MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	138232/AO/2023
Date registered valid:	15 January 2024
Proposal:	Installation of 2 no. high level internally illuminated individual letter signs and 1 no. low level internally illuminated individual letter signs.
Address:	Staycity Aparthotel Manchester, 20 Cable Street, Manchester, M4 5EG
Ward(s):	Piccadilly Ward
Applicant:	Staycity Manchester 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
Date of recommendation:	**14/02/2024**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 18 January 2024 Expired: 8 February 2024

Neighbour notifications
Printed: 18 January 2024 Expired: 8 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 site relates to the Staycity Aparthotel at 20 Cable Street, a tan brick and concrete, nine storey building that was approved in 2017 under app. ref. 118057/FO/2017. The architecture is restrained in tone, materiality and form, with a horizontal emphasis delineating each floor using long concrete beams. There is a glazed entrance way fronting on to Cable Street that the end of a continuous glazed section along Cross Keys Street.

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of area
The area relates to New Cross to the north of Manchester's City Centre. The character of the area comprises several different uses, including commercial, residential, drinking and hotel. It is not covered by a conservation area. The area is undergoing significant regeneration, with several residential schemes coming forward. The area is highly accessible. It is close by to transport hubs at the Shudehill Interchange and Manchester Victoria. Its western border abuts Rochdale Road, one of Manchester's major radial routes.

Description of development
The development relates to the replacement of 2no., horizontally orientated, high-level signs - one on Cable Street and one on Mason Street - with 2no. 2no., horizontally orientated, high-level signs that reflect Staycity's change in branding. As before, the signs would consist of individual letters comprising aluminium returns and acrylic faces. The signs would be internally illuminated to a level of 300cd/m2. The new low level sign would be mounted to the wall perpendicular to the main entrance on Cable Street, within the recessed porch area by the doorway. This would, similarly, be individual letters of the same materiality and illuminance, but with a horizontal orientation.

Consultations & Notification Responses
Publicity - letters were sent to surrounding occupiers notifying them of the development. Five objections and two representations of support have been received, summarised as follows:

Objects
-disamenity caused by illumination of signage for residents of surrounding apartments

Supports
-would raise awareness of local hotels
-support local business
-as a local resident, does not feel illumination would cause disamenity

MCC Highways - no objection, illuminance level supported, no projecting over licence required
Environmental Health - no objection, condition controlling illuminance requested

Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity, impact upon the adjacent Conservation Area and 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), 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 the National Planning Policy Framework, in particular Section 12 (Achieving well-designed places) and Section 16 (Conserving and enhancing the historic environment).

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

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 2no. high level signs would replace existing signs in the same location on the building. Hence, the principle of signage at these two locations is supported. The new signage would simplify the existing arrangement by virtue of the removal of the bee logo and word 'Aparthotels' from the sign. They would now read 'Statycity' only, thereby reducing the clutter on the facade. The signs would comprises individual, internally illuminated letters. The metal returns would be 80mm deep and powder coated Heidelburg black, whilst the faces would be fabricated from ivory acrylic to allow the signage to be internally illuminated. There would be a small yellow asterisk to the top end of the lettering. This would reflect the new branding of the Staycity brand. Overall, it is considered that the colourway and materiality is restrained and hence in keeping with the restrained materiality of the building.

There would be new, wall mounted signage introduced on the wall perpendicular to the main entrance. This would consist of individual, internally illuminated letter of the same design as the two high level signs. The principle of this sign is supported, as there is at present no street level signage denoting the presence of the main entrance and hence the signage would aid wayfinding to the business. The applicant has confirmed in the signage pack that any fixing points would be into the mortar joints, so as to avoid any damage to the brick faces at this part of the elevation, which is an articulated brick feature wall.

Given the above, there are no concerns regarding visual amenity that would warrant a refusal.

Residential amenity
Five representations have been received objecting to development on the grounds of disamenity to local residential occupiers. The focus of these objection was an high level sign on Addington Street, which it was felt would cause an undesirable glare into residential properties. This sign has been removed from the proposal by the applicant and it would not form part of the approved plans. Hence it is considered that these concerns have been addressed. All the signage that is to be installed would have a maximum illuminance of 300cd/m2, the maximum accepted in the City Centre. This was confirmed as acceptable by Environmental Health.

Given the above, there are no concerns in relation to residential amenity that would warrant a refusal.

Public safety
The illuminance level is sufficiently low to prevent driver distraction to passing road traffic. There is sufficient headroom clearance for pedestrians. The application has been assessed by MCC Highways and Environmental Health and no objections were raised in relation to public safety. Therefore, 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 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

Article 35 Declaration

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

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2) The development hereby approved shall be carried out in accordance with the following drawings and documents:

-Drawing - Existing & Proposed DRAWING PACK REV E STAYCITY EXTERNALS received by the City Council, as Local Planning Authority, on 12/02/2024

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, saved policy DC19.1 and Sections 12 of the National Planning Policy Framework.

3) Illuminated signage shall be designed and installed so as to control glare and overspill onto nearby residential properties. 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 (2012)

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 304, 18 Addington Street, Manchester, M4 5GD
Flat 303, 18 Addington Street, Manchester, M4 5GD
Flat 805, 18 Addington Street, Manchester, M4 5GD
Flat 804, 18 Addington Street, Manchester, M4 5GD
Flat 803, 18 Addington Street, Manchester, M4 5GD
Flat 802, 18 Addington Street, Manchester, M4 5GD
Flat 801, 18 Addington Street, Manchester, M4 5GD
Flat 707, 18 Addington Street, Manchester, M4 5GD
Flat 706, 18 Addington Street, Manchester, M4 5GD
Flat 705, 18 Addington Street, Manchester, M4 5GD
Flat 704, 18 Addington Street, Manchester, M4 5GD
Flat 703, 18 Addington Street, Manchester, M4 5GD
Flat 702, 18 Addington Street, Manchester, M4 5GD
Flat 701, 18 Addington Street, Manchester, M4 5GD
Flat 609, 18 Addington Street, Manchester, M4 5GD
Flat 608, 18 Addington Street, Manchester, M4 5GD
Flat 607, 18 Addington Street, Manchester, M4 5GD
Flat 606, 18 Addington Street, Manchester, M4 5GD
Flat 605, 18 Addington Street, Manchester, M4 5GD
Flat 604, 18 Addington Street, Manchester, M4 5GD
Flat 603, 18 Addington Street, Manchester, M4 5GD
Flat 602, 18 Addington Street, Manchester, M4 5GD
Flat 601, 18 Addington Street, Manchester, M4 5GD
Flat 512, 18 Addington Street, Manchester, M4 5GD
Flat 511, 18 Addington Street, Manchester, M4 5GD
Flat 510, 18 Addington Street, Manchester, M4 5GD
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Flat 502, 18 Addington Street, Manchester, M4 5GD
Flat 501, 18 Addington Street, Manchester, M4 5GD
Flat 412, 18 Addington Street, Manchester, M4 5GD
Flat 411, 18 Addington Street, Manchester, M4 5GD
Flat 410, 18 Addington Street, Manchester, M4 5GD
Flat 409, 18 Addington Street, Manchester, M4 5GD
Flat 408, 18 Addington Street, Manchester, M4 5GD
Flat 407, 18 Addington Street, Manchester, M4 5GD
Flat 406, 18 Addington Street, Manchester, M4 5GD
Flat 405, 18 Addington Street, Manchester, M4 5GD
Flat 404, 18 Addington Street, Manchester, M4 5GD
Flat 403, 18 Addington Street, Manchester, M4 5GD
Flat 402, 18 Addington Street, Manchester, M4 5GD
Flat 401, 18 Addington Street, Manchester, M4 5GD
Flat 312, 18 Addington Street, Manchester, M4 5GD
Flat 311, 18 Addington Street, Manchester, M4 5GD

Flat 310, 18 Addington Street, Manchester, M4 5GD
Flat 309, 18 Addington Street, Manchester, M4 5GD
Flat 308, 18 Addington Street, Manchester, M4 5GD
Flat 307, 18 Addington Street, Manchester, M4 5GD
Flat 306, 18 Addington Street, Manchester, M4 5GD
Flat 305, 18 Addington Street, Manchester, M4 5GD
Flat 206, 18 Addington Street, Manchester, M4 5GD
Flat 302, 18 Addington Street, Manchester, M4 5GD
Flat 301, 18 Addington Street, Manchester, M4 5GD
Flat 212, 18 Addington Street, Manchester, M4 5GD
Flat 211, 18 Addington Street, Manchester, M4 5GD
Flat 210, 18 Addington Street, Manchester, M4 5GD
Flat 209, 18 Addington Street, Manchester, M4 5GD
Flat 208, 18 Addington Street, Manchester, M4 5GD
Flat 207, 18 Addington Street, Manchester, M4 5GD
Flat 205, 18 Addington Street, Manchester, M4 5GD
Flat 204, 18 Addington Street, Manchester, M4 5GD
Flat 203, 18 Addington Street, Manchester, M4 5GD
Flat 202, 18 Addington Street, Manchester, M4 5GD
Flat 201, 18 Addington Street, Manchester, M4 5GD
Flat 102, 18 Addington Street, Manchester, M4 5GD
Flat 101, 18 Addington Street, Manchester, M4 5GD
10 Addington Street, Manchester, M4 5EU
16 Addington Street, Manchester, M4 5EU
AC By Marriott Manchester City Centre, 15 Mason Street, Manchester, M4 5FT
15 Cable Street, Manchester, M4 5EG
14 Addington Street, Manchester, M4 5EU
12 Addington Street, Manchester, M4 5EU
Security House, 25 Addington Street, Manchester, M4 5EU
40 Swan Street, Manchester, M4 5JG
E And A Autos, 15 Cable Street, Manchester, M4 5EG
John Swift Building, 19 Mason Street, Manchester, M4 5FT
6 Cross Keys Street, Manchester, M4 5ET
28 Mason Street, Manchester, M4 5EY

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - City Centre PD Restriction - Class B1(c) 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