

Planning

Growth & Development

Delegated officer report for planning application

Application no. 141997/AO/2025

Date registered valid: 5 February 2025

Proposal: Proposed installation of 1no. projection sign, 2no. poster cases, 1no. set of individual letters, 1no. fascia and planter boxes including associated lighting.

Address: 97 Piccadilly, Manchester, M1 2DB

Ward(s): Piccadilly Ward

Applicant: Mr. M. Fazal Trust Inns Ltd

Agent (if any): Chris Shanley Chris Shanley Innovations

Case officer: Max Gibson
Tel: 0161 219 6359
Email: maximillian.gibson@manchester.gov.uk

Recommendation: Approve

Date of recommendation:

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 6 February 2025 Expired: 27 February 2025

Neighbour notifications

Printed: 6 February 2025 Expired: 27 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 application relates to an early 19th century Grade II Listed Building formerly domestic dwellings which comprises a now merged former hotel (converted in 1840) and 2 former townhouses, collectively known as 97 Piccadilly and the Brunswick Hotel. The building has elevations to Piccadilly, Paton Street and Back Piccadilly and lies within the Stevenson Square Conservation Area. The building is 3 storeys above cellars with a slate roof set around a flat roofed single storey element abutting the adjacent Adobe Hotel on Piccadilly. The ground floor of the building is much altered and is currently used as a public house.

Listed building: Grade II

Conservation area: Stevenson Square Conservation Area 1987

Tree Preservation Order: Not applicable

Description of area

The area relates to Manchester Piccadilly, the main national transport hub in Manchester. The area comprises many different uses, including transport, drinking, dining, office, hotel and residential.

Description of development

The development relates to the installation of 1no. projection sign, 2no. poster cases, 1no. set of individual letters, 1no. fascia and planter boxes including associated lighting.

Consultations & Notification Responses

Publicity - letters were sent to surrounding occupiers notifying them of the development. One representation has been received as a result of this publicity, summarised as follows:

-Neutral comment suggesting use of real plants in planters rather than fake plants.

The applicant has committed to the use of real plants and the plans have been updated accordingly. The comment is considered to be resolved on this basis.

Manchester City Council Highways Services - no objections, illuminance levels considered satisfactory, informative regarding need for projecting over licence for projecting signage and lighting requested.

Environmental Health - no objections, condition controlling lighting requested. Illuminance levels stated on submitted information considered to be 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).

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.

Visual amenity

The fascia signage would comprises individual letters mounted between the ground and first, which is supported pursuant to policy 14.5(e) of the Unitary Development Plan for Manchester, which states that individually mounted letters are preferred in conservation areas. These letters would be externally illuminated by a lighting bar place above the fascia.

The painted timber projecting sign, which would hang from a decorative metal bracket would be of a traditional form and materiality that would be appropriate for use on a listed building. The sign would be a thin timber panel with a thicker border enclosing it, a traditional form of public house projecting signage. The projecting sign would be externally illuminated by lighting mounted to the bracket.

On the Paton Street elevation, painted signage on to the render would be placed at high level with some discrete down lighting to illuminate the lettering. Again, this is of a traditional form which befits the character of the historic public house on which it would be painted.

The proposed illuminance levels of the signage are between 250 and 350 cd/m² which should ensure that the lighting is not overly bright and thus the signage should not form a strident feature within the street scene.

With regard to visual amenity, it is considered that the traditional style of signage employed on the building is appropriate to the character of the listed building one which it is to be mounted and the wider conservation area within which it sits. The low illuminance levels would make the signage visible without being obtrusive and help integrate the scheme within the street scene.

Public safety

MCC Highways have confirmed the signage complies with headroom requirements. The illuminance level of the associated lighting was considered to be acceptable by Environmental Health and MCC Highways. Given the above, there are no public safety concerns related to the installation of the signage and associated lighting.

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:

-Supporting Information ECOLUX MINI TECHNICAL SPECIFICATION

-Supporting Information HV DRIVERLESS FLOODLIGHTS

Both received by the City Council, as Local Planning Authority, on 27/01/2025

-Drawing - Proposed CSI 211 A REV C SIGNAGE

-Drawing - Proposed CSI 211 B REV C SIGNAGE

-Drawing - Proposed CSI 211 I REV C ELEVATIONS

-Drawing - Proposed CSI 211 M REV C SIGNAGE

-Drawing - Proposed CSI 211 N REV C SIGNAGE

-Drawing - Proposed CSI 211 O REV C SIGNAGE

-Supporting Information CSI 211 G REV C METHOD OF FIXING DRAWING

All received by the City Council, as Local Planning Authority, on 28/03/2025

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

3) External lighting shall be designed and installed in accordance with a scheme approved in writing by the City Council as local planning authority so as to control glare and overspill onto nearby residential properties. The illuminance levels shall be controlled to a level of not more than 350cd/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

1) The proposed 4no.aged brass lanterns extends to a maximum projection of 390mm over the adopted highway. The proposed sign extends to a maximum projection of 1000mm over the adopted highway. As such, a Projection over License will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Caxton Buildings, 3 Paton Street, Manchester, M1 2BA
95 Piccadilly, Manchester, M1 2DA
Flat A, Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
63 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
60 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
58 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
55 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
93 Piccadilly, Manchester, M1 2DA
53 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
50 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
48 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
45 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
42 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
40 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
25 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
23 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
20 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
17 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
15 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
11 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
9 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
6 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
3 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
1 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
68 Dale Street, Manchester, M1 2HR
9 - 11 Paton Street, Manchester, M1 2BA
Flat At, 97 Piccadilly, Manchester, M1 2DB
12 Piccadilly, Manchester, M1 3AN
The Manchester Abode Ltd, 107 Piccadilly, Manchester, M1 2DB
Brunswick Chambers, 4 Paton Street, Manchester, M1 2BA
Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
15 Paton Street, Manchester, M1 2BA
22 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
21 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
19 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
18 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
16 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
14 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
12 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
10 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
8 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
7 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
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29 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
28 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
27 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
26 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
24 Piccadilly Lofts, 70 Dale Street, Manchester, M1 2PE
5 Paton Street, Manchester, M1 2BA
7 Paton Street, Manchester, M1 2BA

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

Conservation Area - Stevenson Square Conservation Area 1987

Area Team Boundary - Name: CENTRAL