

Planning

Growth & Development

Delegated officer report for planning application

Application no.	140375/AO/2024	
Date registered valid:	3 July 2024	
Proposal:	Installation of 1no. high level illuminated letters signage and 2 no. illuminated projecting sign.	
Address:	Staycity, 3 Dickinson Street, Manchester, M1 4LF	
Ward(s):	Deansgate	Ward
Applicant:	Staycity Group	
Agent (if any):	Oliver Forrester Astley	
Case officer:	Max Tel: 0161 219 Email: maximillian.gibson@manchester.gov.uk	Gibson 6359
Recommendation:	Approve	
Date of recommendation:	12/08/2024	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 12 August 2024

Standard consultations:

Printed: 18 July 2024 Expired: 8 August 2024

Neighbour notifications

Printed: 18 July 2024 Expired: 8 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 the 20-storey building on the former Peterloo House site which houses the Wilde aparthotel and MotelOne hotel. The building lies just off St Peter's Square and comprises 328 hotel bedrooms and 262 apart hotel rooms with ancillary reception area, food and drink uses and staff facilities on floors nine to 20. The elevations comprise a mixture of light beige/grey cladding panels and large glazed panels. There are a number of internally illuminated signs, at both fascia and high-level, advertising the two resident businesses. The site lies within the George Street Conservation Area.

Listed building: Not applicable

Conservation area: George Street Conservation Area 1985

Tree Preservation Order: Not applicable

Description of area

The area relates to the surroundings of St Peter's Square, a landmark of Manchester's city centre. The area character of the area comprises many uses, including residential, hotel, retail, office, drinking, dining, municipal and cultural. There are many listed buildings nearby, including the Grade I-listed Manchester Gallery, Grade II*-listed Central Library, Town Hall Extension and Midland Hotel and the Grade II-listed 32 Dickinson Street.

Description of development

The development relates to the installation of various signage to all four elevations of the building. The signage would reflect Wilde's new branding and a number of existing signs are to be replaced. On the George Street and Princess Street elevations, the high-level signage would be replaced with new lettering. On the corner of George Street and Dickinson Street, a new

fascia-level sign is proposed to replace the existing signage above the entrance. Two new projecting signs would be installed near the entrance on George Street and Dickinson Street.

Consultations & Notification Responses

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

MCC Highways Services - no objections, projecting over licence required for projecting signs.

Environmental Health - no objections, illuminance levels of all illuminated signage should be controlled to 300cd/m².

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 sign (Item 6) above the main entrance is supported. It is accepted that fascia level signage is necessary to both advertise the business and aid wayfinding. The fascia sign would replace an existing sign to the Dickinson Street elevation. It is considered that the new sign would represent an improvement on the existing as it would simplify the design from the existing three separate elements of script in different sizes and typography to a singular word in a more restrained typeface. This would afford the elevation a cleaner, less busy appearance.

The two projecting signs (Items 4 and 5) are accepted by virtue of their design and siting. The design is slimline and simple, comprising a black square with white script. The depth of the signs is 30mm, the maximum accepted in the City Centre. They would replace existing projecting signs in place on the elevations on Dickinson and George Street, reutilising existing fixing points. Whilst only one sign would normally be accepted per unit, by virtue of the corner location of the main entrance, together with the lack of signage to aid wayfinding on Dickinson Street and Back George Street when approaching from St Peter's Square, in this instance the inclusion of two signs is accepted.

The high-level signs on the Princess Street and Dickinson Street elevation area accepted as they would replace existing high-level signs on these elevations. The new design is much more restrained, consisting of one word in a single type face, thereby reducing the impression of advertisement clutter that comes from the busy design of the old signage. The Princess Street sign would move upwards to the top of the vertically orientated strip of windows on this elevation. This would make the sign more visible in the surrounding area, as at present the signage on this elevation nestles awkwardly amongst the rooftops along Princess Street. The Dickinson Street sign is considered to be acceptable for aiding wayfinding along this road, where there is a Motel One sign lower down the elevation nearby to the Wilde entrance that would otherwise cause confusion for visitors.

Given the above, by virtue of the restrained and simple new design of the signage compared to the busy, multi-font and multi-line signage in situ and the quantum of signage remaining unchanged, the scheme is considered acceptable on visual amenity grounds.

Impact on designated heritage assets

As with the existing signage, there would be a low degree of less than substantial harm created by the development to the surrounding George Street Conservation Area would also be visible from within the Albert Square Conservation Area and Upper King Street Conservation Area, which both abut Moseley Street from which the Princess Street sign can be seen. This is owing to the clearly modern nature of the signage by virtue of the design and illuminance.

However, high level signage is not out of character for the City Centre and would not be unduly prominent in this context. The harm is somewhat mitigated by the installation on a modern building. Furthermore, it is considered that as the new signage would improve on the existing signage, which has a much busier and an unattractive form. Hence, there would be a minor visual uplift compared with the existing situation. On this basis, there are no heritage concerns that would warrant a refusal.

Public safety

It is considered that the proposed development is unlikely to be harmful to public safety. The signage complies with headroom and carriageway clearance requirements. No concerns were

raised in regard to public safety by Highways Services and Environmental Health when consulted.

Conclusion

As discussed above, the application proposal is considered acceptable on visual amenity and public safety grounds and 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) The development hereby approved shall be carried out in accordance with the following drawings and documents:

-Drawing - Existing & Proposed X16 MIXED DRAWINGS: ELEVATIONS AND LOGOS received by the City Council, as Local Planning Authority, on 03/07/2024

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) Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties and 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

2 St Peter's Square, Manchester, M2 3AA
FRISKA, 3 St Peter's Square, Manchester, M2 3AA
83 Mosley Street, Manchester, M2 3LQ
Motel One, 1 Dickinson Street, Manchester, M1 4LF
Manchester Advertising Promotions Ltd, St Peter's Square, Manchester, M2 3DF
Dickinson House, 20 Dickinson Street, Manchester, M1 4LF
63 George Street, Manchester, M1 4NS
Flat 8, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 36, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 5, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 2, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 24, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 19, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 39, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 28, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 4, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 47, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 29, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 45, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 37, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 7, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 23, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 9, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 33, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 30, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 38, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 35, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 31, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 34, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 27, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 32, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 26, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 25, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 21, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 22, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 14, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 42, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 11, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 43, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 18, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 6, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 41, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 46, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 3, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 44, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 16, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 13, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 10, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 15, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX

Flat 12, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 20, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 17, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 40, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 1, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX

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
Conservation Area - George Street Conservation Area 1985
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: CENTRAL