



MANCHESTER
CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	141320/AO/2024	
Date registered valid:	12 November 2024	
Proposal:	Installation of an internally illuminated projecting sign.	
Address:	Unit 2 , 40 Laystall Street , Manchester, M1 2JQ	
Ward(s):	Piccadilly	Ward
Applicant:	Mr Christos Kasaras	
Agent (if any):	Mr Ahmed Choudhry Nada Architects	
Case officer:	Danielle Tel: 0161 234 Email: danielle.cooper@manchester.gov.uk	Cooper 1658
Recommendation:	Approve	
Date of recommendation:	09/12/2024	

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: Not applicable

Conservation area: N/A

Tree Preservation Order: N/A

Description of area

The proposal relates to a mixed use development which occupies an aparthotel to the upper floors with six commercial uses to the ground floor. The proposal relates to unit 2 and is located at the corner of Laystall Street and Pigeon Street.

The immediate area is characterised by industrial uses, retail, hotels, bars, offices and residential properties.

Description of development

The proposal seeks to install 1no. fascia sign and 1no. projecting sign.

The proposed fascia sign consists of individual letters and the brand logo which measures a total of 3.8m in width and measures a total 3.8m in width 0.4m in height. The depth of the signage is 30mm. The acrylic signage will be black and non-illuminated.

The proposed projecting sign will measure 0.4m in height with an overall width of 0.4m and depth of 30mm. The acrylic projecting sign will consist of the brand logo, being predominantly black and will be non-illuminated.

Consultations & Notification Responses

Environmental health – no response

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 EN1 – Design Principles and Strategic Character Areas
- 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

Other Material Considerations

National Planning Policy Framework (NPPF)

- Chapter 12 – Achieving well-designed places

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-P1 (Sustainable Places) aims to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy and varied places, each having the following key attributes that all development, wherever appropriate, should be distinctive, with a clear identity, visually stimulating, socially inclusive, resilient, adaptable, durable, resource efficient, safe, supported by critical infrastructure, functional and convenient, incorporating accessibility, legible easy to move around, well connected, comfortable and inviting, incorporating high quality and well managed green infrastructure and public realm, well served by local shops, services and amenities.

Policy JP-S1 (Sustainable Development) aims to help tackle climate change, development should aim to maximise its economic, social and environmental benefits simultaneously, minimise its adverse impacts, utilise sustainable construction techniques and actively seek opportunities to secure net gains across each of the different objectives. Preference will be given to using previously-developed (brownfield) land and vacant buildings to meet development needs. In bringing forward previously developed sites for development, particular attention will be paid to tackling land contamination and stability issues, ensuring that appropriate mitigation and remediation is implemented to enable sites to be brought back into use effectively.

Issues

Impact on visual amenity

The proposed new signage consists of a new fascia sign and a projecting sign.

The new fascia signs will consist of individual letters and the brand logo which is welcomed and considered visually acceptable. The proposed projecting signs consists of the brand logo and has a slim line appearance. Both signs are predominantly black and will not be illuminated. The LPA consider the proposed signage to not adversely affect the appearance or character of the host building, as it is minimal and 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

Given the nature of the proposal, which involves signs that are not illuminated there are no concerns to residential amenity.

Impact on highway safety

The proposed signage ensures a sufficient headroom and carriageway clearance. The signage will also not be illuminated and as such raises no concern to highway safety.

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, EN1 and DM1, Unitary Development Plan Policy DC15, Places for Everyone Plan Policy JP-P1 and JP-S1, the National Planning Policy Framework and National Planning Practice Guidance.

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 Location plan (received 21.10.2024)
- o Proposed Floor Plan, ref: (01)001 REV PL4 (received: 06.12.2024)

- o Proposed Elevations, ref: (02)001 REV PL4 (received: 06.12.2024)

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

32 - 34 Laystall Street, Manchester, M1 2JZ
Go Outdoors, Urban Exchange, Great Ancoats Street, Manchester, M4 6DE
Urban Exchange, Great Ancoats Street, Manchester, M4 6DE
ALDI, Urban Exchange, Great Ancoats Street, Manchester, M4 6DE
Ground Floor To Second Floor, 32 - 34 Laystall Street, Manchester, M1 2JZ
Ground Floor Rear, 32 - 34 Laystall Street, Manchester, M1 2JZ
Unit 3, Laystall Street, Manchester, M1 2JP
M And S Outlet, Urban Exchange, Great Ancoats Street, Manchester, M4 6DE
Unit 6, Laystall Street, Manchester, M1 2JP
Unit 5, Laystall Street, Manchester, M1 2JP
Unit 4, Laystall Street, Manchester, M1 2JP
Pure Gym, Urban Exchange, Great Ancoats Street, Manchester, M4 6DE

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
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