

Monmouth Planning Ltd

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Manchester City Council
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11th November 2024

Dear Sir/Madam

Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
17 Quay Street Manchester M3 3HN

On behalf of client Lina Stores QS Ltd we write in support of the advertisement application in respect of the above site. This application seeks advertisement consent for the display of a one non illuminated hanging sign and a halo illuminated fascia sign fixed to the existing building canopy.

To assist the Council in the consideration of this application we enclose with this application package the existing and proposed plans which should be read in conjunction with this letter. The application has been paid online via the planning portal.

The site

The application site, 17 Quay Street, Manchester, is located on the western side of Quay Street at the junction with Byrom Street. The application site relates to a 6-storey modern office building. The building is not listed but is located within the Deansgate Conservation Area. Adjacent to the site are several listed buildings including 12 and 15 Byrom Street and 5-9 Artillery Street which are Grade II listed and the Grade II* Listed Court House.

The building has recently been refurbished to provide new Class E uses at basement, ground and upper floor levels. The ground floor is vacant and has consent for Class E (a, b) use and a bar use in unit B.

Quay Street is a commercial street located within the busy city centre. Quay Street comprises a mix of retail, restaurant and bar uses at ground floor level with a mix of offices and hotel uses on the upper

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floor of the neighbouring buildings. The nearest residential properties are located to the South of the site at Artillery House.

Proposals

Advertisement consent is sought for the display of an non-illuminated hanging sign measuring 695mmX 155mm and a halo illuminated fascia sign within the shopfront canopy measuring 412 mm X 2m.

The canopy sign will include pin mounted letters fixed to the fascia panel of the canopy and lit from behind with led lighting providing halo illumination.

Relevant Planning Regulations and Policy

Under the Advertisement Regulations the Council shall exercise its right 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

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-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.

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.

Policy Considerations

Impact on visual amenity

The proposed signage will be located at fascia level and are considered to be visually acceptable given that the premises are to be used for restaurant and bar purposes which seek to attract visiting members of the public. The proposals will provide for an active frontage and will promote the commercial character of the street. The signage has been designed to in keeping with the scale and age of the building.

In view of the above, it is considered that the proposals would not cause harm to the character and appearance of the building or the surrounding conservation area and are therefore in accordance with Core Strategy Policies SP1, CC9, EN1 and EN3, Saved Unitary Development Plan Policies DC15 and DC18, National Planning Practice Guidance and the National Planning Policy Framework.

Impact on residential amenity

The luminance level of the signage will be <1000cd/m2 with the illumination from behind the lettering. The hanging sign will not be illuminated.

Impact on highway safety

The proposed hanging sign will be located 2.7 above pavement level pavement and will not raise any concern to highway safety and accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

The proposal 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 DC18, 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.

On the basis of the above we look forward to receiving a speedy and positive decision. However, should you require any further information or wish to discuss any of the enclosures please not hesitate to contact the us.

Yours faithfully

Monmouth Planning Limited

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