

Planning

Growth & Development

Delegated officer report for planning application

Application no. 140341/AO/2024

Date registered valid: 10 July 2024

Proposal: Installation of non-illuminated individual letter external building signage.

Address: 33 George Street, Manchester, M1 4HQ

Ward(s): Deansgate Ward

Applicant: Peachside Limited

Agent (if any): Mrs Emily Davies, Avison Young

Case officer: Jack Naven
Tel: 0161 219 2095
Email: jack.naven@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 16 August 2024

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 24 July 2024

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/Area

Listed building: Not applicable

Conservation area: George Street Conservation Area 1985

Tree Preservation Order: Not applicable

The site is 33 George Street, which is located on the corner of George Street and Nicholas Street, within the Chinatown area of Manchester City Centre. The entrance is currently boarded on one side by a Betfred Unit and on the other side by a G Casino.

The building itself has a white render façade at ground level, with the upper floors of the building being primarily constructed out of red brick.

Previously, there was signage installed around this entrance for 'Pearl City', a Chinese restaurant that occupied the first floor.

The site is located within George Street Conservation Area.

There is a high concentration of listed buildings in the surrounding area, including the Grade II listed 35a - 39a George Street, 39 - 41 George Street, 16 Nicholas Street, and the Grade II* listed The Athenaeum 81 Princess Street, as well as numerous other Grade II listed buildings that are within a nearby vicinity but are not situated quite a close to 33 George Street as the buildings listed above.

Description of Development

The proposal seeks advertisement consent for the installation of non-illuminated individual letter external building signage.

The signage will be situated on the ground floor external facade of the building, right next to the main entrance to the building. The signage will be situated so the centre of the signage will be located 1950mm above pavement level, it will take up a total space of 590mm by 1050mm, and will be 70mm in depth

The individual letters read '33 George Street' in a 'Vogue' font, made out of metal fret cut, and powder coated in RAL 9004 Signal Black. The signage will consist of flat cut laser metal installed on M5 rods.

Consultations & Notification Responses

Highway Services - Are satisfied that the signage does not need a projecting over license and that there are no headroom clearance concerns.

Environmental Health - Have no comment to make.

Publicity - Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received because of this publicity.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

(1) A 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 Adopted Core Strategy for the City of Manchester

Adopted on 11th July 2012 and the Key Development Plan Document in the Local Development Framework. It states that all new developments should follow the 'Development Principles' and accord with the design guidance set out in the Supplementary Planning Documents.

DM1 (Development Management) states that new development should have regard to more specific issues for which more detailed guidance may be given within supplementary planning documents. Issues include: the appropriate siting and appearance of development, the impact upon the surrounding area, the effects on amenity, accessibility, community safety and crime prevention, health, the adequacy of internal accommodation and amenity space and refuse storage/collection.

SP1 (Spatial Principle) refers to the key spatial principles which will guide the strategic development of Manchester together with core development principles. It is stated that developments in all parts of the city should create well designed places which enhance or create character, make a positive contribution to the health, safety, and well-being of residents, consider the needs of all members of the community, and protect and enhance the built environment. Further, development should seek to minimise emissions, ensure the efficient use of natural resources, reuse previously developed land wherever possible, improve access to jobs, services and open space and provide good access to sustainable transport provision.

CC9 (Design and Heritage) advises that design of new buildings will need to be of the highest standard in terms of appearance and function. The standards and guidance explained in other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character.

Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

The Council will support high density and mixed-use development in the City Centre, but developers must recognise the specific design challenges that must be overcome to ensure complementarity of function and form. New development must support the range of uses the Council expects in the City Centre and contribute to a coherent and integrated physical environment.

EN1 (Design Principles and Strategic Character Areas) advises that developers will be expected to consider the City's heritage, including its listed buildings, conservation areas, archaeological remains and historic street pattern.

EN3 (Heritage) advises that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.

Paragraph 8.53 of the supporting text states that the City Centre has 14 Conservation Areas and numerous Listed Buildings. These are essential ingredients to the City's sense of place, providing aesthetic quality and strong references to the City's past, which will always be a central part of Manchester's character. Development which fails to respond to the opportunities that this context affords should not be supported.

The Unitary Development Plan (UDP) for the City of Manchester

DC14.1 (Shops and Related Signs) states that in determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and

adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

DC14.5 (Shops and Related Signs) states that the Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies. The policies relevant to this application are:

- a) signs should not normally be positioned other than at fascia level.
- b) signs should respect the architectural form of buildings and shop frontages.
- c) where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows.
- d) projecting box signs, or any other type of sign which projects significantly beyond the shopfront, should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted.
- e) The Council will normally permit only one projecting box sign for each shop unit. On listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs.
- f) fixed canopies mounted above fascia level or which obscure the fascia or shopfront will not normally be permitted, unless within a structural opening;
- g) long canopies which ignore the architectural form of frontages will not normally be permitted.

DC18.1 (Conservation Areas) states that the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including the effect of signs and advertisements.

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.

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.

National Planning Policy Framework (NPPF) (2023)

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development".

Section 12 (Achieving Well Designed Places) advises that the government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

Paragraph 141 of section 12 states:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Section 16 (Conserving and Enhancing the Historic Environment) addresses how proposals that affect heritage assets should be considered.

Paragraph 200 advises that Local Planning Authorities (LPAs) should require an applicant to describe the significance of any heritage assets affected. The level of detail should be sufficient to understand the potential impact of the proposal on their significance.

Paragraph 201 advises that Local Planning Authorities (LPAs) should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.

Paragraph 202 advises that in determining applications, local planning authorities should take account of: a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation; b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and c) the desirability of new development making a positive contribution to local character and distinctiveness.

Other Legislation

Sections 16, 66, and 74 of the **Listed Buildings and Conservation Areas Act 1990** require that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas.

Issues

The main issues for consideration relate to the principle of the proposal, as well as, in accordance with the advertisement regulations, the acceptability of the proposal in terms of its impact upon visual amenity and upon public safety.

In judging this, the provisions of the development plan and any other relevant factors, so far as they are material, must be considered.

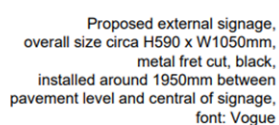
Principle of the Proposal

The principle of the proposal is considered to be acceptable in this case. It is commonplace on many buildings in the surrounding area and in the wider City Centre region to have external signage for the building in place.

Visual Amenity

In considering the impact of the signage on visual amenity, the Local Planning Authority (LPA) must consider the impact on both the host building itself as well as the impact on the visual amenity of the wider street scene and the surrounding conservation area.

It is not considered to be too large and overbearing, nor to be too bulky in design, but instead to be modern, slick, slender signage that makes a positive contribution to the host building.

**Proposed Elevation**

Taking all these aspect into consideration, it is considered that the proposed signage would make a positive contribution to the visual amenity of the host building, as well as the surrounding street scene and conservation area, and is therefore considered to be acceptable on visual amenity grounds.

Public Safety

There is no proposed luminance to the proposed signage.

All signage complies with headroom and carriageway clearance requirements.

Overall, there are no public safety concerns with the proposed signage.

Conclusion

Given the above, the proposal is considered to be consistent with the Core Strategy for the City of Manchester, in particular DM1(Development Management) and SP1 (Spatial Principles), the saved policies contained within the Unitary Development Plan for Manchester, in particular DC14.1 and DC14.5 (Shop fronts and Related Signs), and the National Planning Policy Framework, in particular Section 12 (Achieving Well Designed Places) and Section 16 (Conserving and Enhancing the Historic Environment).

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, received by the City Council as Local Planning Authority on 21 June 2024:

- Location Plan
- Proposed External Elevational Sign 211

Received by the City Council as Local Planning Authority on 10 July 2024:

- Proposed External Plan and Section Sign 212

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Part First Floor Right Hand Side, 16 Nicholas Street, Manchester, M1 4EJ
Ground Floor, 16 Nicholas Street, Manchester, M1 4EJ
Second Floor Right Hand Side, 16 Nicholas Street, Manchester, M1 4EJ
48A Faulkner Street, Manchester, M1 4FH
52 - 54 Faulkner Street, Manchester, M1 4FH
50 Faulkner Street, Manchester, M1 4FH
35A - 39A George Street, Manchester, M1 4HQ
XiongQi Hot Pot, 56B Faulkner Street, Manchester, M1 4FH
Fifth Floor, 16 Nicholas Street, Manchester, M1 4EJ
Fourth Floor, 16 Nicholas Street, Manchester, M1 4EJ
Flat 8, 58 - 60 George Street, Manchester, M1 4HF
Flat 7, 58 - 60 George Street, Manchester, M1 4HF
Flat 6, 58 - 60 George Street, Manchester, M1 4HF
Flat 5, 58 - 60 George Street, Manchester, M1 4HF
48 Faulkner Street, Manchester, M1 4FH
Flat 4, 58 - 60 George Street, Manchester, M1 4HF
Ground Floor, 50 Faulkner Street, Manchester, M1 4FH
Flat 3, 58 - 60 George Street, Manchester, M1 4HF
Flat 2, 58 - 60 George Street, Manchester, M1 4HF
Flat 1, 58 - 60 George Street, Manchester, M1 4HF
First Floor And Second Floor, 58 - 60 George Street, Manchester, M1 4HF
Third Floor, 16 Nicholas Street, Manchester, M1 4EJ
Manchester Art Gallery, Mosley Street, Manchester, M2 3JL
Basement, Connaught Buildings, 58 - 60 George Street, Manchester, M1 4HF
Second Floor Left Hand Side, 16 Nicholas Street, Manchester, M1 4EJ
Third Floor Left, 16 Nicholas Street, Manchester, M1 4EJ
First Floor Front Left, 16 Nicholas Street, Manchester, M1 4EJ
Basement, 16 Nicholas Street, Manchester, M1 4EJ
Part First Floor, 16 Nicholas Street, Manchester, M1 4EJ
First Floor, 50 Faulkner Street, Manchester, M1 4FH
Second Floor, 48 Faulkner Street, Manchester, M1 4FH
First Floor, 48 Faulkner Street, Manchester, M1 4FH
Ground Floor, 48 Faulkner Street, Manchester, M1 4FH
Connaught Buildings, 58 - 60 George Street, Manchester, M1 4HF
16 Nicholas Street, Manchester, M1 4EJ
First Floor Rear Left, 16 Nicholas Street, Manchester, M1 4EJ
Basement, 50 Faulkner Street, Manchester, M1 4FH
Betfred, 14 Nicholas Street, Manchester, M1 4EJ
Ground Floor, Connaught Buildings, 58 - 60 George Street, Manchester, M1 4HF
Basement Floor Office, 48A Faulkner Street, Manchester, M1 4FH
Spice City, 56 Faulkner Street, Manchester, M1 4FH
52A Faulkner Street, Manchester, M1 4HF
China City, 56A Faulkner Street, Manchester, M1 4FH

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

Area Team Boundary - Name: CENTRAL