

Planning

Growth & Development

Delegated officer report for planning application

Application no. 141057/AO/2024

Date registered valid: 13 November 2024

Proposal: Installation of 2no. non-illuminated fascia signs and 1no. non-illuminated projecting sign

Address: 265 - 267 Deansgate, Manchester, M3 4EW

Ward(s): Deansgate Ward

Applicant: Mr Jimmy Ly Doux Chaton

Agent (if any): Miss Helen Ewart M1NT studio

Case officer: James
Tel: 0161 219
Email: james.bridgman@manchester.gov.uk
Bridgman
6202

Recommendation: Approve

Date of recommendation: 6 January 2025

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 27 November 2024

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

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The significance of the listed building is derived from its association with the Great Northern Railway goods exchange station and the architectural interest of the Victorian terrace which is considered to be the longest in Europe.

The terrace has front elevations in red brick with sandstone dressings in horizontal bandings giving a strong vertical emphasis. The regular rhythm of sash windows to upper floors and consistent timber shopfronts contribute to its architectural significance and group value. Shopfronts are painted timber with timber fascia signs.

Description of development

Advertisement consent is sought for the installation of 2no. non-illuminated fascia signs and 1no. non-illuminated projecting sign.

Since the original submission the proposal has been significantly amended with the removal of the awning, flagpole and illuminated signage.

Consultations & Notification Responses

Highway Services – No objections

Environmental Health – No objections

Publicity - Letters have also been sent out to local businesses and residents. No comments have been as part of that process.

Relevant History

141058/LO/2024 - Listed Building Consent for restaurant fit out with internal and external alterations, including of installation of signage. Decision: under consideration

141056/FO/2024 - Installation of extract and ventilation equipment to undercroft car park. Decision: Withdrawn

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

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-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

Issues

Visual amenity

The individual lettering will be non-illuminated, and this advertisement is therefore considered to be consistent with existing signage on other units and would not result in any harm to the overall appearance of the listed building

The unit already has an existing projection sign as per all the existing units within the listed terrace. The advertisement inside will be replaced with the new occupier's name.

Public Safety

There is no proposed luminance to the proposed signage and there are no public safety concerns with the proposed signage.

Conclusion

The proposed signage is considered to be acceptable and would comply with Policies CC9, CC10, EN1, EN3 of the Core Strategy.

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 8 January 2025:

- Existing and Proposed Shopfront Elevations: 202393_M1NT_XX_ZZ_A_DR_0005(P6)

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

261 - 263 Deansgate, Manchester, M3 4EW
273 Deansgate, Manchester, M3 4EW
277 - 279 Deansgate, Manchester, M3 4EW
269 - 271 Deansgate, Manchester, M3 4EW
283 Deansgate, Manchester, M3 4EW
310 Deansgate, Manchester, M3 4HE
Sovereign House, 298 Deansgate, Manchester, M3 4HH
275 Deansgate, Manchester, M3 4EL

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
Area Team Boundary - Name: CENTRAL