MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	138407/AO/2023
Date registered valid:	13 November 2023
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.
Address:	Staycity, 3 Dickinson Street, Manchester, M1 4LF
Ward(s):	Deansgate Ward
Applicant:	Staycity Group
Agent (if any):	Anthony Gray Astley Signs
Case officer:	Max Gibson Tel: 0161 219 6359 Email: maximillian.gibson@manchester.gov.uk
Recommendation:	Approve and refuse
Date of recommendation:	**08.01.2024**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 15 November 2023 Expired: 6 December 2023

Neighbour notifications
Printed: 15 November 2023 Expired: 6 December 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 site relates to the 20-storey building on the former Peterloo House site which house the Wilde aparthotel and MotelOne hotel. The building lies just off St Peter's Square and comprises 328 hotel bedrooms and 262 apart hotel rooms with ancillary reception area, food and drink uses and staff facilities on floors nine to 20. The elevations comprise a mixture of light beige/grey cladding panels and large glazed panels. There are a number of internally illuminated signs, at both fascia and high-level, advertising the two resident businesses. The site lies within the George Street Conservation Area.

Listed building: Not applicable

Conservation area: George Street Conservation Area 1985

Tree Preservation Order: **n/a**

Description of area
The area relates to the surroundings of St Peter's Square, a landmark of Manchester's city centre. The area character of the area comprises many uses, including residential, hotel, retail, office, drinking, dining, municipal and cultural. There are many listed buildings nearby, including the Grade I-listed Manchester Gallery, Grade II*-listed Central Library, Town Hall Extension and Midland Hotel and the Grade II-listed 32 Dickinson Street.

Description of development
The development relates to the installation of various signage to all four elevations of the building. The signage would reflect Wilde's new branding and a number of existing signs are to be replaced. On the George Street elevation, the high-level signage would be replaced with new lettering. A new projecting sign is proposed on this elevation. On the corner of George Street and Dickinson Street, a new fascia-level sign is proposed to replace the existing signage above the entrance, together with new menu-box signage either side of the doorways. A matching projecting sign to the Dickinson Street elevation is proposed. The existing

Consultations & Notification Responses
Publications – letters were sent to surrounding occupiers notifying them of the development. No representations have been received as a result of this publicity.

Highways Services – no objections, projecting over licence required for projecting signs.
Environmental Health – no objections, illuminance levels of all illuminated signage should be controlled to 300cd/m2.

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 issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity and impact upon public safety. The main policies that relate to the assessment of the proposal are the Town and Country Planning (Control of Advertisements) Regulations 2007 and Core Strategy policies DM1 (Development Management), SP1 (Spatial Principles), EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage) and CC9 (Design and Heritage), the Saved Policies contained within the Unitary Development Plan for Manchester in particular DC14 (Shop fronts and related signs) DC15 (Advertisements, Hoardings and Posters) and DC18 (Conservation Areas) and the National Planning Policy Framework, in particular Section 12 (Achieving well-designed places) and Section 16 (Conserving and enhancing the historic environment).

Issues
The Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. An assessment of the proposals under these criteria is outlined below.

Visual amenity

Approved elements
The principle of the fascia sign (Item 6) above the main entrance and the high-level sign on the George Street elevation (Item 1) are both supported. It is accepted that fascia level signage is necessary to both advertise the business and aid wayfinding. The fascia sign would replace an

existing sign to the Dickinson Street elevation. It is considered that the new sign would represent an improvement on the existing as it would simplify the design from the existing three separate elements of script in different sizes and typography to a singular word in a more restrained typeface. This would afford the elevation a cleaner, less busy appearance.

The use of individual, rail mounted letters with an internal illumination of 300cd/m2 is considered an acceptable style of fascia sign in a conservation area as per DC14.5. The setting of the signage diagonally within the entrance porch would also soften the impact on the street scene, whilst allowing the hotel to have fascia signage visible on both streets.

The principle of the high-level sign is accepted, on the grounds that some higher-level signage is useful to aid wayfinding and as the new sign would replace a previously approved sign. Again, it is considered that the new simplified design of the sign would represent an improvement on the existing signage. The location of this sign, which would situate it entirely within a cladding panel, would further accentuate the clean nature of the design and ensure that the signage does not cut across any architectural features.

Refused elements
The signage around the main entrance would amount to advertisement clutter (items 4, 5, 7 & 8), thereby harming visual amenity. The proposal seeks the installation of 1no. fascia sign, 2no. projecting signs and 2no. lightbox style signs around the doorway alone. Whilst the fascia sign is supported, the additional elements would create profusion of signage concentrated in a small area which would give the entranceway a visually cluttered appearance. The repetition of the same motif for items 4, 5 and 7 - light lettering on a dark square – is considered excessive, particularly given the presence of a large fascia sign. Furthermore, when viewed from George Street, in context of the high-level signage from both MotelOne and Wilde, the sense of clutter would increase.

The two high-level signs (items 2 &3) proposed for the very top of the building on the Princess Street and Back George Street elevations are not supported. By virtue of their siting and illumination, they would create large, obtrusive elements that would be prominent in the skyline. It is accepted that there are other high-level hotel signs in the city-centre and that some high-level signage allows for the hotel to be identified from further distances. However, it is considered that three large high-level signs on each of the elevations, visible from further afield, would amount to advertisement clutter.

The introduction of the signage would undermine the design intent and architectural quality of the building, which is characterised by the rectilinear, vertically oriented forms. The high-level signage, which would manifest horizontally, would be incongruous in this context and would undermine the simplicity of the architecture.

Visual amenity at this location is sensitive as the building sits with a conservation area. The proposed sign on the Princess Street elevation (Item 2) would be particularly incongruous as it would be viewed in context of a row of Grade II-listed buildings. The signage it would replace is lower down the building and hence nestles comfortably within the roofline, softening its impact on the wider street scene. The new location at the very top of the tower would markedly increase the visibility of the signage.

The applicant contends that the large number of high-level signs is necessary to aid wayfinding. However, given that the high-level signage is visible from a fairly limited range of public vantage points owing to the tight street pattern and density of building in the area, it is considered that three high-level signs is not necessary. The sign on the Back George Street elevation in particular is unjustifiable on these grounds, as the office buildings adjacent to the hotel would

ensure the sign would be largely only visible from the upper floors of surrounding buildings, to the detriment of the amenity of surrounding occupiers.

Together with the concerns regarding advertisement clutter, the design, siting and massing of the proposed projecting signs (items 4 & 5) is not supported. DC14.5 states that only one projecting sign per unit is permitted and therefore the principle of two projecting signs is not supported. It is accepted that the Dickinson Street projecting sign would replace an existing projecting sign. However, the proposed design of the signs is not supported due to it overly bulky design. The signs have a proposed depth of 120mm, far in excess of the maximum 30mm depth supported by the City Council. It is not accepted that the depth is necessary to incorporate internal illumination. Internally illuminated signage with a depth of 30mm has been recently approved in the city centre (c/f 136888/AO/2023 – see image).



Public safety
It is considered that the proposed development is unlikely to be harmful to public safety. The signage complies with headroom and carriageway clearance requirements. No concerns were raised in regard to public safety by Highways Services and Environmental Health when consulted.

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 polices 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 and refuse

Article 35 Declaration

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

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

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

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.

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 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.

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) 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.

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 1, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 25, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 12, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 46, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 22, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 38, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 3, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 20, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 16, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
63 George Street, Manchester, M1 4NS
Flat 17, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 27, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 35, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 32, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 44, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 21, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 13, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 40, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 8, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 36, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 5, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 2, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 24, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 19, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
83 Mosley Street, Manchester, M2 3LQ
2 St Peter's Square, Manchester, M2 3AA
Flat 39, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 28, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 4, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 47, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 29, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
FRISKA, 3 St Peter's Square, Manchester, M2 3AA
Flat 45, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 37, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 7, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 23, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 9, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Dickinson House, 20 Dickinson Street, Manchester, M1 4LF
Flat 14, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 42, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 11, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 33, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 43, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 34, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 10, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 31, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 15, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 30, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 18, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX

Flat 26, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Motel One, 1 Dickinson Street, Manchester, M1 4LF
Manchester Advertising Promotions Ltd, St Peter's Square, Manchester, M2 3DF
Flat 6, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX
Flat 41, Tuscany House, 19 Dickinson Street, Manchester, M1 4LX

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 - George Street Conservation Area 1985
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: CENTRAL