



MANCHESTER
CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	141160/AO/2024	
Date registered valid:	25 October 2024	
Proposal:	Retention of illuminated fascia sign and installation of illuminated projecting sign.	
Address:	48 King Street, Manchester, M2 4LG	
Ward(s):	Deansgate	Ward
Applicant:	Fao Company Secretary Belstaff International Ltd	
Agent (if any):	Mr James Walkington Paul Butler Associates Ltd	
Case officer:	Danielle Tel: 0161 234 Email: danielle.cooper@manchester.gov.uk	Cooper 1658
Recommendation:	Approve	
Date of recommendation:	18/12/2024	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 30 August 2024

Standard consultations:

Printed: 30 October 2024 Expired: 20 November 2024

Neighbour notifications

Printed: 30 October 2024 Expired: 20 November 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

Listed building: Grade II

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order: N/A

Description of area

This application relates to a Grade II Listed Building located at 48 King Street. The building is located in the St Anns Square conservation area. It is part of the settings of a number of other listed buildings and non-designated heritage assets and makes a positive contribution.

The building was constructed in the c.1870 on a narrow rectangular plot in red brick with sandstone dressing. The building is largely intact above ground floor, with original neo Gothic carving, elegant cast iron balconies and tall sash windows. To ground floor, the ornate carved pilasters with brackets supporting the moulded cornice, and stylised columns and spandrel panels to rear are of particular interest, with modern infill to the centre.

The shop front onto King Street is contemporary.

The building is positioned in the immediate setting of a number of listed buildings, including the Grade II listed Old Exchange, 33 King Street, 35 King Street and 54-56 King Street. Surrounding uses include bars, restaurants, hotels, residential accommodation, offices and law courts.

Description of development

This application seeks advertisement consent for the retention of illuminated fascia sign and installation of illuminated flag sign.

The proposed fascia sign and flag sign is retrospective.

Following discussions with agent, the depth of the proposed flag sign has been reduced to 30mm.

Consultations & Notification Responses

Environmental health – Luminance of proposed signage must not exceed 300cd/m

Highways – The proposed hanging sign requires a projection over licence.

The application has been advertised by neighbour notification letters. No representations have been 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 DC15 – Advertisements, Hoardings and Posters
- Policy DC18 – Conservation Areas
- Policy DC19 – Listed Buildings

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) Places for Everyone

The Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester.

The following policies are considered relevant to this application.

Policy JP-P2 (Heritage) aims to proactively manage and work with partners to positively conserve, sustain and enhance its historic environment and heritage assets and their settings. Opportunities will be pursued to aid the promotion, enjoyment, understanding and interpretation of heritage assets, as a means of maximising wider public benefits and reinforcing Greater Manchester's distinct identity and sense of place. The policy requires development proposals affecting a designated heritage asset (or an archaeological site of national importance) and a conservation area to conserve those elements which contribute to its significance including those identified in any conservation area appraisal

as making a positive contribution to the area. Harm to such elements will only be permitted where this is clearly justified and outweighed by the public benefits of the proposal.

Issues

Impact on visual amenity

The new fascia sign installed consists of individual letters which have a 30mm depth and will have a luminance of 300cd/m². The LPA welcome the use of individual letters and consider the new sign to be visually acceptable, as it would respect the character and appearance of the listed building and King Street conservation area.

The proposed projecting sign has been revised since the original submission to ensure it has a slimline appearance (30mm depth). The LPA consider the proposed projecting sign to be visually acceptable, keeping in character with the age of the building and as well as with the design of others installed at the other shop fronts along King Street. The proposed sign will consist of the brand logo which will be illuminated with a maximum luminance of 300cd/m².

For the above reasons, the proposal is considered to be acceptable and consistent with EN3, CC9, SP1 and DM1 of the Core Strategy and saved policies DC18.1 and DC19.1 of the Unitary Development Plan.

Impact on residential amenity

Environmental health have recommended a condition to limit the luminance level of the sign to 300cd/m² in order to control the glare and overspill onto nearby properties (this will be conditioned). Given the modest size of the signs along with a luminance level of 300cd/m², the proposal is considered acceptable in terms of residential amenity. The proposal therefore accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Impact on highway safety

The highway officer has noted that a Projection over License will be required for the proposed hanging sign.

The applicant should also be aware that any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements, including Section 50, will need discussion and agreement with the council's Highway Network Management teams via Email -highwaylicences@manchester.gov.uk highwaynetworkmanagement@manchester.gov.uk.

The proposed signage also ensures sufficient headroom and carriageway clearance.

As such, the location of the proposal raises no concern to highway safety and accords

with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

In light of the above, the proposed signage is considered to be acceptable in respect of both design and highway safety and is thus in accordance with Manchester Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Unitary Development Plan Policies DC15 and DC19, Places for Everyone Plan Policy JP-P2, Planning (Listed Buildings and Conservation Areas) Act 1990, the National Planning Policy Framework and National Planning Practice Guidance. Approval is granted for this element of the proposal.

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:

The site location plan, ref: 23069-S100 (received 04/10/2024)
External façade, ref: 23069-F200 REV F (received 18/12/2024)

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.

4) The maximum luminance of the signage 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 DC15, DC18, and DC19 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

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
Environmental Health

Advertising Right JC Decaux Adjacent To 42, King Street, Manchester, M2 6BA
54 King Street, Manchester, M2 4LY
56 King Street, Manchester, M2 4LY
Advertisiing Right BTinlink Outside 48, King Street, Manchester, M2 4LG
Third Floor, 39 South King Street, Manchester, M2 6DE
Second Floor, 39 South King Street, Manchester, M2 6DE
First Floor, 39 South King Street, Manchester, M2 6DE
Rear Part Ground First Second And Third Floors, 33 King Street, Manchester, M2 6AA

Flat 3, 33 South King Street, Manchester, M2 6DE
Flat 2, 33 South King Street, Manchester, M2 6DE
Flat 1, 33 South King Street, Manchester, M2 6DE
Third Floor, 40 - 44 King Street, Manchester, M2 6BA
Second Floor, 40 - 44 King Street, Manchester, M2 6BA
Suite 3C Part Third Floor, 40 - 44 King Street, Manchester, M2 6BA
Suite 3B Part Third Floor, 40 - 44 King Street, Manchester, M2 6BA
Suite 1B Part First Floor, 40 - 44 King Street, Manchester, M2 6BA
35 South King Street, Manchester, M2 6DE
42 King Street West, Manchester, M3 2WY
Neals Yard Remedies, 27 King Street, Manchester, M2 6AF
35 King Street, Manchester, M2 7AT
1 - 3 St Ann's Passage, Manchester, M2 6AB
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
Second Floor, 6 St Ann's Passage, Manchester, M2 6AB
40 - 44 King Street, Manchester, M2 6BA
44 King Street, Manchester, M2 6BA
31 King Street, Manchester, M2 6AA
5 - 7 St Ann's Passage, Manchester, M2 6AB
52 King Street, Manchester, M2 4LY
Suite 1A Part First Floor, 40 - 44 King Street, Manchester, M2 6BA
Basement To First Floor, 33 King Street, Manchester, M2 6AA
39 South King Street, Manchester, M2 6DE
33 King Street, Manchester, M2 6AA
OLD EXCHANGE BUILDINGS, 6 St Ann's Passage, Manchester, M2 6BE
38 - 42 King Street, Manchester, M2 6BA
Ground Floor And First Floor, 1 - 3 St Ann's Passage, Manchester, M2 6AB
Basement, 1 - 3 St Ann's Passage, Manchester, M2 6AB
HANCOCKS, 29 King Street, Manchester, M2 6AF
Phase Eight, 25 King Street, Manchester, M2 6AF
Third Floor And Fourth Floor, 6 St Ann's Passage, Manchester, M2 6BE
Fourth Floor Office, 6 St Ann's Passage, Manchester, M2 6BE
First Floor, 6 St Ann's Passage, Manchester, M2 6AD
50 King Street, Manchester, M2 4LY
46 King Street, Manchester, M2 4LG
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 - 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