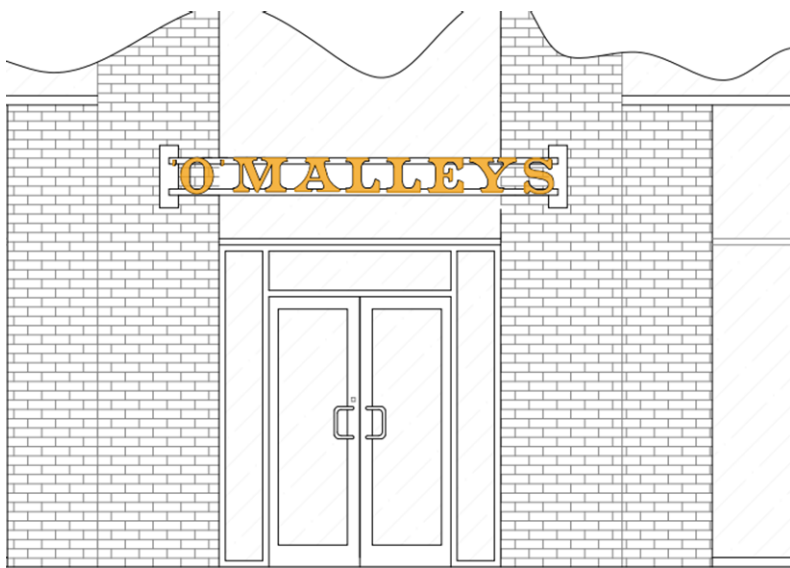
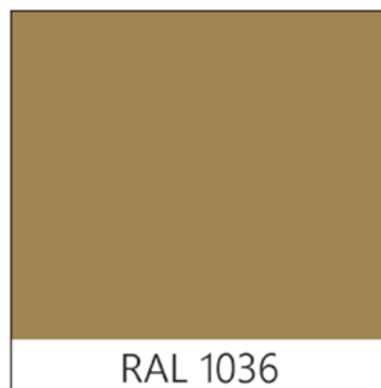


Figure 3 – Proposed signage to corner of Portland Street and Minshull Street

- Individual acrylic letters finished RAL 1036 / Pearl Gold.
- Signage non-illuminated
- External illuminated by lights to the existing rails



Consultations & Notification Responses

Highway Services – No objections but recommended informatives.

Metrolink - The location of the proposed development is sufficiently remote from Metrolink that we have no comments to make from a Metrolink perspective in respect of this application.

Transport For Greater Manchester – No comments from Highways perspective

Environmental Health – the lighting is existing and therefore have no comments to make.

Publicity – This application has been advertised by letters been sent to nearby residents and businesses. No representations have been received as a result of this publicity.

Policy

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

- (a) the provisions of the development plan, so far as they are material; and
- (b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(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 signal 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 or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The Manchester Core Strategy – Development Plan Document 2012-2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC14 – Shop Fronts and Related Signs

Places for Everyone Plan – Joint Development Plan Document, for nine of the 10 boroughs which make up Greater Manchester adopted on 21st of March 2024:

- Policy JP-P1 - Sustainable Places

National Planning Policy Framework (NPPF)

- Chapter 6 – Building a strong, competitive economy
- Chapter 7 – Ensuring the vitality of town centres
- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and enhancing the historic environment

Town and Country Planning (Control of Advertisements) Regulations 2007

Issues

Visual amenity

The proposed signage will utilise existing rails at the site which have been in situ for at least seventeen years.

The signage was amended from an originally proposed fascia panel to individual letters. The amendments are considered to be a significant visual improvement. The proposed signage responds well to existing signage within the immediate locality, wider city centre and complies with the principles of the Council's Shopfronts Design Guidelines.

The individual letters will be acrylic and will be finished in Pearl Gold which is appropriate with the traditional nature of the pub/bar use of the site.

The visual amenity of the proposal is considered the proposal is acceptable in this regard and therefore accords with Core Strategy Policies SP1, , EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14 and DC18, Places for Everyone Plan Policy JP-P2 and the National Planning Policy Framework.

Residential amenity

The external lighting is existing and will remain unchanged. The Council's Environmental Health Officer therefore has no comments to make as no new lighting is proposed.

Highways

The signs will have a maximum projection of 320mm over the adopted highway and therefore the Council's Highways Officer has advised a projection over license will not be required.

The signage will provide a sufficient headroom clearance and complies with the 2.5m minimum as stated by the Highways Officer.

The signs are therefore not considered to impact on public safety as they would not obstruct pedestrians etc. The proposal therefore accords with Core Strategy Policies SP1 and DM1, Saved Unitary Development Plan Policy DC14, National Planning Practice Guidance and the National Planning Policy Framework.

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

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

Condition(s) to be attached to decision for approval

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, received by the City Council as Local Planning Authority on 23 April 2025:

- Signage Details (Front): Drawing No.01 B
- Signage Details (Corner): Drawing No.02 B

All received by the City Council, as Local Planning Authority on 25 April 2025:

- Section (Front): Drawing No.03 C
- Section (Corner Sign): Drawing No.04 C

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.

Informative

1. The applicant is required to discuss and agree any requirements for licensing, hoarding / scaffolding, and skips with MCC's Highways Licensing Team via Email to: highwaylicences@manchester.gov.uk
2. The applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team via Email to highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Metrolink
Transport For Greater Manchester

Manchester Souvenirs And News, Unit F4, City Tower, Piccadilly Plaza, Manchester, M1 4AL
Huxters, Minshull Street, Manchester, M1 3EF
Ninth Floor, Westminster House, 11 Portland Street, Manchester, M1 3BH
Aytoun Street Wing Ninth Floor, Westminster House, 11 Portland Street, Manchester, M1 3BH
Fourth Floor, Westminster House, 11 Portland Street, Manchester, M60 1HY
Third Floor, Westminster House, 11 Portland Street, Manchester, M60 1HY
Ground Floor, Westminster House, Minshull Street, Manchester, M60 1HY
Westminster House, Minshull Street, Manchester, M60 1HY
Ground Floor, Westminster House, Aytoun Street, Manchester, M1 3DL
PaddyPower, 44 Piccadilly Plaza, Manchester, M1 4AJ
10 New York Street, Manchester, M1 4JD
Second Floor, Barlow House, 4 Minshull Street, Manchester, M1 3DZ
Seventh Floor, Westminster House, 11 Portland Street, Manchester, M1 3HU
Edwards, Westminster House, 11 Portland Street, Manchester, M1 3HU
Barlow House, 4 Minshull Street, Manchester, M1 3DZ
Sixth Floor, Barlow House, 4 Minshull Street, Manchester, M1 3DZ
Fifth Floor, Barlow House, 4 Minshull Street, Manchester, M1 3DZ
First Floor, Barlow House, 4 Minshull Street, Manchester, M1 3DZ
Fourth Floor, Barlow House, 4 Minshull Street, Manchester, M1 3DZ
The Thrift Shop, 45 - 50 Piccadilly Plaza, Manchester, M1 4AJ
First Floor, Westminster House, 11 Portland Street, Manchester, M1 3PL
Fifth Floor, Westminster House, 11 Portland Street, Manchester, M1 3HU
Third Floor, Barlow House, 4 Minshull Street, Manchester, M1 3DZ
Eighth Floor, Westminster House, 11 Portland Street, Manchester, M1 3BH
Second Floor, Westminster House, 11 Portland Street, Manchester, M60 1HY

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
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Area Team Boundary - Name: CENTRAL