MANCHESTER CITY COUNCIL

# Planning

## Growth & Development

## Delegated officer report for planning application

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| **Application no.** | 142468/AO/2025 |
| **Date registered valid:** | 9 April 2025 |
| **Proposal:** | Installation of 1no. internally illuminated projecting sign. |
| **Address:** | 9 Jordan Street, Manchester, M15 4PY |
| **Ward(s):** | Deansgate Ward |
| **Applicant:** | Artal Jasmine Estelle Artal |
| **Agent (if any):** | |
| **Case officer:** | Sam Elliott<br>Tel: 0161 219 2856<br>Email: sam.elliott@manchester.gov.uk |
| **Recommendation:** | Approve, with Conditions |
| **Date of recommendation:** | **14/05/2025** |

**Application details**

**Type of application:** Advertisement Consent

**Development type:** Advertisements

**Date of site visit:** 23 April 2025

**Standard consultations:**
Printed: 22 April 2025 Expired: 14 May 2025

**Neighbour notifications**
Printed: 22 April 2025 Expired: 14 May 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**

**Listed Building:** Not applicable

**Conservation Area:** Not applicable

**Tree Preservation Order:** Not applicable

**Description of Area**

The application site relates to a part 8 and part 9 storey mixed-use building located at 9 Jordan Street within the Castlefield area of Manchester City Centre. The unit is a ground floor corner unit sited within Block A of the building, which fronts Jordan Street and partially fronts the River Medlock at the building's southern end. Block A has seven levels of homes above the ground floor office and commercial units. The unit is immediately bounded by other office-use units to the north, a car park to the east, and public footpaths to the south and west. The site is also in proximity to the Deansgate Towers, Deansgate Station and the Deansgate-Castlefield tram stop.

The block features a white render façade, timber effect cladding and is connected to Block B by open air bridges. The ground floor corner unit itself features glazing on its western and southern elevations.

The site is also in Knott Mill where there is a current Masterplan for the area. Surrounding uses include surface car parking, residential accommodation, offices, an art gallery, shops, restaurants and industrial uses.

**Description of Development**

Advertisement Consent is sought for 1 no. projecting sign. The sign would be sited on the western elevation facing the Jordan Street footpath and Block B.

The sign would be circular in shape with a diameter of 700mm and a depth of 400mm, projecting a maximum of 850mm from the face of the building. It would be internally lit to exhibit the 'Artal' graphic logo, comprised of a stylised white-coloured 'A' graphic on a green background. It would be framed in aluminium and fixed to the existing wall via sleeve anchors.

**Consultations & Notification Responses**

Publicity – notification letters were sent to surrounding properties. No comments were received as part of that publicity.

Highways Services:

- Sufficient headroom clearance and acceptable luminance levels.
- Applicant is required to discuss and agree licensing, hoarding scaffolding, skips with MCC's Highways Licensing Team
- Applicant is required to discuss and agree any requirements for temporary pedestrian and traffic management with MCC's Event and Traffic Management Team

Environmental Health:

- No objection to luminance of signs and recommended a condition restricting luminance at a maximum of 300cd/$m^2$.

**Issues**

**Policy Context**

In considering and determining this application the local planning authority shall exercise its powers under the Town and Country Planning (Control of Advertisements) Regulations 2007 in the interests of amenity and public safety, taking into account the provisions of the Development Plan and the NPPF, so far as they are material, and any other relevant factors. The following policies and guidance are considered relevant to this application:

The Adopted Core Strategy for the City of Manchester

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

The Unitary Development Plan for the City of Manchester

- DC14 – Shop Fronts and Related Signs

Places for Everyone

- JP-P1 – Sustainable Places
- JP-S1 – Sustainable Development

NPPF

- Section 12 (Achieving Well Designed Places)

Shopfront and Signage Design Guide

**Visual amenity**

While the proposed projecting sign would exceed a 30mm depth (at 40 mm) contrary to the Council's Shopfront and Signage Design Guide, it is otherwise considered modest in scale. On balance it is not considered that the signage would dominate the appearance of the building or appear overly prominent.

The signage would be appropriately sited, aligning with the top of the adjacent glazing to the right side and being below the building's first floor cills. As such, it is considered to be in keeping with the architectural features of the building and well-integrated into the elevation.

The graphics of the signage are considered sufficiently minimalist and limited to information required for identifying the premises. It is therefore not considered that the design of the signage would appear extraneous to the detriment of the building or streetscene.

Given the general lack of signage along Jordan Street, it is furthermore not considered that the proposal would contribute to excessive advertisement with a negative impact on the street scene. The proposed signage is considered to be in line with the design approach laid out in the Council's Shopfront and Signage Design Guide as such.

In view of the above, the proposed signage is considered to be acceptable in terms of visual amenity and compliant with Policies DM1, EN1 and SP1 of the Core Strategy, Policy DC14 of the Unitary Development Plan, Policy JP-P1 of PfE, as well as being in line with guidance contained within the NPPF and the Council's Shopfront and Signage Design Guide.

**Public Safety**
The primary public safety concern is the illuminance of the signs. The luminance level stated in the application form is 300cd/m2, which is acceptable to Local Highways Authority consultees. It is not considered that there would be a danger to public safety and a condition relating to the maximum illuminance will be included in the approval.

**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 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

**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 drawings and documents received by the City Council as Local Planning Authority on 09 April 2025:

0016-SP-XX-XX-DR-A-0500
Signage Detail Drawing

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) The maximum luminance of the signage shall not exceed 300 cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, and DM1 of the Manchester Core Strategy and saved policies DC14.1 of the Unitary Development Plan for the City of Manchester.

**Appendix 1 – List of consultees & neighbours notified**

Highway Services
Environmental Health

Flat 44, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 42, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 38, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 37, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 35, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 31, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 30, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 29, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 28, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 26, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 25, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 24, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 21, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 20, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 19, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 18, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 17, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 16, The Danube, 34 City Road East, Manchester, M15 4TF
16 Commercial Street, Manchester, M15 4PZ
Flat 5, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 4, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 3, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 2, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 33, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 20, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 18, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 13, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 10, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 6, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 3, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 1, The Rhine, 32 City Road East, Manchester, M15 4TE
14 Commercial Street, Manchester, M15 4PZ
Flat 16, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 15, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 12, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 14, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 43, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 41, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 36, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 34, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 39, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 23, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 40, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 32, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 27, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 22, The Danube, 36 City Road East, Manchester, M15 4TH
The Danube, 36 City Road East, Manchester, M15 4TH
Flat 8, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 7, The Rhine, 32 City Road East, Manchester, M15 4TE

Flat 5, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 45, The Danube, 36 City Road East, Manchester, M15 4TH
Flat 4, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 2, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 21, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 19, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 17, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 14, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 11, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 9, The Rhine, 32 City Road East, Manchester, M15 4TE
Flat 15, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 13, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 12, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 11, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 10, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 9, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 8, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 7, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 6, The Danube, 34 City Road East, Manchester, M15 4TF
Flat 1, The Danube, 34 City Road East, Manchester, M15 4TF

**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
Flood Zones Type 3 (high risk) -
Area Team Boundary - Name: CENTRAL