

Planning

Growth & Development

Delegated officer report for planning application

Application no. 141623/AO/2024
Date registered valid: 13 January 2025
Proposal: Installation of 1no. Internally Illuminated Projecting Sign
Address: 86 Deansgate, Manchester, M3 2ER
Ward(s): Deansgate Ward

Applicant: Gal Nadir TKN (ACQ1) Limited
Agent (if any): Simon Plowman Plan:8 Town Planning Ltd
Case officer: James Bridgman
Tel: 0161 219 6202
Email: james.bridgman@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 3 March 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 20 February 2025

Standard consultations:

Printed: 16 January 2025 Expired: 6 February 2025

Neighbour notifications

Printed: 16 January 2025 Expired: 6 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

Listed building: Not applicable

Conservation area: Parsonage Gardens Conservation Area 1985

Tree Preservation Order: Not applicable

This application refers to a unit occupying the ground and first floors of No.86 Deansgate. The unit is located within a building named International House. This building is a relatively modern five storey building, comprising of glass and concrete.

The building is not listed but is located within the designated Parsonage Gardens Conservation Area (1985). It is also surrounded by a number of listed buildings and non-designated heritage assets including, the Grade II Listed Nos 98-116, Deansgate (House of Fraser), Grade II Listed Haywards Building, Grade II Listed Arkwright House, Grade II Listed National Buildings (Century Buildings) and Grade II* Listed Barton Arcade.

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



Figure 1 – Applicant property



Figure 2 – Deansgate street scene

Description of development

Advertisement consent is sought for the installation of 1no. internally illuminated projecting sign.

The projection sign will be located on the front elevation as shown below in Figure 3:

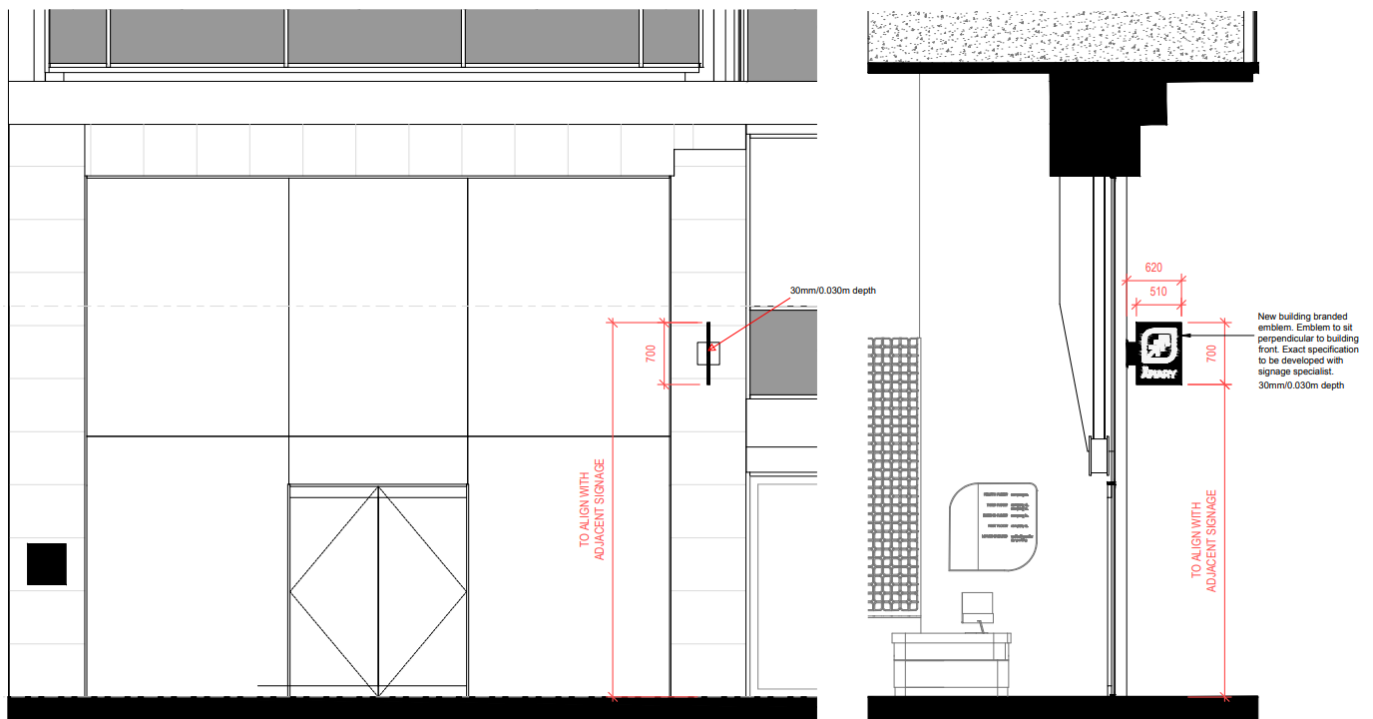


Figure 3 – Proposed close up front elevation and section drawings

The projection sign will have a depth of 30mm.

Consultations & Notification Responses

Highway Services – Confirmed that the signage complies with headroom and carriageway clearance requirements. Requested that informatives be added concerning obtaining a projection over licenses and other Highway requirements.

Environmental Health – Requested that a condition to be added to control luminance.

Publicity – The proposal has been advertised as letters have been sent out to local businesses and residents. No comments have been as part of that process.

Relevant History

N/A

Policy

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 CC9 – Design and Heritage
- Policy CC10 - A Place for Everyone
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy EN3 – Heritage

Saved Unitary Development Plan for Manchester - The following saved UDP Policies are of relevance to this application:

- Policy DC19 – Listed Buildings

Shopfront and Signage Design Guide (2024)

The 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-Strat2 – City Centre
- Policy JP-P1 - Sustainable Places
- Policy JP-P2 – Heritage

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

Sections 16, 66 and 72 of the Listed Building and Conservation Areas Act 1990

Issues

Visual amenity

The projection sign would be sited in line with the adjacent units (Las Iguanas and Timpson's), projection signs.

The projection sign has the dimensions of 700mm by 510mm with a depth of 30mm. It is therefore not considered to appear too bulky or an incongruous feature of the building within the street scene.

The slimline appearance is considered to complement the modern glazed front shop and complies with the maximum depth of 30mm outlined within the 'Shopfront and Signage Design Guide'.

Public safety

The luminance levels of the signage is below 300 cd/m² and are therefore it is not considered to cause any distraction to passing pedestrians or road users, or to cause a disturbance to any nearby residents or commercial occupiers.

A condition has been attached to ensure the luminance levels are controlled and complied with.

The Council's Highways Officer states the signage complies with the headroom and carriageway clearance requirements.

The Highways Officer has also advised as the sign will have a maximum projection of 620mm over the adopted highway, a projection over license will be required.

Conclusion

In light of the above assessment, proposal is considered to comply with the Core Strategy policies DM1 (Development Management) and SP1 (Spatial Principles), the saved policies contained within the Unitary Development Plan for Manchester, in particular DC14.1 and DC14.5 (Shop fronts and Related Signs), and the National Planning Policy Framework, in particular Section 12 (Achieving Well Designed Places) and Section 16 (Conserving and Enhancing the Historic Environment).

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 24 February 2025:

- Proposed Elevations and Section: 2409-INC-EX-XX-DR-I-90-4001 REV P3

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 hereby approved shall not exceed 300 cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1 and DC18.1 of the Unitary Development Plan for the City of Manchester.

Informatives

1. The projecting sign extends to a maximum projection of 620mm over the adopted highway. Therefore, a Projection over License will be required and this is obtainable via Contact Manchester on 0161 234 5004.
2. 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.

3. 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

First Floor, 5 Parsonage, Manchester, M3 2HS
14 St Mary's Street, Manchester, M3 2LB
Fourth Floor, 92 Deansgate, Manchester, M3 2QG
Third Floor Suite 305, International House, 82 - 86 Deansgate, Manchester, M3 2ER
Rush Hair And Beauty, 69 Deansgate, Manchester, M3 2BW
75 Deansgate, Manchester, M3 2BW
Second Floor, 77 Deansgate, Manchester, M3 2BW
16 St Mary's Street, Manchester, M3 2LB
Basement, Church House, 90 Deansgate, Manchester, M3 2GP
Ground Floor, 88 Deansgate, Manchester, M3 2ER
Store Rear Of 88, Deansgate, Manchester, M3 2ZZ
88 Deansgate, Manchester, M3 2ER
Advertising Right JC Decaux Outside 92, Deansgate, Manchester, M3 2QG
Fifth Floor Suite 503B, International House, 82 - 86 Deansgate, Manchester, M3 2ER
First Floor Suite 103, International House, 82 - 86 Deansgate, Manchester, M3 2ER
82 Deansgate, Manchester, M3 2ER
First Floor Suite 102, International House, 82 - 86 Deansgate, Manchester, M3 2ER
78 Deansgate, Manchester, M3 2FW
76 Deansgate, Manchester, M3 2FW
First Floor, Lancaster Buildings, 77 Deansgate, Manchester, M3 2BW
Third Floor, Church House, 90 Deansgate, Manchester, M3 2GJ
92 Deansgate, Manchester, M3 2QG
Lancaster Buildings, 77 Deansgate, Manchester, M3 2BW
First Floor Suite 105, International House, 82 - 86 Deansgate, Manchester, M3 2ER
International House, 82 - 84 Deansgate, Manchester, M3 4HF
Third Floor, International House, 82 - 86 Deansgate, Manchester, M3 2ER
63 Deansgate, Manchester, M3 2BW
Gaucho, 2A St Mary's Street, Manchester, M3 2LB
12 - 12A St Mary's Street, Manchester, M3 2LB
Fifth Floor, Church House, 90 Deansgate, Manchester, M3 2GJ
Fourth Floor, Church House, 90 Deansgate, Manchester, M3 2GJ
Basement And Ground Floor, 88 Deansgate, Manchester, M3 2ER
Third Floor Suite 303, International House, 82 - 86 Deansgate, Manchester, M3 2ER
Caretakers Flat Fifth Floor, Church House, 90 Deansgate, Manchester, M3 2GP
Fourth Floor, 86 Deansgate, Manchester, M3 2ER
International House, 82 - 86 Deansgate, Manchester, M3 2ER
84B Deansgate, Manchester, M3 2ER
First Floor Suite 104, International House, 82 - 86 Deansgate, Manchester, M3 2ER
Lunya, 57 Deansgate, Manchester, M3 2AY
80 Deansgate, Manchester, M3 2ER
Basement And Ground Floor, 2 - 10 St Mary's Street, Manchester, M3 2LB
First Floor, Church House, 90 Deansgate, Manchester, M3 2GP
Third Floor, 86 Deansgate, Manchester, M3 2ER
First Floor, 76 Deansgate, Manchester, M3 2FW
71 Deansgate, Manchester, M3 2BW
Third Floor Suite 304, International House, 82 - 86 Deansgate, Manchester, M3 2ER
HELP YOUR CLAIM LTD, Second Floor, International House, 82 - 86 Deansgate, Manchester, M3 2ER
Ground Floor, 76 Deansgate, Manchester, M3 2FW

73 Deansgate, Manchester, M3 2BW
2 - 10 St Mary's Street, Manchester, M3 2LB
Church House, 90 Deansgate, Manchester, M3 2GJ
96 Deansgate, Manchester, M3 2QG
Fourth Floor, International House, 82 - 86 Deansgate, Manchester, M3 2ER
First Floor Suite 103B, International House, 82 - 86 Deansgate, Manchester, M3 2ER
CHEETHAM & MORTIMER SURVEYORS, First Floor Suite 101, International House, 82 - 86
Deansgate, Manchester, M3 2ER
Fifth Floor Suite 502, International House, 82 - 86 Deansgate, Manchester, M3 2ER
55 Deansgate, Manchester, M3 2BN
Basement And Ground Floor, 76 Deansgate, Manchester, M3 2FW
61 Deansgate, Manchester, M3 2BW
77 Deansgate, Manchester, M3 2BW

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 - Parsonage Gardens Conservation Area 1985
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL