

Planning

Growth & Development

Delegated officer report for planning application

Application no. 137599/AO/2023

Date registered valid: 18 July 2023

Proposal: Installation of 1 x lightbox canopy signage and illuminated individual letter wall signage.

Address: Arthur House, 13 - 15 Chorlton Street, Manchester, M1 3FH

Ward(s): Piccadilly Ward

Applicant: Custodian REIT Plc

Agent (if any): Mrs Emily Davies Avison Young

Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 30/01/2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 27 July 2023 Expired: 17 August 2023

Neighbour notifications

Printed: 27 July 2023 Expired: 17 August 2023

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 part seven part eight storey detached mid-century office building, Arthur House, at no13-15 Chorlton Street. The site is bound by Chorlton Street, Silver Street, Gold Street and Major Street. The building is completed in white render and features a prominent front black fascia. The property then features a flat roof and a ground floor undercroft parking area. Said parking area is separated from the property's entrance area by a free standing wall that is connected to the host property via an extension to its aforementioned fascia. The property features a single advertisement at ground floor in the form of a non-illuminated individual letter sign. The application site is in mixed use as office space and premises for the provision of education (Class E (g(i)) & Class F1(a)).

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The neighbouring area lies within the heart of the City Centre, with Chorlton Street residing in walking distance of Portland Street, an arterial A road that provides access to the City Centre, and Piccadilly Gardens, a major public open space. Neighbouring built development is comprised of properties in varying commercial uses, with the Grade II* listed Britannia Hotel lying to the north-west across Silver Street. Chorlton Street Bus Station then lies to the south-east, with other offices uses being situated to the north, east and south.

Description of development

The application seeks advertisement consent for the installation of 1no lightbox canopy sign and 1no halo illuminated individual letter wall sign.

The proposed lightbox sign would be located on the property's north-western facing side elevation and would be displayed 2750mm off the ground and would have a width of 7280mm, a height of 585mm and a projection of 1310mm. Notwithstanding this, the lightbox would then wrap round the property's south-western corner and run for a further length of 6470mm, with a height of 585mm and a depth of 100mm. The lightbox would be completed in white perspex and would be illuminated interlay with a luminance level of 300cd/m².

The proposed halo illuminated letter wall sign would replace the existing non-illuminated wall signage and would be utilised for the purpose of identifying the building. The sign would also be displayed on the property's north-western facing side elevation set below the proposed lightbox sign. The sign would be displayed 1800mm above the ground, have a height of 126mm, a width of 980mm and a depth of 20mm.

Planning History

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

137556/FO/2023 - External alterations associated with refurbishment of existing office space comprising the installation of new roof terrace with pergola; installation of solar panels; installation of new security fencing, creation of access lobby, refurbishment of entrance plaza, new planters, creation of gym with associated changing rooms and studio, cycle store – Application pending consideration.

136227/FO/2023 - External alterations associated with refurbishment of existing office space comprising the installation of new roof terrace with pergola; installation of new security fencing creation of access lobby, installation of solar panels, refurbishment of entrance plaza, new planters, creation of gym with associated changing rooms and studio, cycle store – Withdrawn June 2023.

Consultations & Notification Responses

Environmental Health – Luminance should be amended so it is within acceptable levels.

Highway Services – No objection. The luminance of the proposed signage should not exceed 600cd/m².

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 CC9 – Design and Heritage
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy EN3 – Heritage
- 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 DC15 – Advertisements, Hoardings and Posters
- Policy DC19 – Listed Buildings

Other Material Considerations

National Planning Policy Framework (NPPF)

- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and Enhancing the Historic Environment

Planning (Listed Buildings and Conservation Areas) Act 1990

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.

Any representations will be forwarded to the Examination team managing the Plan. The Inspectors will consider all representations on the proposed Modifications before finalising the examination report.

Given the stage the Plan has reached, and level of public consultation and scrutiny it has received, the Plan and its policies is now a material planning consideration in the determination of planning applications. Relevant policies from the plan are shown below:

- Policy JP-P2: Heritage

Issues

Visual Amenity

It is acknowledged that the proposed lightbox sign would significantly alter the entrance to the application site off of Chorlton Street and would be considered to be unacceptable in most instances and locations within the City Centre. Notwithstanding this however, it is acknowledged that the sign would front out onto Silver Street, a street largely back of house in character, which is populated by air conditioning units and extract equipment that serve the Grade II* listed Britannia Hotel Building opposite the site across said road. Similarly, the section of Chorlton Street the application site fronts out onto is considered to be of little visual merit, with 2no unnamed vehicular access that serve the Chorlton Street Bus Station and associated car park. It is noted the proposed lightbox would be confined to the property's existing black fascia and thus would not protrude across any features of architectural merit. Additionally, the projecting element of the lightbox would be confined to the property's side elevation and thus would not project out into the public highway on Chorlton Street. It is also noted that the proposed lightbox would connect to a free standing wall on site that separates the property's entrance area from it's under croft car park. Thus, the lightbox would not appear as a haphazard addition to the property, with it linking said wall to the host property and creating coherent appearance and sheltered entrance area of visual interest. As such, this element of the proposal is considered to be acceptable.

The proposed halo illuminated wall sign is considered to be an unobtrusive form of development that would perform the same function as a traditional plaque sign. Halo illumination is also considered to be a subtle way of highlighting the signage without it appearing awkward or overly prominent. Furthermore, it would replace a larger and arguably more intrusive plaque sign. On this basis this element of the development is considered to be acceptable.

Environmental Health requested that the proposed luminance levels be lowered. After negotiation the proposal was amended so that the signs would only have an luminosity of 300cd/m². Subject to a condition that would prevent the signage exceeding this level, the proposal is acceptable in this regard and therefore accords with Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC15 and DC19, National Planning Practice Guidance and the National Planning Policy Framework.

Highway Safety

The proposed advertisements would overhang private land and not the public highway. Highways do not object to the proposal subject to any advertisement not having a luminosity greater than 600cd/m². Subject to such a condition the proposal is acceptable in this regard and therefore accords 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, CC9, EN1, EN3 and DM1, Unitary Development Plan Policies DC15 and DC19, Places for Everyone Plan Policy JP-P2, Planning (Listed Buildings and Conservation Areas) Act 1990, 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 223-YOU-XX-XX-DR-I-9001 Rec P01: Site Map (Received 18/07/2023)
- o 223-YOU-XX-00-DR-I-9021 Rev P03: External Signage (Received 15/11/2023)
- o 223-YOU-XX-00-DR-I-9024 Rev P01: External Signage Fixings (Received 15/11/2023)

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) The maximum luminance of signage shall not exceed 300 cd/m² in brightness at any time.

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

First Floor Front Right, Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
First Floor, Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3BA
Part Ground Floor, Saco House, 6 Minshull Street, Manchester, M1 3ED
8 Minshull Street, Manchester, M1 3EF
Sixth Floor, Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
42 Bloom Street, Manchester, M1 3HR
Sixth Floor, Arthur House, 13 - 15 Chorlton Street, Manchester, M1 3FH
Seventh Floor, Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
Consulate General Of The Republic Of Poland, 51 Portland Street, Manchester, M1 3LD
Second Floor Front Left, Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
Second Floor Front Right, Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
Third Floor, Barlow House, 4 Minshull Street, Manchester, M1 3DZ
Central Coach Station, Chorlton Street, Manchester, M1 3JF
Upper Crust, Chorlton Street, Manchester, M1 3JF
Yates Wine Lodge, 49 Portland Street, Manchester, M1 3LD
Fifth Floor (rear), Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
Fourth Floor, Barlow House, 4 Minshull Street, Manchester, M1 3DZ
Britannia Hotel, 35 Portland Street, Manchester, M1 3LA
Fourth Floor, Arthur House, 13 - 15 Chorlton Street, Manchester, M1 3FH
Fifth Floor, Arthur House, 13 - 15 Chorlton Street, Manchester, M1 3FH
First Floor, Arthur House, 13 - 15 Chorlton Street, Manchester, M1 3FH
Eighth Floor, Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
EC ENGLISH MANCHESTER LTD, Ground Floor, Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
Fifth Floor Front, Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
Second Floor Rear, Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
Fourth Floor, Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
Part Third Floor (front), Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
Jarvis Rail Part Third Floor (front), Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
SCANLANS PROPERTY MANAGEMENT, Third Floor (rear), Boulton House, 17 - 21 Chorlton Street, Manchester, M1 3HY
Second Floor, Arthur House, 13 - 15 Chorlton Street, Manchester, M1 3FH
Third Floor, Arthur House, 13 - 15 Chorlton Street, Manchester, M1 3FH
Second Floor, Barlow House, 4 Minshull Street, Manchester, M1 3DZ
Barlow House, 4 Minshull Street, Manchester, M1 3DZ
Saco House, 6 Minshull Street, Manchester, M1 3ED
First Floor, Barlow House, 4 Minshull Street, Manchester, M1 3DZ
Fifth Floor, Barlow House, 4 Minshull Street, Manchester, M1 3DZ
Sixth Floor, Barlow House, 4 Minshull Street, Manchester, M1 3DZ

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