

Planning

Growth & Development

Delegated officer report for planning application

Application no.	141118/AO/2024	
Date registered valid:	24 October 2024	
Proposal:	Installation of non-illuminated individual letter signage.	
Address:	18 Market Street, Manchester, M1 1PT	
Ward(s):	Deansgate	Ward
Applicant:	Mr James Berry Astrid & Miyu	
Agent (if any):		
Case officer:	James Tel: 0161 219 Email: james.bridgman@manchester.gov.uk	Bridgman 6202
Recommendation:	Approve	
Date of recommendation:	19.12.24	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 1 November 2024 Expired: 22 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

The unit under consideration is located within the Grade II listed Royal Exchange. It was constructed in 1914-21 to the designs of Bradshaw, Gass and Hope as a commercial exchange in sandstone. This impressive listed building, decorated with opulent classical detailing.

Listed building: Grade II

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order:

Description of area

The application relates to 18 Market Street, a ground floor retail unit within the Grade II Listed Royal Exchange, which is a mixed use building that houses offices, a theatre, shops, bars, restaurants, banks, takeaways and cafes.

The Royal Exchange is bounded by Cross Street, Market Street, Exchange Street/St Ann's Square and Old Bank Street. Market Street, St Ann's Square and Cross Street are major shopping areas. Market Street experiences high levels of pedestrian footfall and recently Cross Street has experienced the addition of the Metrolink 'second city crossing' facilitating tramway travel.

Description of development

Advertisement consent is sought for the installation of non-illuminated individual letter signage.

Consultations & Notification Responses

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

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 DC18 – Conservation Areas
- 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 will be designed in accordance with the signage strategy for the Royal Exchange. The 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 and St Ann’s conservation area.

The unit already has an existing projection sign as per all the existing units within the Royal Exchange. 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 13 December 2024.

- Proposed Front Elevation: A102.1

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

225 Royal Exchange, Exchange Street, Manchester, M2 7DA
First Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
436 Royal Exchange, Exchange Street, Manchester, M2 7EP
435 Royal Exchange, Exchange Street, Manchester, M2 7EP
437 Royal Exchange, Exchange Street, Manchester, M2 7EP
Basement, Royal Exchange, Exchange Street, Manchester, M2 7BR
Sub Basement, Royal Exchange, Exchange Street, Manchester, M2 7BR
8 - 10 Cross Street, Manchester, M2 7AE
424 Royal Exchange, Exchange Street, Manchester, M2 7EP
Second Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
Third Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
Fourth Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
Fifth Floor, Royal Exchange, Exchange Street, Manchester, M2 7BR
232 Royal Exchange, Exchange Street, Manchester, M2 7DD
231 Royal Exchange, Exchange Street, Manchester, M2 7DD
THE PRUDENTIAL ASSURANCE, 425 - 426 Royal Exchange, Exchange Street, Manchester, M2 7EP
438 Royal Exchange, Exchange Street, Manchester, M2 7EP
THE PRUDENTIAL ASSURANCE COMPANY, 520 Royal Exchange, Exchange Street, Manchester, M2 7EN
229 Royal Exchange, Exchange Street, Manchester, M2 7DD
THE PRUDENTIAL ASSURANCE COMPANY, 227 Royal Exchange, Exchange Street, Manchester, M2 7DD
PRUDENTIAL ASSURANCE CO LTD, 52 - 55 Royal Exchange, Exchange Street, Manchester, M2 7DA
328 Royal Exchange, Exchange Street, Manchester, M2 7BR
Sixth Floor, Royal Exchange, Exchange Street, Manchester, M2 7FL
444 - 446 Royal Exchange, Exchange Street, Manchester, M2 7EP
429 - 430 Royal Exchange, Exchange Street, Manchester, M2 7EP
521 Royal Exchange, Exchange Street, Manchester, M2 7EN
517 - 518 Royal Exchange, Exchange Street, Manchester, M2 7EN
514 - 516 Royal Exchange, Exchange Street, Manchester, M2 7EN
513 Royal Exchange, Exchange Street, Manchester, M2 7EN
228 Royal Exchange, Exchange Street, Manchester, M2 7DD
519 Royal Exchange, Exchange Street, Manchester, M2 7EN
48 Royal Exchange, Exchange Street, Manchester, M2 7DA
43 - 45 Royal Exchange, Exchange Street, Manchester, M2 7DA
226 Royal Exchange, Exchange Street, Manchester, M2 7DA
47 Royal Exchange, Exchange Street, Manchester, M2 7DA
149 Royal Exchange, Exchange Street, Manchester, M2 7BZ
324 - 325 Royal Exchange, Exchange Street, Manchester, M2 7BR
Marks And Spencer, 7 - 17 Market Street, Manchester, M1 1PT
14 Market Street, Manchester, M1 1PT
326 Royal Exchange, Exchange Street, Manchester, M2 7BR
327 Royal Exchange, Exchange Street, Manchester, M2 7BR
427 - 428 Royal Exchange, Exchange Street, Manchester, M2 7BR
12 Market Street, Manchester, M1 1PT
16 Market Street, Manchester, M1 1PT
THE PRUDENTIAL ASSURANCE COMPANY, 431 - 432 Royal Exchange, Exchange Street, Manchester, M2 7EP

326 - 327 Royal Exchange, Exchange Street, Manchester, M2 7BR
332 Royal Exchange, Exchange Street, Manchester, M2 7BR
330 Royal Exchange, Exchange Street, Manchester, M2 7BR
333 Royal Exchange, Exchange Street, Manchester, M2 7BR
329 Royal Exchange, Exchange Street, Manchester, M2 7BR
Royal Exchange Theatre, Exchange Street, Manchester, M2 7HA
1 Exchange Street, Manchester, M2 7EE
433 - 434 Royal Exchange, Exchange Street, Manchester, M2 7EP
3 Exchange Street, Manchester, M2 7EE
5 Exchange Street, Manchester, M2 7EE
2A Cross Street, Manchester, M2 7AE
6 Market Street, Manchester, M1 1PT
4 Market Street, Manchester, M1 1PT
2 Market Street, Manchester, M1 1PT
8 Market Street, Manchester, M1 1PT
10 Market Street, Manchester, M1 1PT
2 Cross Street, Manchester, M2 7AE
447 - 449 Royal Exchange, Exchange Street, Manchester, M2 7EP
446 Royal Exchange, Exchange Street, Manchester, M2 7EP
442 - 443 Royal Exchange, Exchange Street, Manchester, M2 7EP
441A Royal Exchange, Exchange Street, Manchester, M2 7EP
441 Royal Exchange, Exchange Street, Manchester, M2 7EP

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