

Planning

Growth & Development

Delegated officer report for planning application

Application no. 141941/AO/2025
Date registered valid: 22 January 2025
Proposal: Installation of 2no. externally illuminated projecting signs.
Address: First Floor, 105 - 107 Deansgate, Manchester, M3 2BQ
Ward(s): Deansgate Ward

Applicant: Mr J Elliot Pizza Pilgrims
Agent (if any): Mr Andy Watts Watts Planning
Case officer: Max Gibson
Tel: 0161 219 6359
Email: maximillian.gibson@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 13-03-25

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 28 January 2025 Expired: 18 February 2025

Neighbour notifications

Printed: 28 January 2025 Expired: 18 February 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 relates to a unit within 105-107 Deansgate, a Grade II listed former commercial building with offices over shops and bank. 1876, designed by Pennington and Bridgen. The unit is on the northern corner of the building at the junction of Deansgate and South King Street. The site is within the St Anns Square Conservation Area.

Listed building: Grade II

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order: Not applicable

Description of area

The area relates to Deansgate, a major radial route through the City Centre. The building is within the central shopping and business area of the City Centre and surrounding uses include shops, offices, residential accommodation, bars, restaurants and entertainment venues.

Description of development

The development relates to the installation of 2no. timber projecting signs to the existing metal brackets on the Deansgate and South King Street elevations.

Consultations & Notification Responses

Publicity – letters were sent to surrounding occupiers notifying them of the development. No representations have been received as a result of this publicity.

Environmental Health – requested illuminance level to be controlled by condition, proposed illuminance level meets required criteria.

MCC Highways Services – projecting signs comply with headroom requirements, illuminance level acceptable.

Issues

The main policies that relate to this application are DM1 (Development Management), SP1 (Spatial Principles), CC9 (Design and Heritage) and EN3 (Heritage) of the Manchester Core Strategy (2012), saved policies DC14 (Shop Fronts and Related Signs), DC15 (Advertisements, Hoardings and Posters), DC18 (Conservation Areas) and DC19 (Listed Buildings) of the Unitary Development Plan for the City of Manchester (1995) and the guidance contained within the Shopfront and Signage Design Guide (2024).

Town and Country Planning (Control of Advertisements) Regulations 2007

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

Issues

The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. An assessment of the proposals under these criteria is outlined below.

Amenity

There are two existing hanging, bracketed signs in situ and it is proposed to reuse these brackets and attach new timber blades. Notwithstanding the provisions of saved policy DC14.5(e) of the Unitary Development Plan, given the corner location of this unit, in this instance, two projecting signs would be allowed.

The signs are traditional in materiality and design, comprising timber boards with painted signage. This is considered to be appropriate for use on this building as it would complement

the buildings architectural style and conservation area setting. The depth of the signs is 30mm, within the maximum permitted within the City Centre. This affords the signage a relatively lightweight appearance that would not obscure any of the decorative architectural features of the elevation of this listed building.

The signage brackets incorporate two lighting bars which would downlight the blades themselves. The illuminance level is stated as 70 cd/m², which would be subtle and ensure the signage is not overly prominent within the street scene not create a strident elevational feature that detracts from the appreciation of the listed building.

Public safety

It is considered that the proposed advertisements would not be injurious to public safety. The projecting signs comply with the 2.3 metre minimum headroom requirement stated by Highways Services. The illuminance of the signage is stated as 70cd/m² on the application form, well below the 600cd/m² recommended by the Institution of Lighting Professionals.

Conclusion

The signage is modest in scale and design, reutilising existing brackets to avoid new interventions into the façade of the listed building and is traditional in its hanging, bracketed form and timber materiality. Thus, it is considered to be an appropriate and subtle addition to the building which would complement the listed buildings architectural style and conservation area setting. There are no public safety concerns related to the proposed signage. Therefore, the application is recommended for 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 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:

-Drawing - Proposed 09 REV E SHOPFRONT AND SIGNAGE

-Drawing - Proposed 10 REV E SHOPFRONT AND SIGNAGE

Both received by the City Council, as Local Planning Authority, on 05/03/2025

Reason - to ensure the development is carried out in accordance with the approved plans pursuant to policies DM1 and SP1 of the Manchester City Council (2012).

3) Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties. The signage will need to be selected and installed so to not exceed 70cd/m²

Reason - To safeguard the amenities of the occupiers of nearby properties pursuant to policies DM1 and SP1 of the Manchester Core Strategy (2012).

Informatives

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

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

Ground Floor, Cotswold Outdoors, 118 - 124 Deansgate, Manchester, M3 2GQ
Arcane, 2 South King Street, Manchester, M2 6DQ
9 John Dalton Street, Manchester, M2 6FW
Fourth Floor, Queens Chambers, 5 John Dalton Street, Manchester, M2 6ET
Ground Floor, Queens Chambers, 5 John Dalton Street, Manchester, M2 6ET
6 King Street, Manchester, M2 6AQ
126 Deansgate, Manchester, M3 2GR
Second Floor, Queens Chambers, 5 John Dalton Street, Manchester, M2 6ET
105 - 107 Deansgate, Manchester, M3 2BQ
4A South King Street, Manchester, M2 6DQ

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
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - St Anns Square Conservation Area 1970
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL