

Planning

Growth & Development

Delegated officer report for planning application

Application no. 138825/AO/2023
Date registered valid: 14 December 2023
Proposal: Installation of 1no non-illuminated projecting sign.
Address: GREGGS, 7 - 9 Piccadilly, Manchester, M1 1LZ
Ward(s): Piccadilly Ward

Applicant: Mr Rob Lake Zambrero
Agent (if any): Mr Joshua Phillips Ampersand Associates Ltd.
Case officer: Max Gibson
Tel: 0161 219 6359
Email: maximillian.gibson@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 30 January 2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 20 December 2023

Expired: 13 January 2024

Neighbour notifications

Printed: 20 December 2023

Expired: 13 January 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 a ground floor commercial unit in the building at 7-9 Piccadilly. The building comprises commercial units on the ground floor, currently the applicant's business Zambrero and a Superdrug store, with storage areas to the upper floors. The building is characterised large areas of fenestration, with slimline frames and large glazed panels, set into light coloured stone cladding panels. This results in clean, rectilinear shapes and a restrained colour palette and materiality creating an impression of visual simplicity.

Listed building: Not applicable

Conservation area: Smithfield Conservation Area 1987

Tree Preservation Order:

Description of area

The area relates to Piccadilly Gardens, one of Manchester's central and most well known areas of public realm. The character of the area comprises several different uses, including dining, drinking, retail, hotel and office.

Description of development

The application relates to the installation of 1no. non-illuminated projecting blade sign.

Consultations & Notification Responses

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

Environmental Health - as non-illuminated, no comments or conditions to request
MCC Highways - no objections, projecting over licence required. Informative attached to this approval re: projecting over licence, works near Metrolink and scaffolding licence.

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 policies that relate to this application are DM1 (Development Management), SP1 (Spatial Principles) CC9 (Design and Heritage) and EN3 (Heritage) of the Manchester Core Strategy (2012), saved policies DC14 (Shopfronts and Related Signs), DC15 (Advertisements, Hoardings and Posters) and DC18 (Conservation Areas) of the Unitary Development Plan for Manchester (1995) and Section 12 (Achieving well-designed places) and Section 16 (Conserving and enhancing the historic environment) of the National Planning Policy Framework.

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 proposed sign, by virtue of its scale, massing and non-illumination is supported by the City Council. The sign would replace a bulky and poor quality externally illuminated sign that was installed without consent. The proposed signage would represent a significant improvement on the existing signage.

The overall shape and scale of the sign is similar to that approved under for previous occupier Greggs. The simple, square shape echoes the rectilinear forms of the building. The blade would be 30mm thick, in line with what is normally supported in the City Centre. The lack of illumination would ensure the sign is not overly obtrusive. On balance, it is considered that there are no concerns regarding visual amenity that would warrant a refusal.

Public safety

The proposed signage complies with headroom requirements. The lack of illumination means it should not pose a risk of distraction to drivers. There are no public safety concerns that would warrant a refusal.

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

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:

-Drawing - Existing & Proposed 8588 12 REVA FRONT ELEVATIONS & SIGNAGE received by the City Council, as Local Planning Authority, on 01/02/2024

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN1, EN3, CC9, SP1 and DM1 of the Core Strategy.

Informatives

1) The applicant should be 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 - highwaylicences@manchester.gov.uk/ highwaynetworkmanagement@manchester.gov.uk

2) The proposed sign extends for a maximum of 0.6m over the adopted highway. As such, a projection over license will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense.

3) The applicant is to be advised of the details of working safely near Metrolink which can be found on the Metrolink Website at; <https://www.tfgm.com/public-transport/tram/workingsafely>. This document provides contact details for the Metrolink Operator in order that the proposed method of erection can be discussed and relevant permits obtained.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Unit 3, 11 - 13 Piccadilly, Manchester, M1 1LY
Royal Buildings, Mosley Street, Manchester, M2 3AB
122A Market Street, Manchester, M1 1WA
130 - 132 Market Street, Manchester, M60 1AY
Superdrug, 7 Piccadilly, Manchester, M1 1LZ
11 - 13 Piccadilly, Manchester, M1 1LY
Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
Unit 1, 11 - 13 Piccadilly, Manchester, M1 1LY
Ground Floor And First Floor, 8A Tib Street, Manchester, M4 1PQ
First Floor Suite 3, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
124 - 126 Market Street, Manchester, M1 1WA
First Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AB
Debenhams, 109 - 127 Market Street, Manchester, M60 1TA
11 Piccadilly, Manchester, M1 2HY
8A Tib Street, Manchester, M4 1PQ
Unit 2, 11 - 13 Piccadilly, Manchester, M1 1LY
Second Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
Third Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
128 Market Street, Manchester, M1 1WA
1 - 3 Piccadilly, Manchester, M1 1LZ
Fourth Floor, Royal Buildings, 2 Mosley Street, Manchester, M2 3AN
Halifax, 5 Piccadilly, Manchester, M1 1LZ
First Floor Commissionaires Room, Royal Buildings, Mosley Street, Manchester, M2 3AB
Mezzanine Floor, 11 Piccadilly, Manchester, M1 2HY

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 - Smithfield Conservation Area 1987
Area Team Boundary - Name: CENTRAL