

Planning

Growth & Development

Delegated officer report for planning application

Application no. 131741/AO/2021

Date registered valid: 18 October 2021

Proposal: Partially retrospective application for internal curved fascia sign with halo illuminated 3D lettering over main entrance and proposed secondary internal fascia sign to Barton Street elevation.

Address: Unit 2 Acresfield, 8 Exchange Street, Manchester, M2 7HA

Ward(s): Deansgate Ward

Applicant: Mr Rob Gough Bremont Watch Company The Wing, Reading Road, Henley-on-Thames, RG9 4GE

Agent (if any): Mr Rick Leslie RML Architecture Ltd Freedom Works, Unit 7 Hove Business Centre, Fonthill Road, Hove, BN3 6HA

Case officer: Gerry Reilly
Tel: 0161 234 4163
Email: gerry.reilly@manchester.gov.uk

Recommendation:

Date of recommendation: 5 August 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 4 January 2022

Standard consultations:

Printed: 15 December 2021 Expired: 5 January 2022

Neighbour notifications

Printed: 15 December 2021 Expired: 5 January 2022

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:

The application property is a retail unit on the corner of Exchange Street and Barton Street,

The applicants are applying for advertisement consent for "Internal curved fascia sign with halo illuminated 3D lettering over main entrance and secondary internal fascia sign to Barton Street elevation.".

The work has already been carried out.

The internal curved fascia sign has already been installed.

Description of area

Description of development

Consultations & Notification Responses

A site notice was displayed and the occupiers of nearby properties have been notified.

No representations have been received as a result of this publicity

Highways - The proposed static signs are not located on the adopted highway network, do not extend over the adopted highway and comply with headroom and carriageway clearance requirements.

The proposed luminance of both static signs is 150cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is therefore acceptable to Highways. Highways have no objections to the signs.

Environmental Health - have requested a condition requiring that lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties and designed not to exceed 300cd/m² during the hours of darkness.

Issues

The main issues for consideration relate to the acceptability of the proposed advertisements in terms of:

- O the impact on visual amenity;
- O the impact on nearby listed buildings in particular the Grade II listed Royal Exchange Buildings and Grade II STAR Barton Arcade Chambers, 51 - 63 Deansgate;
- O the impact on the St Ann's Square Conservation Area

The main policies that relate to the proposal are UPD DC14.5 (Shop Fronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) and Policy CC 9 (Design and Heritage) of the Core Strategy

Highway Safety - The proposed static signs are not located on the adopted highway network, do not extend over the adopted highway and comply with headroom and carriageway clearance requirements.

The proposed luminance of both static signs is 150cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is therefore acceptable to Highways. Highways have no objections to the signs.

Amenity - Environmental Health have requested a condition requiring that lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties and designed not to exceed 300cd/m² during the hours of darkness.

Visual amenity - The existing curved fascia sign with halo illuminated 3D lettering is located behind the glass facade and it is proposed that the secondary fascia sign to Barton Street elevation will also be positioned behind the glass. Although the property is located within the St Ann's Square Conservation Area and the Grade II STAR Barton Arcade Chambers, 51 - 63 Deansgate and Grade II listed Royal Exchange Buildings can be viewed in the context of the application site, it is not considered that the proposals are unacceptable as the signs will be placed inside the shop and, therefore, their impact will be reduced.

There are some black vinyls that have been placed on the exterior of the southern elevation of the shop. These will become worn and their appearance will deteriorate over time and the applicant has been informed that it is unlikely that they will obtain advertisement consent. Therefore,, in order to make the vinyls more acceptable, it will be necessary to remove the branding and place them behind the glass. A condition stating that the consent relates solely to the Internal curved fascia sign over main entrance and secondary internal fascia sign to Barton Street elevation and the consent hereby granted does not grant or imply grant of consent or permission for the existing vinyls will be attached to this permission.

Public Safety
No issues

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:

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:

Drawings

PROPOSED SIGN DETAILS 8021-P-06 REVISION -
PROPOSED SHOPFRONT 8021-P-04 REVISION A
SITE LOCATION PLAN 8021-P-01 REVISION - received by the City Council as local planning authority on 24th September 2021.

Documents

RMLA 8021 - Bremont Acresfield Planning Statement, 18th October 2021 received by the City Council as local planning authority on 18th October 2021

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 consent hereby granted is for the installation of 1 Internal curved fascia sign with halo illuminated 3D lettering over main entrance and 1 secondary internal fascia sign to the Barton Street elevation only and for no other adverts. The consent hereby granted does not grant or imply grant of consent or permission for any other adverts including the existing vinyls on the southern elevation facing Barton Street.

Reason - Pursuant to policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy for the City of Manchester.

4) Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties and designed not to exceed 300cd/m² during the hours of darkness.

Reason - To safeguard the amenities of the occupiers of nearby properties pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester.

Informatives

1) The applicant is advised that any requirements for licensing, hoarding /scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email - highwaylicenses@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Acresfield, Exchange Street, Manchester, M2 7HA
First Floor, 8 - 10 Exchange Street, Manchester, M2 7HA
Third Floor, Acresfield, 10 Exchange Street, Manchester, M2 7HA
First Floor, Acresfield, 8 Exchange Street, Manchester, M2 7HA
Part Sixth Floor FRT, Acresfield, 10 Exchange Street, Manchester, M2 7HA
Unit 5, Acresfield, 8 Exchange Street, Manchester, M2 7HA
Units 2 And 3, Acresfield, 8 Exchange Street, Manchester, M2 7HA
Unit 1, Acresfield, 8 Exchange Street, Manchester, M2 7HA
STARBUCKS COFFEE, Unit 4 At, 8 - 10 Exchange Street, Manchester, M2 7HA
Acresfield, 10 Exchange Street, Manchester, M2 7HA
Ground Floor, Acresfield, 8 Exchange Street, Manchester, M2 7HA
Fourth Floor And Fifth Floor, Acresfield, 10 Exchange Street, Manchester, M2 7HA
Second Floor, Acresfield, 8 Exchange Street, Manchester, M2 7HA
Sixth Floor, Acresfield, 8 Exchange Street, Manchester, M2 7HA
Unit 4, Acresfield, 8 Exchange Street, Manchester, M2 7HA
HSBC, 2 - 4 St Ann's Square, Manchester, M2 7HD

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
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
Area Team Boundary - Name: CENTRL