MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	139999/AO/2024
Date registered valid:	14 June 2024
Proposal:	Installation of 2no. internally illuminated fascia signs, 1no. internally illuminated logo fascia sign, 2no. internally illuminated logo signs, 2no. internally illuminated projecting, and 10no. branded retractable awnings.
Address:	14-16 St. Ann Street, Manchester, M2 7LP
Ward(s):	Deansgate Ward
Applicant:	Mr Nick Arden VWG
Agent (if any):	Miss Hannah Dockerty Northmill Associates Ltd.
Case officer:	Danielle Cooper Tel: 0161 234 1658 Email: danielle.cooper@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	20/08/2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 2nd July 2024

Standard consultations:
Printed: 24 June 2024 Expired: 15 July 2024

Neighbour notifications
Printed: 24 June 2024 Expired: 15 July 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: St Anns Square Conservation Area 1970

Tree Preservation Order: Not applicable

Description of site/area

This application relates to No. 14-16 St. Ann's Street, which is located within the larger Waterstone's building. The ground floor unit is currently vacant and was last occupied by Fraser Hart jewellers. The unit is located on St Ann's Street and Police Street within the City Centre. The site is within the St. Ann's Square conservation area and is located close to a number of listed buildings. The area surrounding the site is commercial in nature.

Planning history

112345/AO/2016 - Installation of 2 no. non-illuminated individual letter signs on stone fascia above shopfront (1 to each elevation on Police Street and St. Ann Street) – Approved 2016

092416/FO/2010/C1 - Elevational alterations consisting of installation of new shop front, relocation of entrance and installation of canopies and internal roller shutter – Approved 2010

Description of development

The application seeks advertisement consent for the installation of 2no. internally illuminated fascia signs, 1no. internally illuminated logo, 1no. internally illuminated projecting sign and 10no. branded retractable awnings.

The proposed 2no. fascia signs will comprise the wording 'cupra' and will be located above the shop windows facing Police Street and on St Ann's Street. 1no. logo sign will also be located above the shop entrance facing St Ann's Street. 1no. hanging sign will be located facing St Ann's Street, and 10no. branded retractable awnings are also proposed above the shop windows and entrance door.

All signs will be internally illuminated at a luminance level of 300cd/m2

The existing mirrored fascia's will be retained.

The proposed alterations involving the planters, external seating area, new entrances and works to the windows cannot be assessed under an advertisement consent application. These alterations would need approval via a full planning application.

Consultations & Notification Responses

Highway Services - have noted that a Projection over License will be required for the 10no. Branded retractable awnings. All signage is acceptable.

Environmental Health - have recommended a condition ensuring luminance levels do not exceed 300cd/m2.

Publicity – None 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 new signage are considered to be acceptable as it is felt that they would not adversely affect the appearance of the building, visual amenity within the area or views within the St. Ann's Square Conservation Area. There are several other commercial properties surrounding the application site that have similar signs so the proposal would be in keeping with signs on other buildings in the area, including those at Black Sheep adjacent.

The proposed signage would have an appropriate and high-quality appearance and would be in keeping with the features of the building and would not cause advertising clutter.

The high levelled signs are considered appropriate for this building as they relate to the use of the building.

The proposed 10 awnings located above the units windows and doors are considered to be visually acceptable given that the unit had existing awnings in the same location and the units adjacent also feature awnings.

All signs will not be able to exceed a luminance level of 300cd/m2.

The existing mirrored fascia's will be retained and the new CUPRA signage and logo will be placed on top. Retaining the existing mirrored fascia is considered to respect the character and appearance of the conservation and is therefore acceptable.

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 DC19, National Planning Practice Guidance and the National Planning Policy Framework.

Impact on residential amenity

Environmental health have recommended a condition to limit the luminance level of the sign to 300cd/m2 in order to control the glare and overspill onto nearby properties (this will be conditioned). Given the modest size of the signs along with a luminance level of 275cd/m2, the proposal is considered acceptable in terms of residential amenity. The proposal therefore accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Impact on highway safety

The highway officer has noted that a Projection over License will be required for the 10no. retractable awnings. An informative will be attached to this permission to inform the applicant.

The proposed signage also ensures sufficient headroom and carriageway clearance. 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 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 polices 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

Article 35 Declaration

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

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:

- Location plan, ref: P.L(00)001 (received: 14.06.2024)
- Sections, ref: P.L(03)101 rev C (received: 19.08.2024)
- Elevations, ref: P.L(02)101 rev D (received: 19.08.2024)

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.

3) The maximum luminance of signage shall not exceed 300 cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC14.1, and E3.3 of the Unitary Development Plan for the City of Manchester.

Informatives

1) The proposed projecting signs and awnings extends to a maximum projection in excess of 1.2m over the adopted highway and will therefore require a projection over licence, to be funded at the applicants expense. This can be obtained from:

https://www.manchester.gov.uk/directory_record/451898/projecting_over_the_highway#:~:text=Summary,also%20need%20to%20be%20licensed.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

7 St Ann Street, Manchester, M2 7LG
9 - 19 St Ann Street, Manchester, M2 7LG
Tudor Boutique, 22 St Ann Street, Manchester, M2 7LF
14 - 16 St Ann Street, Manchester, M2 7LF
WATT UTILITIES LIMITED, Fifth Floor, St Anns House, St Ann's Place, Manchester, M2 7LP
Ground Floor Unit 1, St Anns House, St Ann's Place, Manchester, M2 7LP
Sub Basement, St Anns House, St Ann's Place, Manchester, M2 7LP
Third And Fourth Floor, St Anns House, St Ann's Place, Manchester, M2 7LP
Ground Floor Unit 5, St Anns House, St Ann's Place, Manchester, M2 7LP
83 - 85 Deansgate, Manchester, M3 2BW
DOOLEY ASSOCIATES LTD, Fourth Floor, 1 St Ann Street, Manchester, M2 7LG
First Floor, 1 St Ann Street, Manchester, M2 7LG
83 Deansgate, Manchester, M3 2BW
Flat 8, Octo, 1 Police Street, Manchester, M2 7LU
Flat 7, Octo, 1 Police Street, Manchester, M2 7LU
Flat 6, Octo, 1 Police Street, Manchester, M2 7LU
Flat 5, Octo, 1 Police Street, Manchester, M2 7LU
Flat 4, Octo, 1 Police Street, Manchester, M2 7LU
Flat 3, Octo, 1 Police Street, Manchester, M2 7LU
Flat 2, Octo, 1 Police Street, Manchester, M2 7LU
Flat 1, Octo, 1 Police Street, Manchester, M2 7LU
EAT., Ground Floor, 1 St Ann Street, Manchester, M2 7LG
1 St Ann Street, Manchester, M2 7LG
4 St Anns House, St Ann's Place, Manchester, M2 7LP
3 St Anns House, St Ann's Place, Manchester, M2 7LP
Unit 2, St Anns House, St Ann's Place, Manchester, M2 7LP
Third Floor, 1 St Ann Street, Manchester, M2 7LG
Second Floor, 1 St Ann Street, Manchester, M2 7LG
79 - 81 Deansgate, Manchester, M3 2BW
7 Police Street, Manchester, M2 7LQ
5 Police Street, Manchester, M2 7LQ
18 St Ann Street, Manchester, M2 7LP

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
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - St Anns Square Conservation Area 1970

Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL