MANCHESTER CITY COUNCIL

Important – Planning permission & notices of consent

Compliance with conditions

- Your planning approval or consent is attached. It will contain conditions that you must comply with.
- Please read the conditions and understand their requirements and restrictions, for example submission and approval of details or measures to protect trees.
- Some conditions will require action before you start development and it is imperative that you seek to have these discharged before any work commences.
- Whilst every effort has been made to group conditions logically, it is your responsibility to ensure that you are aware of the requirements and/or restrictions of all conditions.
- If you fail to comply with the conditions this may result in a breach of planning control and this may lead to enforcement action.
- Failure to comply with conditions may also result in the development not being lawful.
- It is in your interests to demonstrate that conditions have been complied with. Failure to do so may cause difficulties if the property is sold or transferred.
- For advice on any of these matters, please contact Planning, Manchester City Council, PO Box 532, Town Hall, Manchester M60 2LA or email planning@manchester.gov.uk

MANCHESTER CITY COUNCIL

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Advertisement Consent

Applicant

Staycity Group Mission Hall
11 Mill Street
Dublin 8
D08 E30R
Ireland

Agent (if used)

Anthony Gray
Astley Signs
Redforrest House
Queens Court North
Earlsway Team Valley
Gateshead
NE11 0BP

Part 1 – Particulars of the application/development

Proposal: Installation of high level and low level internally illuminated individual letter signs mounted to wall, of 1 no. illuminated projecting sign, 1no. wall mounted aluminium panel and 1 no. illuminated menu unit.

Location: Staycity, 3 Dickinson Street, Manchester, M1 4LF

Date of application: 13 November 2023

Application number: 138407/AO/2023

Part 2 – Particulars of decision (a)

Manchester City Council gives notice that the **following element(s)** of the development referred to in Part 1:

Approve the installation of the following:
-Item 1
-Item 6

Has/have been **granted** in accordance with the application and plans submitted subject to the condition(s) listed below (if any).

Condition(s) attached to this decision

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 - Proposed G_85291 REV D PLANS AND ELEVATIONS received by the City Council, as Local Planning Authority, on 18/12/2023.

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.

Part 2 – Particulars of decision (b)

Manchester City Council gives notice that the **following element(s)** of the development referred to in Part 1:

Refuse the installation of the following:
-Item 2
-Item 3
-Item 4
-Item 5
-Item 7
-Item 8

Has/have been **refused** in accordance with the application and plans submitted for the reason(s).

Reason(s) for decision

1) The proposed internally illuminated high level signage (items 2 & 3) by virtue of their design, siting and size, do not respond positively to the architecture of the building. They would create a trio of obtrusive, horizontal elements which would undermine the architectural character of the building, whilst appearing incongruous when viewed in the same context as nearby listed buildings and the wider conservation area. This would be to the detriment of local visual amenity which is contrary to the Town and Country

Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1 and DM1 of the Manchester Core Strategy (2012), saved policy DC14 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework and National Planning Practice Guidance.

2) The proposed internally illuminated projecting signs (items 4 & 5) by virtue of their design, appearance and number do not respond positively to the architecture of the building. The advertisements overly thick width reinforces their inappropriateness, rendering them awkward additions within the street scene, thus being harmful to local visual amenity which is contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1 and DM1 of the Manchester Core Strategy (2012), saved policy DC14 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework and National Planning Practice Guidance.

3) The proposed signage (items 2, 3, 4, 5, 7 & 8), by virtue of its siting and number, would amount to advertisement clutter. It would create a cluster of signage at both the entrance and top of the building, which would be detrimental to the appearance of both the building and wider street scene, thus being harmful to local visual amenity which is contrary to the Town and Country Planning (Control of Advertisements) Regulations 2007, policies SP1, EN1 and DM1 of the Manchester Core Strategy (2012), saved policy DC15 of the Unitary Development Plan for the City of Manchester (1995), the National Planning Policy Framework and National Planning Practice Guidance.

Informatives

There are no informative attached to this decision.

Date: 8 January 2024

Signed: 

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This consent refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 does not include any consent or approval under any other enactment, byelaw, order or regulation.

2. If the applicant is aggrieved by the decision of the local planning authority to refuse consent or approval for the proposed development, or to grant consent or approval subject to conditions, he may appeal to the First Secretary of State in accordance with section 78 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet. Alternatively If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.