

Planning

Growth & Development

Delegated officer report for planning application

Application no. 139006/AO/2024
Date registered valid: 22 January 2024
Proposal: Installation of 2no. internally illuminated signs.
Address: Q Park Entrance, 3 Piccadilly Place , Manchester, M1 3BN
Ward(s): Piccadilly Ward

Applicant: Mr Stewart Smith 3 Piccadilly Place SARL
Agent (if any): Mr Craig Foster Craig Foster Architects
Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 13/03/2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 2 February 2024 Expired: 23 February 2024

Neighbour notifications

Printed: 2 February 2024 Expired: 23 February 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 application relates to the two storey flat roof extension to 3 Piccadilly Place. The extension serves as an access point to the Q-Park car park site situated within 3 Piccadilly Place. The extension is then completed in metal cladding coloured white, red and turquoise and features ventilation louvres, an access door and an open access point. 2no unauthorised fascia signs are present on the property and the site is subject to a live planning permission that permits the erection of a green wall (Approved under application 138777/FO/2023).

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application site lies within the Piccadilly Plaza complex. Neighbouring development consists of high rise office and commercial properties that date from the early 2000s. The site neighbours the Piccadilly tram line which separates Piccadilly Plaza from One Piccadilly to the north. The courtyard that the application site fronts onto features decorative lamps and landscaping measures in the form of planting beds.

Description of development

The application seeks advertisement consent for the installation of 1no internally illuminated fascia sign and 1no internally illuminated plaque sign.

The proposed fascia sign would be located above the extension's open access point on its western facing side elevation. The sign would be comprised of acrylic letters coloured white mounted on railings. The sign would have a width of 3970mm, a height of 1350mm and a depth of 150mm.

The proposed plaque sign would then be displayed on the host fronting onto the extension's open access. The sign would be acrylic coloured blue and have a depth of 50mm, and a height and width of 600.

Both signs would have luminance levels of 210cd/m².

The existing unauthorised fascia signs would be removed as part of the proposed works.

Planning History

A high number of applications are on record for the application site, the most relevant of which are shown below:

138777/FO/2023 - Erection of green wall to car park extension entrance – Approved March 2023.

076920/MO/2005/C3 - RESERVED MATTERS APPLICATION relating to approval of external courtyard landscaping (Phase 2.1) of outline permission 067273/OO/CITY3/03 – Approved December 2005.

Consultations & Notification Responses

Environmental Health – No objection.

Highways – No objection.

Transport for Greater Manchester – No objection.

Publicity – None received.

Policy

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 Manchester Core Strategy – Development Plan Document 2012 – 2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC14 – Shop Fronts and Related Signs

Other Legislative Requirements

National Planning Policy Framework (NPPF)

- Chapter 12 – Achieving well-designed places

National Planning Practice Guidance (NPPG)

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. Once the Places for Everyone Plan is adopted it will form part of Manchester’s development plan.

To date, five consultations have taken place in relation on the Plan. The Examination of Plan, following its submission in February 2022, began in November 2022. Following the completion of the Examination of the Plan, main modifications have now been proposed which will now become the subject of further public consultation.

The City Council’s Executive agreed the Main Modification on 4 October 2023 and endorsed an 8 week period of public consultation on the Main Modifications commencing no earlier than 9 October 2023.

The Inspectors’ Report on the examination of the Places for Everyone plan was published on 15 February 2024. The Inspectors’ Report sets out and justifies their recommendations in relation to the plan, and they have concluded that all legal requirements have been met and that with the recommended main modifications set out in the appendix to their report, the Places for Everyone plan is ‘sound’.

You can view the Inspectors’ Report on the GMCA’s website at Places For Everyone – Greater Manchester Combined Authority (greatermanchester-ca.gov.uk). In addition, a hard copy is available in Manchester Central Library, St Peters Square, Manchester M2 5PD between 9am - 8pm Monday to Thursday and 9am - 5pm Friday and Saturday.

The nine constituent local authorities will now consider the Inspectors' Report and the adoption of Places for Everyone, with the plan going to the Full Council meeting in Manchester on 20 March 2024. The first Council meetings to approve the plan will be Salford and Wigan (28 February).

There will be a period of six-week post adoption (i.e. from 21 March) when a judicial review challenge may be made. This will trigger a process of consideration by the Courts as to whether a JR is sufficient grounds to be heard (there is a one-step oral hearing appeal process if a Judge decides to reject the ground for a JR from the outset).

Given the stage the Plan has reached, the Plan and its policies is now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given significant weight in the planning balance.

Issues

Visual Amenity

The application site is an extension to a contemporary mixed use office and commercial retail building. The existing fascia signs on site are visually poor, with them being solid and being displayed at a high level. The location for the proposed signs is considered to be more sensitive with them being located on the same elevation as the property's entrance, as well as being displayed at a lower level. The location of the signs would be situated so that they would not obscure features of architectural merit, and by virtue of how the fascia sign consists of individual letters, the signage would not be bulky or incongruous in appearance, with it having some degree of permeability. It is also considered the modest size of the proposed signs, in particular that of the proposed plaque sign, would lead them to not look incongruous or alien within the street scene.

Internal illumination within this location is considered to be acceptable, with signs of a similar design being present on the host property. Environmental Health do not object to the proposed illumination, subject to the illumination being no brighter than 210cd/m². Subject to a condition that would limit the luminosity of the signs to this level, the development is acceptable in this regard and therefore accords with Core Strategy Policies SP1, EN1 and DM1, Saved Unitary Development Plan Policy DC14, and the National Planning Policy Framework.

Highway Safety

The proposed advertisements would front out onto a pedestrianised square. Highways do not object to the proposal. On this basis, the proposal is acceptable from a highway safety perspective and is therefore in accordance with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

In light of the above, the proposal is considered to be acceptable in respect of both design and highway safety and is thus in accordance with Manchester Core Strategy Policies SP1, EN1, and DM1, Unitary Development Plan Policy DC14, The Places for Everyone Plan, the National Planning Policy Framework and National Planning Practice Guidance. The application 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 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:

- o 23146-1-001-PA: Location Plan (Received 15/01/2024)
- o 23146-5-003 Rev PF: Existing Signage & Proposed Signage (Received 13/03/2024)

Reason - To ensure that the appearance of the development is acceptable to the City Council as local planning authority in the interests of the visual amenity of the area within which the site is located, as specified in policies SP1 and DM1 of the Core Strategy.

3) The luminance level of the advertisements hereby approved shall not exceed 210cd/m² at any time for the lifetime of the development.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC14.1, and E3.3 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester

Eighth Floor, 3 Piccadilly Place, Manchester, M1 3BN
Sixth Floor, 3 Piccadilly Place, Manchester, M1 3BN
Fifth Floor, 3 Piccadilly Place, Manchester, M1 3BN
Fourth Floor, 3 Piccadilly Place, Manchester, M1 3BN
Third Floor, 3 Piccadilly Place, Manchester, M1 3BN
Second Floor, 3 Piccadilly Place, Manchester, M1 3BN
First Floor, 3 Piccadilly Place, Manchester, M1 3BN
STARBUCKS COFFEE, 3B Piccadilly Place, Manchester, M1 3BN
First Floor, 4 Piccadilly Place, Manchester, M1 3BN
Third To Seventh Floors, 4 Piccadilly Place, Manchester, M1 3BN
4 Piccadilly Place, Manchester, M1 3BN
3 Piccadilly Place, Manchester, M1 3BN
4C Piccadilly Place, Manchester, M1 3BN
Simply Fresh, 4D Piccadilly Place, Manchester, M1 3BN
Starbucks, 3D Piccadilly Place, Manchester, M1 2AB
4B Piccadilly Place, Manchester, M1 3BN
4A Piccadilly Place, Manchester, M1 3BN
Pita Pit, 3C Piccadilly Place, Manchester, M1 3BN
Second Floor, 4 Piccadilly Place, Manchester, M1 3BN

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
Area Team Boundary - Name: CENTRAL