

Planning

Growth & Development

Delegated officer report for planning application

Application no. 136131/AO/2023

Date registered valid: 23 February 2023

Proposal: Installation of installation of non illuminated individual letters fascia sign and projecting sign

Address: 82 - 84 Market Street, Manchester, M1 1PD

Ward(s): Deansgate Ward

Applicant: Mrs Sara Humphries Greggs Plc

Agent (if any): Mrs Sara Humphries Greggs Plc

Case officer: Emily Booth
Tel: 0161 234 4193
Email: emily.booth@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 19 April 2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 21 March 2023

Standard consultations:

Printed: 3 March 2023 Expired: 24 March 2023

Neighbour notifications

Printed: 3 March 2023 Expired: 24 March 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

Listed building: Not applicable

Conservation area: Upper King Street (Extension) Conservation Area 1985

Tree Preservation Order: Not applicable

Description of area

This application relates to a property within an historic building located at 82-84 Market Street, which is considered to be a non-designated heritage asset due to its age and the detailing within the elevations. The building is within the Upper King Street Conservation Area and fronts onto Market Street, which is a main retail street within the City Centre. The Arndale Centre is on the opposite side of Market Street.

It is within the setting of the Grade II listed former Debenhams department store.

The building is within the central shopping and business area of the City Centre and surrounding uses include shops, offices, bars, restaurants, and entertainment venues.

Description of development

Advertisement consent is sought for the following:

- 1no. externally illuminated hanging projection sign.
- 1no. non illuminated individual letter sign located on non-illuminated aluminium back panel attached to existing fascia. A blue rectangle would be painted on the back panel behind the individual letters.

Consultations & Notification Responses

Publicity - Letters were sent to surrounding occupiers. No replies were received.

Issues

The Adopted Core Strategy for the City of Manchester

Policy EN1 (Design Principles and Strategic Character Areas) advises that developer's will be expected to consider the City's heritage, including its listed buildings, conservation areas, archaeological remains and historic street pattern.

Policy EN3 (Heritage) advises that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.

Policy CC9 (Design and Heritage) advises that development in Manchester should preserve or enhance the heritage assets affected.

Policy SP1 (Spatial Principles) advises that development in all parts of the City should protect and enhance the built environment.

Policy DM1 (Development Management) advises that all development should be appropriately sited, scaled, formed, massed and detailed with appropriate layout and materials and should have regard to the character of the surrounding area and effects on built heritage.

The Unitary Development Plan for the City of Manchester

Saved Policy DC14 (Shopfronts and Related Signs) confirms acceptable shop front works.

Saved Policy DC18.1 (Conservation Areas) states that the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including the effect of signs and advertisements.

Saved Policy DC19.1 (Listed Buildings) advises that in determining applications for listed building consent the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting. The City Council will:

- Not permit any external or internal alteration or addition to a listed building where in its opinion, there would be an adverse effect on its architectural or historic character.

National Policy

Town and Country Planning (Control of Advertisements) Regulations 2007 - requires local planning authorities to exercise their powers under the Regulations in the interests of amenity and public safety, taking into account material provisions of the development plan and any other relevant factors.

Sections 16, 66 and 74 of the Listed Buildings and Conservation Areas Act 1990 requires that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas. Development decisions should, therefore, accord with the

requirements of the NPPF and to section 16 (Conserving and Enhancing the Historic Environment).

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development". In order to meet this key planning objective, in this instance, the development should sustain and contribute to the stimulation of a thriving historic environment.

The NPPF Section 12 (Achieving Well Designed Places) advises that the government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

Under these criteria the acceptability of the proposals has been considered.

The proposed standoff individual letters and logo would be mounted on the grey panel to be attached to the fascia.

The projecting sign would have a thickness not exceeding 30mm giving it a slim and non-box like appearance.

This application only relates to the display of signage. Other works requiring planning permission are shown on the drawings and an informative will be attached to the decision notice in relation to these works.

Given the above, the works are considered to be consistent with the above identified policies.

Public Safety - No issues.

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 advertisements hereby approved shall be carried out in accordance with the following drawings and documents:

RPEN/S6121/07 Rev E received by the City Council as local planning authority on 25 April 2024

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies CC9, EN1, EN3, SP1 and DM1 of the Core Strategy, saved policies DC14.1, DC14.5, DC18.1, DC19.1 and DC26 of the Unitary Development Plan and the Town and Country Planning (Control of Advertisements) Regulations 2007 and the NPPF.

Informatives

1) The consent hereby granted does not grant or imply grant of planning permission for any externally mounted equipment or louvres or other external alterations (excluding signage) to be installed at the premises or imply the acceptability of these works as shown on the approved drawing. Separate planning permission is required for these items.

2) The applicant should be advised that any requirements for licensing, hoarding/scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email - highwaylicences@manchester.gov.uk

3) The proposed projecting sign extends for a maximum of 0.8m over the adopted highway. As such, a projection over license will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicant's expense.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Transport For Greater Manchester

6 - 12 Fountain Street, Manchester, M2 2AA
Unit 3 Halle Place, Arndale Centre, Market Street, Manchester, M4 2HU
Ground Floor, 78 Market Street, Manchester, M1 1PD
Unit 826 Upper Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 2EA
Betfred, 8 High Street, Manchester, M4 1QB
First Floor And Second Floor, 3 Spring Gardens, Manchester, M2 1FB
Stall Adjacent 82 To 84, Market Street, Manchester, M1 1PD
Sugar Hut, Kiosk Adjacent 74 To 76, Market Street, Manchester, M1 1PD
84 Arndale Centre, Market Street, Manchester, M4 2HU
Units 31 And 32 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
Unit 825 Upper Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 2EA
Unit 824 Upper Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 2EA
74 - 76 Market Street, Manchester, M1 1PN
Third Floor And Fourth Floor, 86 - 88 Market Street, Manchester, M1 1PD
3 Spring Gardens, Manchester, M2 1FB
51 - 55 Market Street, Manchester, M1 1WR
47 Market Street, Manchester, M1 1WR
Aldi, 55A Market Street, Manchester, M1 1WR
What A Potato, Kiosk, Market Street, Manchester, M1 1PD
Unit 32A, Lower Mall Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
Lower Mall, Arndale Centre, Market Street, Manchester, M1 1WR
Marsden Way South, Arndale Centre, Market Street, Manchester, M1 1WR
Upper Mall, Arndale Centre, Market Street, Manchester, M4 2EA
Second And Third Floor, 3 Spring Gardens, Manchester, M2 1FB
1A High Street, Manchester, M4 1QB
Units 9 And 10 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
Unit 4 Halle Place, Arndale Centre, Market Street, Manchester, M4 2HU
Unit 11 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
93 Arndale Centre, Market Street, Manchester, M4 2HU
First Second Floor And Third Floors, 90 - 100 Market Street, Manchester, M1 1PB
48 Arndale Centre, Market Street, Manchester, M4 2HU
48A Arndale Centre, Market Street, Manchester, M4 2HU
78 Market Street, Manchester, M1 1PD
Units 23 To 25 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AT
27 Arndale Centre, Market Street, Manchester, M4 2HU
16 Fountain Street, Manchester, M2 2AA
Basement To First Floor, 86 - 88 Market Street, Manchester, M1 1PD
Basement To First Floor, 6 - 12 Fountain Street, Manchester, M2 2AA
54 Arndale Centre, Market Street, Manchester, M4 2HU
54A Arndale Centre, Market Street, Manchester, M4 2HU
Units 20 And 21 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
72 Market Street, Manchester, M1 1PN
33 Market Street, Manchester, M1 1WR
35 Market Street, Manchester, M1 1WR
57 Market Street, Manchester, M1 1WR
Tim Hortons, 107 Market Street, Manchester, M1 1NN
49 Market Street, Manchester, M1 1WR
102 - 104 Market Street, Manchester, M1 1PB
HOLLAND & BARRETT, 105 Market Street, Manchester, M1 1NN

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 - Upper King Street (Extension) Conservation Area 1985

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: CENTRAL