

Planning

Growth & Development

Delegated officer report for planning application

Application no. 138447/AO/2023
Date registered valid: 15 November 2023
Proposal: Installation of 2no halo illuminated fascia signs
Address: Ground Floor, 17 York Street, Manchester, M2 3BA
Ward(s): Deansgate Ward

Applicant: Mr Daniel Plummer Columbia Threadneedle Real Estate Partners LLP
Agent (if any): Simon Reid Reid Architects
Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 04/01/2024

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 17 November 2023

Expired: 8 December 2023

Neighbour notifications

Printed: 17 November 2023

Expired: 8 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 application relates to the seven storey office block situated at no17 York Street on the junction where York Street meets Fountain Street. The application property is a contemporary building dating from the 1990s and is completed in red brick and sandstone blocks. The site is accessed off of York Street and has previously featured 2no fascia signs mounted to either side of its main entrance, as well as a plaque sign.

Listed building: Not applicable

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

Tree Preservation Order: Not applicable

Description of area

The neighbouring area lies within the heart of the City Centre, less than 200m south of the Primary Shopping Area. The site lies within the Upper King Street (Extension) Conservation Area and consequently there are multiple buildings of historic significance and interest within the locality, this includes Colwyn Chambers to the east of the site, no38-42 Mosley Street to the south-east of the site and the Estate Exchange building to the west of the site, all of which are Grade II listed buildings. The neighbouring area consists of buildings of various ages that generally lie in office uses, with several commercial retail units being present at the ground floors of some of said buildings. Neighbouring advertisements consist of vinyl signs, hanging signs and fascia signs.

Description of development

The application seeks advertisement consent for the installation of 2no halo illuminated fascia signs. The proposed signs would consist of individual letters that would both read "17no York Street" which would then be mounted onto fixed bars. The signs would then be completed in powdered coated aluminium coloured black.

The signs would have a height of 650mm, a width of 1964mm and a depth of 60mm.

Planning History

088550/AO/2008/C1 - Installation of 2 No. individual letter signs and 2 No. plaques adjacent to entrance – Approved March 2009.

053623/AO/CITY1/98 - 3 No. Illuminated individual letter name sign – Approved February 1998.

035337 - Erection of a seven-storey office block after demolition of existing building - Approved June 1990.

Consultations & Notification Responses

Environmental Health – No objection subject to a condition relating to luminosity.

Highways – No objection subject to an informative relating to projecting signage.

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 DC14 – Shop Fronts and Related Signs
- Policy DC18 – Conservation Areas

Other Material Considerations

National Planning Policy Framework (NPPF)

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

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. The Plan and its policies must therefore be given significant weight in the planning balance. Relevant policies to the proposal are show below:

- Policy JP-P2 – Heritage

Issues

Visual Amenity

The application site is a contemporary office building that has had 2no fascia signs situated in the location of those proposed for the majority of the building’s lifetime. The location of the proposed signs in place of the old is considered to be acceptable, with said signs replicating the previous

design present on site, in that the fascia signs would consist of individual letters mounted to fixed metal bars. The location of the signs would be situated so that they would not obscure features of the property's entrance that are of architectural merit, and by virtue of their design consisting 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 size of the proposed signs would match closely to that previously located on site, and as such would not look incongruous or alien within the street scene.



Application site with previous fascia signage (Dated June 2023)

The use of halo illumination is considered to be a subtle way to give the proposed signs a degree of illumination without making them appear garish within the street scene. Environmental Health do not object to this, subject to the illumination being no brighter than 300cd/m². Subject to such a condition, the proposal is considered to be acceptable in this regard and therefore accords with Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Saved Unitary Development Plan Policies DC14 and DC18, Places for Everyone Plan Policy JP-P2, National Planning Practice Guidance and the National Planning Policy Framework.

Highway Safety

The proposed advertisements would front out onto the public highway. Highways do not object to the proposal subject to an informative relating to projecting license for projecting signs that are no longer proposed. 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.

Conclusions

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 DC18, Places for Everyone Plan Policy JP-P2, 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 AT/SK01/REV 'A'/18-12-2023 (Received 02/01/2024)
- o A.L.032: GA Elevation York Street Signage (Received 02/01/2024)

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 hanging sign hereby approved shall not exceed 300cd/m² at anytime 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

42 - 44 Fountain Street, Manchester, M2 2AE
Fourth And Fifth Floor, 17 York Street, Manchester, M2 3BA
Basement To Third Floor, 17 York Street, Manchester, M2 3BA
Seventh Floor, 17 York Street, Manchester, M2 3BA
Sixth Floor, 17 York Street, Manchester, M2 3BA
First Floor, Green Surgery Limited, 18 - 22 Mosley Street, Manchester, M2 3AQ
19 York Street, Manchester, M2 3BA
Sixth Floor, 19 York Street, Manchester, M2 3BA
38 Mosley Street, Manchester, M2 3AZ
Third Floor, 18 - 22 Mosley Street, Manchester, M2 3AQ
Second Floor, 18 - 22 Mosley Street, Manchester, M2 3AQ
First Floor, 18 - 22 Mosley Street, Manchester, M2 3AQ
William Hill, Ground Floor, 18 - 22 Mosley Street, Manchester, M2 3AG
35 Fountain Street, Manchester, M2 2AN
Basement, 18 - 22 Mosley Street, Manchester, M2 3AQ
Ground Floor, Colwyn Chambers, 19 York Street, Manchester, M2 3BA
Transform Manchester, Fifth Floor, Colwyn Chambers, 19 York Street, Manchester, M2 3BA
SINGLETON CLAMP & PARTNERS LTD, Fourth Floor, Colwyn Chambers, 19 York Street, Manchester, M2 3BA
Third Floor, Colwyn Chambers, 19 York Street, Manchester, M2 3BA
Second Floor, Colwyn Chambers, 19 York Street, Manchester, M2 3BA
First Floor, Colwyn Chambers, 19 York Street, Manchester, M2 3BA
Sixth Floor, Colwyn Chambers, 19 York Street, Manchester, M2 3BA
Third Floor, York House, 20 York Street, Manchester, M2 3BB
Second Floor, York House, 20 York Street, Manchester, M2 3BB
Eighth Floor, York House, 20 York Street, Manchester, M2 3BB
First Floor, York House, 20 York Street, Manchester, M2 3BB
Tenth Floor, York House, 20 York Street, Manchester, M2 3BB
TOKIO MARINE KILN SERVICES LTD, Ninth Floor, York House, 20 York Street, Manchester, M2 3BB
Fifth Floor, York House, 20 York Street, Manchester, M2 3BB
Ground Floor, York House, 20 York Street, Manchester, M2 3BB
38 Fountain Street, Manchester, M2 2BE
40 Fountain Street, Manchester, M2 2BE
36 Fountain Street, Manchester, M2 2BE
22 Mosley Street, Manchester, M2 3AG
Seventh Floor, York House, 20 York Street, Manchester, M2 3BB
18 - 22 Mosley Street, Manchester, M2 3AG
Colwyn Chambers, 19 York Street, Manchester, M2 3BA
York House, 20 York Street, Manchester, M2 3BB
Fourth Floor, York House, 20 York Street, Manchester, M2 3BB
Sixth Floor, York House, 20 York Street, Manchester, M2 3BB
24 Mosley Street, Manchester, M2 3AG

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

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