



Planning

Growth & Development

Delegated officer report for planning application

Application no.	140531/AOH/2024	
Date registered valid:	28 August 2024	
Proposal:	Painting of a mural for a temporary period of 24 months	
Address:	12 Piccadilly, Manchester, M1 3AN	
Ward(s):	Piccadilly	Ward
Applicant:	Mr Phillip Hulme Global Street Art	
Agent (if any):	Miss Vanessa Rowell Avison Young	
Case officer:	Danielle Tel: 0161 234 Email: danielle.cooper@manchester.gov.uk	Cooper 1658
Recommendation:	Approve	
Date of recommendation:	15/10/2024	

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 5 August 2024

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 5 September 2024

Expired: 26 September 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 site is occupied by a vacant 4 storey Grade II listed former Union Bank building at 12 Piccadilly and a cleared site bounded by temporary fencing.

The site is adjacent to the Stevenson Square Conservation Area whose boundary is immediately to the north.

Piccadilly is a key transport mode and one of the main gateways into the city for both business and leisure visitors arriving by car and public transport. The site is close to Piccadilly Station in an area that contains a mix of uses including hotels, residential, offices, shops, bars, restaurants and car parks.

The building has largely been vacant since Barclays Bank vacated in 2006 and its condition has deteriorated. Planning consent has been granted for the erection of a 34 storey building within the cleared site adjacent the Grade II listed building under application ref: 137795/LO/2023 & 137794/FO/2023. Work is anticipated to commence in 2025.

Description of development

Advertisement consent is sought for the painting of a mural on the side elevation of No. 12 Piccadilly for a period of 24 months.

The mural is to be painted on the southern elevation of the building and is an image from 'Boy's Own' which shows famous English football players of 1881.

The mural will be painted across the previously painted areas of this elevation to avoid painting on exposed brickwork.

The mural is separated into two thin sections which join at the base of the elevation. The thinnest, western section of the mural extends to 18.75m in height and 2.92m in width at its widest point. The wider, eastern section of the mural extends to 17.45m in height and 13.28m in width at its widest point.

A sponsor plaque is also proposed on the elevation which will be a width of 1189mm and have a height of 841mm. The QR code next to the plaque will be a width of 841mm, with a height of 841mm.

Planning history

137794/FO/2023 - Erection of a 34 storey building (land at no. 14-16 Piccadilly) and conversion of adjacent building (no.12 Piccadilly) (basement to fourth floor) to create an aparthotel, including a ground floor cafe (Use Class E (b)), first floor exhibition hall (Use Class F1) and a rooftop bar and restaurant (Use Class E (b)), and associated works – Approved

137795/LO/2023 - Listed Building Consent for the external and internal alteration and refurbishment of no 12. Piccadilly to form aparthotel in association with the erection of a 34 storey building (land at no. 14-16 Piccadilly), including ground floor cafe (Use Class E (b)), first floor exhibition hall (Use Class F1) and a rooftop bar and restaurant (Use Class E (b)), and associated works Approved

140532/LO/2024 - Listed Building Consent for the painting of a mural for a temporary period of 24 months – Pending consideration

140873/FO/2024 - Erection of security fencing and gates – Pending consideration

Consultations & Notification Responses

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

Planning (Listed Buildings and Conservation Areas) Act 1990

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.

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 mural will be located on a prominent elevation along Piccadilly. The LPA consider its materiality and design to be sensitive to the character and appearance of the listed building as well as that of the neighbouring area.

The mural presents a historic colour lithograph from 'Boy's Own' entitled '2 Famous Football Players of 1881'. A plaque is also proposed at street level to provide information on the image. The gable contains natural stone which will not be painted over. The mural will be painted on using EU regulated spray paints which are permeable micro porous paints which is compatible with the historic fabric of the listed building as stated within the email provided by the agent on the 01/10/2024. Prior to the mural being painted, the wall will be stabilised due to its condition. The use of paint and minimalistic colour pallet proposed will allow the mural to sit comfortably within the street scene, without appearing ornate or garish. The proposed plaques are small in nature and as such will have a negligible impact on the listed building and street scene. It is also noted that the mural will be a temporary addition for 24 months and as such its impact on the listed building will be reversible.

Taking the above into account it is considered that the proposed mural will have an acceptable impact on visual amenity of the listed building and surrounding area, in accordance with policies CC9, EN1, EN3 and DM1, Saved Unitary Development Plan policies DC15, DC19, Places for Everyone Plan policy JP-P2, and the National Planning Policy Framework.

Impact on public safety

As the mural will be situated on the side elevation of the listed building and is not illuminated, the LPA have no concern to public safety. The proposal therefore accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

In light of the above, 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 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. The application is therefore recommended for approval

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) (a) The consent hereby granted is for a limited period only, expiring on 15/10/2026.
(b) On the date of the expiry of the advert consent period in (a) above the advertisement hoarding(s) and all associated development shall be removed, any use of the land authorised by this consent shall be discontinued, and the land/building shall be reinstated in accordance with a scheme previously approved.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoardings at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with policies DM1, EN1, EN3, CC9, and SP1 of the Adopted Core Strategy for the City of Manchester and saved policies E3.3, DC15.1 and 15.2, and DC19.1 of the Unitary Development Plan for Manchester.

3) The development hereby approved shall be carried out in accordance with the following drawings and documents:

THE LOCATION PLAN (Received 15/07/2024)
WALL TEMPLATE (15/07/2024)

SITE MANAGEMENT AND MAINTENANCE STRATEGY (Received 10
/10/2024)
PAINTING METHOD EMAIL (Received, 01/10/2024)

Reason - Reason - To ensure that the appearance of the development is acceptable to the City Council as local planning authority in the interests of the visual amenity of the area within which the site is located, as specified in policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Flat 307, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 405, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 706, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 510, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 613, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 608, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 204, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 602, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 607, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 210, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 417, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 605, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 300, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 506, The Grand, 1 Aytoun Street, Manchester, M1 3DB
The Manchester Abode Ltd, 107 Piccadilly, Manchester, M1 2DB
97 Piccadilly, Manchester, M1 2DB
Flat 504, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Ground Floor Office, 7 Chatham Street, Manchester, M1 3AY
Flat 200, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 110, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 703, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 315, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 713, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 505, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 103, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 308, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 313, The Grand, 1 Aytoun Street, Manchester, M1 3DA
91A Piccadilly, Manchester, M1 2DA
95 Piccadilly, Manchester, M1 2DA
Flat 203, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 212, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 201, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 412, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 701, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 309, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 404, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 710, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 312, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 205, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 411, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 104, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 601, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 305, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 304, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 712, The Grand, 1 Aytoun Street, Manchester, M1 3DB
6 - 10 Piccadilly, Manchester, M1 2DD
7 Paton Street, Manchester, M1 2BA
Flat 711, The Grand, 1 Aytoun Street, Manchester, M1 3DB

Flat 702, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 311, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 611, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 108, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 214, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 408, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 415, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 517, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 112, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 403, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 511, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 400, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 418, The Grand, 1 Aytoun Street, Manchester, M1 3DA
First Floor, 91A Piccadilly, Manchester, M1 2DA
Flat 302, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 603, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 512, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 111, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 316, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 604, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 705, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 610, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 606, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 106, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 213, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 513, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 211, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 709, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 208, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 516, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 207, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 507, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat At, 12 Gore Street, Manchester, M1 3AQ
7 Chatham Street, Manchester, M1 3AY
Caxton Buildings, 3 Paton Street, Manchester, M1 2BA
Flat 317, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 314, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 407, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 303, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 202, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 500, The Grand, 1 Aytoun Street, Manchester, M1 3DR
Flat 707, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 515, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 509, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 508, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 503, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 600, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 306, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 406, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 105, The Grand, 1 Aytoun Street, Manchester, M1 3DA

5 Paton Street, Manchester, M1 2BA
Brunswick Chambers, 4 Paton Street, Manchester, M1 2BA
Flat At, 97 Piccadilly, Manchester, M1 2DB
Flat 217, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 410, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 501, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 609, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 101, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 102, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 612, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 708, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 413, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 414, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 402, The Grand, 1 Aytoun Street, Manchester, M1 3DA
12 Gore Street, Manchester, M1 3AQ
Flat 310, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 216, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 704, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 109, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 401, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 107, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 502, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 318, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 209, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 409, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 215, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 416, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 218, The Grand, 1 Aytoun Street, Manchester, M1 3DA
9 - 11 Paton Street, Manchester, M1 2BA
93 Piccadilly, Manchester, M1 2DA
Flat 206, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 514, The Grand, 1 Aytoun Street, Manchester, M1 3DB
Flat 301, The Grand, 1 Aytoun Street, Manchester, M1 3DA
Flat 518, The Grand, 1 Aytoun Street, Manchester, M1 3DB

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
Area Team Boundary - Name: CENTRAL