

## **Planning**

## **Growth & Development**

### **Delegated officer report for planning application**

**Application no.** 141585/AO/2024

**Date registered valid:** 12 December 2024

**Proposal:** Installation of 1no. back lit brushed brass individual letter sign and 1no. projecting sign with back lit letters.

**Address:** 58 King Street, Manchester, M2 4LY

**Ward(s):** Deansgate Ward

**Applicant:** Miss Joanne Hinsley Monica Vinader Ltd

**Agent (if any):**

**Case officer:** Michael Pearson  
Tel: 0161 219 2735  
Email: michael.pearson@manchester.gov.uk

**Recommendation:** Approve

**Date of recommendation:** 13/01/2025

## Application details

**Type of application:** Advertisement Consent

**Development type:** Advertisements

**Date of site visit:**

### Standard consultations:

Printed: 16 December 2024

Expired: 9 January 2025

### Neighbour notifications

Printed: 16 December 2024

Expired: 9 January 2025

### Site notice

Posted: Expired:

### Press advert

Published: 24 December 2024

Expired: 14 January 2025

**Departure from Development Plan:** No

**Environmental Statement:** Not required

## Description of site/building

The application relates to the westerly ground floor shopfront of no58 King Street. The application property is a four storey, with attic, Victorian mid-terrace property that features ornate upper floors, sash windows and front dormers. Its ground floor is then separated into two contemporary, albeit traditionally styled shopfronts. The easterly shopfront features a projecting sign and 2no prominent columns, with the westerly shopfront featuring a glazed and timber shopfront, with modern fascia above.

**Listed building:** Not applicable

**Conservation area:** St Anns Square Conservation Area 1970

**Tree Preservation Order:** Not applicable

## Description of area

The neighbouring area forms part of the southern half of the St Anns Conservation Area. King Street itself is a prominent road within the Conservation Area, lined by a high number of commercial Victorian properties in varying café, restaurant and non-food retail uses (Class E). A high number of Grade II listed buildings neighbour the application site along King Street to the north, east and west. South King Street to the rear of the application site, is characterised by the back of house accesses to the properties that line King Street, with extraction equipment and bin storage points being present throughout.

## Description of development

The application seeks advertisement consent for the installation of 1no backlit individual letter sign and 1no externally illuminated hanging sign.

The proposed fascia sign would have a width of 4237mm, a height of 150mm and a depth of 45mm. The proposed letters would be completed in a brushed brass finish.

The proposed hanging sign would be illuminated by an external bracket. The hanging sign itself would have a height of 560mm, a depth of 560mm and a width of 30mm. The sign would be completed in a powder-coated dark brown finish, with brass lettering.

All proposed signage would not exceed a luminance level of 300cd/m<sup>2</sup>.

## **Planning History**

A high number of applications are on record for the site, the most relevant of which are shown below:

129648/AO/2021 - Display of external signage scheme on the South King Street elevation of the building – Approved April 2021.

129647/FO/2021 - Proposed elevational alterations to the South King Street shop frontage of the ground floor commercial unit of 58 King Street – Approved June 2021.

081717/AO/2006/C1 - Installation of replacement projecting sign to existing bracketry – Approved July 2007.

## **Consultations & Notification Responses**

Environmental Health – No objection subject to the illumination level of signage not exceeding specific criteria.

Highways – No objection subject to informatives relating to highway hoarding and pedestrian management.

Publicity – None received

## **Policy**

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.

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 SP1 – Spatial Principles
- Policy CC9 – Design and Heritage
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy EN3 – Heritage
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC14 – Shop Fronts and Related Signs
- Policy DC18 – Conservation Areas
- Policy DC19 – Listed Buildings

The Places for Everyone Plan – Joint Development Plan Document, for nine of the ten boroughs which make up Greater Manchester, adopted by the City Council on 21st of March 2024.

- Policy JP-P2 – Heritage

### **Other Material Considerations**

National Planning Policy Framework (NPPF)

- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and Enhancing the Historic Environment

National Planning Practice Guidance (NPPG)

Planning (Listed Buildings and Conservation Areas) Act 1990

### **Issues**

#### Visual Amenity

King Street is home to a variety of high quality individual letter signs and hanging signs, with older unauthorised and low quality signage also being present within the street scene. The proposed hanging sign is considered to be reflective of the historical significance of the neighbouring area and is thereby an appropriate design choice in this context and is thus acceptable. The proposed individual letter sign is to be situated on the property’s existing fascia board, with lettering being completed in brushed brass, with a halo illumination. It is considered that such a finish and method of illumination is appropriate and would complement the local street scene with its understated design. Notwithstanding this, there is a need to control the luminance level of both advertisements due to the site being set within a Conservation Area. Furthermore, Environmental Health have also requested that the luminance levels of the proposed signage not exceed 300cd/m<sup>2</sup> in the

interest of general amenity. On this basis it is considered necessary that in the event of an approval the luminance level of both signs would be controlled so that it is line with the proposed. Subject to such a condition it is considered the proposal would have an acceptable impact on visual amenity in accordance with Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Save Unitary Development Plan Policies DC14, DC18 and DC19, Places for Everyone Plan Policy JP-P2, the National Planning Policy Framework and National Planning Practice Guidance.

### Highway Safety

The projecting sign would extend over the public highway. Highways do not object to the proposal subject to informatives relating to highway hoarding and pedestrian management. Subject to informatives, it is considered the development is acceptable in this regard and therefore accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

### Conclusion

In light of the above, the development, subject to appropriate planning condition, is acceptable and accords with Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14, DC18 and DC19, Places for Everyone Plan Policy JP-P2, the Planning (Listed Buildings and Conservation Areas) Act 1990 and the National Planning Policy Framework. The application is therefore 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:

- o 775\_001: Existing - Site Location Plan (Received 25/11/2024)
- o 775\_111: Proposed - Ground Floor Plan (Received 25/11/2024)
- o 775\_201 Rev D: Proposed - Front Elevation (King Street)
- o 775\_202 Rev D: Proposed - Shopfront Elevation & Side Elevation & Side Section
- o 775\_406: Proposed - Blade Sign

All stamped as received by the City Council as Local Planning Authority on 06/01/2025, unless specified otherwise.

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/m<sup>2</sup> 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, and E3.3 of the Unitary Development Plan for the City of Manchester.

## **Informatives**

1) 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](mailto:highwaylicences@manchester.gov.uk)

2) 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](mailto:highwaynetworkmanagement@manchester.gov.uk)



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

Highway Services  
Environmental Health

Third Floor, 37 King Street, Manchester, M2 7AT  
54 King Street, Manchester, M2 4LY  
56 King Street, Manchester, M2 4LY  
3 St Ann's Alley, Manchester, M2 6AJ  
Advertising Right Out Side 56, King Street, Manchester, M2 3NQ  
Ground Floor, 39 - 43 King Street, Manchester, M2 7AT  
35 King Street, Manchester, M2 7AT  
39 - 43 King Street, Manchester, M2 7AT  
Basement, 37 King Street, Manchester, M2 7AT  
Ground Floor, 41 South King Street, Manchester, M2 6DE  
Basement, 41 South King Street, Manchester, M2 6DE  
First Floor, 41 South King Street, Manchester, M2 6DE  
Ground Floor, 1 St James's Square, Manchester, M2 6DN  
Fourth Floor, 1 St James's Square, Manchester, M2 6DN  
Fifth Floor, 1 St James's Square, Manchester, M2 6DN  
62 King Street, Manchester, M2 4ND  
52 King Street, Manchester, M2 4LY  
37 King Street, Manchester, M2 7AT  
Third Floor, 1 St James's Square, Manchester, M2 6DN  
Second Floor, 1 St James's Square, Manchester, M2 6DN  
GLAISYERS SOLICITORS LLP, First Floor, 1 St James's Square, Manchester, M2 6DN  
60 King Street, Manchester, M2 4LZ  
Third Floor, 41 South King Street, Manchester, M2 6DE  
Second Floor, 41 South King Street, Manchester, M2 6DE

## **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 - St Anns Square Conservation Area 1970  
Area Team Boundary - Name: CENTRAL