Planning

Growth & Development

Delegated officer report for planning application

Application no.	141529/AO/2024
Date registered valid:	18 November 2024
Proposal:	Installation of 1no hanging sign and 1no fascia sign
Address:	62 King Street, Manchester, M2 4ND
Ward(s):	Deansgate Ward
Applicant:	Ms Elsa Ascione American Vintage
Agent (if any):	Ms Clara Carnot
Case officer:	Max Gibson Tel: 0161 219 6359 Email: maximillian.gibson@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**21.01.2025**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 21 November 2024 Expired: 12 December 2024

Neighbour notifications
Printed: 21 November 2024 Expired: 12 December 2024

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 the ground floor and basement of 62 King Street, a Grade II listed building in Manchester's city centre. The building was constructed in the late 19th Century and comprises four storeys constructed from stone. There is a large timber bay window to the front of the ground floor unit, with a recessed entrance door. The upper floors of the building comprises a recently completed residential development. The site lies wholly within the St Ann's Square conservation area.

Listed building: Grade II

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order:

Description of area

There are several other Grade-II listed buildings on King Street and the Grade-I listed St Ann's Church is in the immediate vicinity. There are a variety of uses in the area associated with city centre development, such as comparison and convenience retail, commercial office, residential apartments and culture/leisure uses. Historically the buildings along Kind Street were rebuilt during Queen Vicotria's reign with few exceptions. The street development into the most fashionable shopping district in Manchester which retains this status today. King Street was also the first city centre street to be pedestrianised in 1976. Given the heavy commercial retail setting of the street scene advertisements are common place. The design of advertisements is varied across the street scene mainly due to the individually designed shop fronts that have evolved at each unit, very few units share the same design.

Description of development

The development relates to the installation of 1no. non-illuminated projecting sign and 1no. fascia sign comprising a logo script fabricated from powder coated steel.

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.

MCC Highways Services - no objections, non-illuminated so no public safety concerns, informatives regarding fitout arrangements and projecting over licence. Attached to this approval.

Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity, impact upon the adjacent Conservation Area and Public Safety. The main policies that relate to the assessment of the proposal are the Town and Country Planning (Control of Advertisements) Regulations 2007 and Core Strategy policies EN1 (Design Principles and Strategic Character Areas, EN3 (Heritage), SP1 (Spatial Principles), CC9 (Design and Heritage) and DM1 (Development Management) of the Manchester Core Strategy (2012), saved policies DC14 (Shopfronts 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 National Planning Policy Framework, in particular Section 12 (Achieving well-designed places).

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 proposed signage is considered to be modest in design and scale. The fascia signage comprises non-illuminated logo script fabricated from cut metal and powder coated black. This style of signage is considered to be appropriate for use in a conservation area pursuant to policy DC14.5 (e). The colour palette is restrained and the black would be easily legible against the white background of the fascia, thereby properly aiding wayfinding.

The proposed projecting sign is appropriate in scale, massing and design. The proposed projecting sign is of the more traditional, hanging and bracketed style which is appropriate for use on a listed building and reflects the style of signage on much of King Street. The proposed depth is of 30mm, the maximum usually supported in the City Centre. This would give the sign a lightweight and elegant appearance which would harmonise well with the decorative nature of the facade. The materiality and colour palette comprising painted timber with black lettering on a white background, is restrained and heritage appropriate.

In both instances, the lack of illumination would ensure the signage is not overly prominent or obtrusive and hence would integrate more readily into the street scape. The positioning of both elements of signage relate properly to the entrance of the building, with the projecting sign in line with the fascia, which is supported pursuant to policy DC14.5 (b) and (d).

Public safety
The application was assessed by Highways Services and no public safety concerns were raised. The signage is non-illuminated, so it is unlikely to cause any disamenity to surrounding occupiers or driver distraction during the hours King Street is accessible to motor vehicles. Therefore, it is considered there are no public safety concerns related to the proposal. A projecting over licence would be required so an appropriate informative is attached to this 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 advertisement hereby approved shall be installed in accordance with the following drawings and documents:

-Drawing - Proposed NORTH FACADE
-Drawing - Proposed SIGNAGE-PARALLEL SIGN
Both received by the City Council, as Local Planning Authority, on 18/11/2024

-Drawing - Proposed REV B SECTION BB
-Drawing - Proposed REV B SIGNAGE- FLAG SIGN
Both received by the City Council, as Local Planning Authority, on 13/01/2025

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

Informatives

1) The proposed projecting sign will extend over the adopted highway, this will require a projection over license. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.

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 traffic and pedestrian 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

Third Floor, 37 King Street, Manchester, M2 7AT
54 King Street, Manchester, M2 4LY
56 King Street, Manchester, M2 4LY
Advertising Right Out Side 56, King Street, Manchester, M2 3NQ
Ground Floor, 39 - 43 King Street, Manchester, M2 7AT
39 - 43 King Street, Manchester, M2 7AT
Basement And Ground Floor, 64 - 66 King Street, Manchester, M2 4ND
Basement, 37 King Street, Manchester, M2 7AT
64 - 66 King Street, Manchester, M2 4ND
37 King Street, Manchester, M2 7AT
58 King Street, Manchester, M2 4LY

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
Area Team Boundary - Name: CENTRAL