



MANCHESTER
CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	141490/AO/2024	
Date registered valid:	11 November 2024	
Proposal:	Installation of 1no. back lit fascia sign.	
Address:	17 Quay Street, Manchester, M3 3HN	
Ward(s):	Deansgate	Ward
Applicant:	Lina Stores QS Limited	
Agent (if any):	Mrs Danielle Zaire Monmouth Planning 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: 28 November 2024

Standard consultations:

Printed: 14 November 2024

Expired: 5 December 2024

Neighbour notifications

Printed: 14 November 2024

Expired: 5 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: N/A

Conservation area: Deansgate Conservation Area 1985

Tree Preservation Order: N/A

Description of area

The application site relates to 17 Quay Street, which is located at the western side of Quay Street at the junction with Bryom Street. The site is 6 storey tall and occupies offices, with the basement, ground and upper floor to operate under use class E and a bar use in unit B (this site).

Quay Street is a commercial street located within the heart of Manchester City Centre. Quay Street comprises a mix of offices and hotel uses.

The site is located within Deansgate conservation area and is adjacent a number of listed buildings.

Description of development

The proposal seeks to insert one back lit fascia sign.

The fascia sign will measure a total height of 250mm and length of 2.4m and consist of individual letters.

The sign will consist of white powder coated steel letters which will be fixed onto the existing canopy by bolts. The sign will be back lit as stated on plan will luminance levels of 300cd/m².

Consultations & Notification Responses

Environmental health – no objections subject to conditions re luminance levels of 300cd/m².

Highways – no objections

The application was 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 proposed new fascia sign located on the existing canopy will consist of individual letters which is welcomed and considered visually acceptable, mirroring that of the approved signage strategy for the building under application ref: CDN/24/0120. The proposed sign will be back light which ensures it has a quality appearance, matching the existing signage on the building.

The LPA notes that the proposed signage is slightly larger than what has been approved under the signage strategy. However following discussions, due to the size of the new occupants brand the LPA feel the sign is acceptable in this instance given that it will not dominant the full length of the existing canopy.

The LPA therefore consider the signage to not adversely affect the appearance of character of the host building or conservation area and is therefore acceptable. For the above reasons, the proposal is considered to be acceptable and consistent with EN1, SP1 and DM1 of the Core Strategy and saved policy DC15 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 sign 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 raised no concern in regard to the proposed sign as it ensures sufficient headroom and carriageway clearance, along with acceptable luminance levels. 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 operated in accordance with the following plans and documents:

The drawings referenced:

The Location Plan (received 11/11/2024)

Proposed external elevations, ref: 3101 rev C (received 18/12/2024)

Proposed external signage, ref: 3110 rev D (received 18/12/2024)

Backlit sign detail, ref: 3111 rev B (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.

3) 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 policy DM1 of the Manchester Core Strategy and saved policies DC15 and DC26 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 301, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat 102, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Third Floor, 15 Quay Street, Manchester, M3 3HN
Byrom House, 21 Quay Street, Manchester, M3 3JD
Office 3 Second Floor, 19B Quay Street, Manchester, M3 3HN
Suite 101 Part First Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Sixth Floor Room 631, Sunlight House, Quay Street, Manchester, M3 3LE
109 Sunlight House, Quay Street, Manchester, M3 3LE
Suites 110 And 112 And 114, Sunlight House, Quay Street, Manchester, M3 3JZ
Bannatyne Health Club And Spa, Sub Basement And Basement And Ground Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Flat 202, Artillery House, 15 Byrom Street, Manchester, M3 4PF
FLIPBOOK LTD, First Floor, 19B Quay Street, Manchester, M3 3HN
Rooms 625 627 And 629, Sunlight House, Quay Street, Manchester, M3 3LE
First Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Fifth Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Suite 102A Part First Floor, Sunlight House, Quay Street, Manchester, M3 3LE
24A - 26 St John Street, Manchester, M3 4DJ
Flat 103, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat, Sunlight House, Quay Street, Manchester, M3 3JZ
Office 1 Second Floor, 19B Quay Street, Manchester, M3 3HN
Lime Blue (O) Part Second Floor, 19B Quay Street, Manchester, M3 3HN
1 Little Quay Street, Manchester, M3 3JU
Sixth Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
22 St John Street, Manchester, M3 4EB
24 St John Street, Manchester, M3 4DF
Flat 302, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat G02, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Thirteenth Floor Room 1B, Sunlight House, Quay Street, Manchester, M3 3LE
Office 2 Second Floor, 19B Quay Street, Manchester, M3 3HN
Ground Floor, 19B Quay Street, Manchester, M3 3HN
Sunlight House, Quay Street, Manchester, M3 3JZ
Suite 201 Second Floor, Sunlight House, Quay Street, Manchester, M3 3LE
111 Sunlight House, Quay Street, Manchester, M3 3LE
Second Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Flat G01, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat 101, Artillery House, 15 Byrom Street, Manchester, M3 4PF
15 Quay Street, Manchester, M3 3HN
First Floor, 15 Quay Street, Manchester, M3 3HN
19 Quay Street, Manchester, M3 3HN
Pt Ground Floor, Sunlight House, Quay Street, Manchester, M3 3JZ

Suite 202 Second Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Third Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Suite 106, Sunlight House, Quay Street, Manchester, M3 3JZ
Offices, 18 - 20 St John Street, Manchester, M3 4EA
12 Byrom Street, Manchester, M3 4PP
Flat 203, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat 201, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Ground Floor, 15 Quay Street, Manchester, M3 3HN
Fourth Floor, 15 Quay Street, Manchester, M3 3HN
Third Floor, 19B Quay Street, Manchester, M3 3HN
19B Quay Street, Manchester, M3 3HN
1302 Sunlight House, Quay Street, Manchester, M3 3LE
Eleventh Floor, Sunlight House, Quay Street, Manchester, M3 3JZ
Seventh Floor, Sunlight House, Quay Street, Manchester, M3 3LF
Fifth Floor, 15 Quay Street, Manchester, M3 3HN
Room 1301, Sunlight House, Quay Street, Manchester, M3 3LE
Room 614, Sunlight House, Quay Street, Manchester, M3 3JZ
624 - 628 Sunlight House, Quay Street, Manchester, M3 3LE
Thirteenth Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Part Thirteenth And Mezzanine Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Suite 114, Sunlight House, Quay Street, Manchester, M3 3JZ
Thirteenth Floor Maintenance Room, Sunlight House, Quay Street, Manchester, M3 3LE
Opera House, Quay Street, Manchester, M3 3HP
The Old Schoolhouse, 14 Byrom Street, Manchester, M3 4PP
18 - 20 St John Street, Manchester, M3 4EA
Flat G03, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Flat 303, Artillery House, 15 Byrom Street, Manchester, M3 4PF
Second Floor, 15 Quay Street, Manchester, M3 3HN
Fourth Floor And Fifth Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Suite 603 Part Sixth Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Eighth Floor, Sunlight House, Quay Street, Manchester, M3 3LU
Suite 608 Part Sixth Floor, Sunlight House, Quay Street, Manchester, M3 3LE
Suite 102B Part First Floor, Sunlight House, Quay Street, Manchester, M3 3LE
28 St John Street, Manchester, M3 4DJ

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 - Deansgate Conservation Area 1985
Area Team Boundary - Name: CENTRAL