

Planning

Growth & Development

Delegated officer report for planning application

Application no.	140143/AO/2024	
Date registered valid:	17 July 2024	
Proposal:	Installation of individual letter main entrance signage and 2no. internally illuminated projecting signs.	
Address:	5 - 7 Byrom Street, Manchester, M3 4PF	
Ward(s):	Deansgate	Ward
Applicant:	Mr Jacob Knox T A Knox	
Agent (if any):	Simon Plowman Plan:8 Town Planning Ltd	
Case officer:	Max Tel: 0161 219 Email: maximillian.gibson@manchester.gov.uk	Gibson 6359
Recommendation:	Approve	
Date of recommendation:	10/09/2024	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 24 July 2024 Expired: 14 August 2024

Neighbour notifications

Printed: 24 July 2024 Expired: 14 August 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 site relates to a non-designated heritage asset, the former Friends' School on Byrom Street. The building, which was constructed in 1886, is three storey and redbrick, with a pitched slate roof. There is It serves as a rear office space area for the more modern office building at 1 Byrom Street which houses JLL Solicitors. The two elements are connected by a glass and aluminium bridge and consequently the building has outlook on three sides, to Atkinson, Byrom Street and Byrom Place. The building is a rare example of heritage architecture amongst the modern glass towers that predominate in Spinningfields.

Listed building: Not applicable

Conservation area: Deansgate Conservation Area 1985

Tree Preservation Order: Not applicable

Description of area

The application site is located within the Spinningfields area of Manchester City Centre which contains a mixed of uses including financial and professional services as well as leisure uses. It is bounded by Deansgate, the River Irwell, Quay Street and Bridge Street. The site is within the Deansgate Conservation Area.

Description of development

The application seeks express consent for the display of 1no. individual letter, halo illuminated fascia sign and 2no. internally illuminated hanging bracket projecting signs.

Consultations & Notification Responses

Publicity - Letters were sent to surrounding occupiers notifying them of the development. No representations have been received as a result of this publicity.

Environmental Health - illuminance condition requested, limiting illuminance to 300cd/m2.

Manchester City Council Highways Services - no objections. Would not impinge on the adopted highway, illuminance in line with requirements. Projecting over licence required, informative requested and attached to this decision.

Issues

Town and Country Planning (Control of Advertisements) Regulations 2007

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 main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity, impact upon the adjacent Conservation Area and Public Safety. The main policies that relate to the assessment of the proposal are the Town and Country Planning (Control of Advertisements) Regulations 2007 and Core Strategy policies EN1 (Design Principles and Strategic Character Areas, EN3 (Heritage), SP1 (Spatial Principles), CC9 (Design and Heritage) and DM1 (Development Management) of the Manchester Core Strategy (2012), saved policies DC14 (Shopfronts and related signs) DC15 (Advertisements, Hoardings and Posters), DC18 (Conservation Areas) and DC19 (Listed Buildings) of the Unitary Development Plan for the City of Manchester (1995) and the National Planning Policy Framework, in particular Section 12 (Achieving well-designed places).

Issues

The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. An assessment of the proposals under these criteria is outlined below.

Visual amenity

The fascia signage proposed for retention comprises individual metal letters mounted above the main entrance. The lettering is mounted to the brick wall via fixings into the mortar to avoid any long-term damage to the brickwork. There is halo illumination to the lettering, with an illuminance level of 590cd/m². The use of individual letters is considered to be acceptable for use in a conservation area pursuant to saved policy DC14.5 (e) of the Unitary Development Plan for Manchester (1995). The halo illumination ensures that the signage does not appear

overly prominent in the street scene, whilst allowing for the lettering to be easily legible during the hours of darkness.

The design of the projecting sign proposed for retention is of a traditional hanging bracketed type considered appropriate for use in a conservation area and on a non-designated heritage asset. The sign proposed for approval is the northern most of the two, shown in the proposed left side elevation on the drawing (P1276 / 18 REV E received by the City Council on 05/07/2024). This sign is the most proximate to the main entrance of the building and hence it is considered to best relate to the entranceway. The sign lines up with fascia sign, which is acceptable pursuant to saved policy DC14.5 (d) of the Unitary Development Plan for Manchester (1995).

Public safety

The proposed development is not expected to give rise to any risk to public safety. The illuminance levels are set at 300cd/m², in line with the maximum permitted in the city centre and hence the signage should not give rise to driver distraction. The application was assessed by Environmental Health and Highways and no objections were raised. An appropriate condition, related to light overspill, together with an informative regarding fit out/ construction arrangements and scaffolding licences, which were recommended by consultees, are attached to this decision.

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 only in accordance with the following drawings and documents:

-Drawing - Proposed P1276 (X6) ELEVATIONS AND SECTIONS received by the City Council, as Local Planning Authority, on 05 July 2024

The approved details shall be implemented as part of the development.

Reason - to ensure the development is carried out in accordance with the approved plans pursuant to policies DM1 and SP1 of the Manchester Core Strategy (2012)

3) Before the use hereby approved commences external lighting shall be designed and installed in accordance with a scheme approved in writing by the City Council as local planning authority so as to control glare and overspill onto nearby residential properties. The illuminance level shall be controlled to 300cd/m².

Reason - To safeguard the amenities of the occupiers of nearby properties pursuant to policies DM1 and SP1 of the Manchester Core Strategy (2012)

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Advertising Right Outside 4, Hardman Street, Manchester, M3 3EB
Advertising Right Outside 4, Hardman Square, Manchester, M3 3EB
Fourth Floor, 1 Hardman Square, Manchester, M3 3EB
8 Byrom Street, Manchester, M3 3BF
10 Byrom Street, Manchester, M3 3BF
1 Hardman Square, Manchester, M3 3EB
Eighth Floor, 1 Hardman Square, Manchester, M3 3EB
Third Floor, 1 Hardman Square, Manchester, M3 3EB
Tenth Floor, 1 Hardman Square, Manchester, M3 3EB
Eleventh Floor, 1 Hardman Square, Manchester, M3 3EB
Twelfth Floor, 1 Hardman Square, Manchester, M3 3EB
Fourteenth Floor, 1 Hardman Square, Manchester, M3 3EB
Ninth Floor, 1 Hardman Square, Manchester, M3 3EB
Second Floor, 1 Hardman Square, Manchester, M3 3EB
First Floor, 1 Hardman Square, Manchester, M3 3EB
Ground Floor, 1 Hardman Square, Manchester, M3 3EB
Seventeenth Floor, 1 Hardman Square, Manchester, M3 3EB
Store, 1 Hardman Square, Manchester, M3 3EB
Seventh Floor, 1 Hardman Square, Manchester, M3 3EB
Sixth Floor, 1 Hardman Square, Manchester, M3 3EB
Fifth Floor, 1 Hardman Square, Manchester, M3 3EB
5 Hardman Square, Manchester, M3 3EB
Nineteenth Floor, 1 Hardman Square, Manchester, M3 3EB
Eighteenth Floor, 1 Hardman Square, Manchester, M3 3EB
Thirteenth Floor, 1 Hardman Square, Manchester, M3 3EB
Fourth Floor Office 4A, Vantage Point, Hardman Street, Manchester, M3 3HF
Eighth And Ninth Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
Fifteenth And Sixteenth Floor, 1 Hardman Square, Manchester, M3 3EB
Opera House, Quay Street, Manchester, M3 3HP
1 Byrom Place, Manchester, M3 3HG
Seventh Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
Sixth Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
Fifth Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
GL HEARN LTD, Fourth Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
Third Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
OZON SOLICITORS LIMITED, Second Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
First Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
Banyan Bar, Ground Floor, Vantage Point, Hardman Street, Manchester, M3 3HF

Appendix 2 – Planning constraints

Conservation Area - Deansgate Conservation Area 1985