

Planning

Growth & Development

Delegated officer report for planning application

Application no. 137330/AO/2023

Date registered valid: 25 October 2023

Proposal: Advertisement consent for the installation of internally illuminated individual lettering to fascia.

Address: 71 - 75 Bridge Street, Manchester, M3 2RH

Ward(s): Deansgate Ward

Applicant: Mr Thomas Brown

Agent (if any):

Case officer: Max Gibson
Tel: 0161 219 6359
Email: maximillian.gibson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: **14/12/2023**

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 31 October 2023 Expired: 21 November 2023

Neighbour notifications

Printed: 31 October 2023 Expired: 21 November 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 71-75 Bridge Street, a simple brick building with a plate glass, aluminium frame shopfront to the ground floor. The building was the site of the Granada Dry Cleaners for many decades, a Sui Generis Use, and this was the last business to occupy the building.

Listed building: Not applicable

Conservation area: Parsonage Gardens Conservation Area 1985

Tree Preservation Order:

Description of area

The area relates to Bridge Street, a heavily trafficked road off Deansgate which links Manchester City Centre with Salford. The character of the area comprises many different uses, including drinking, dining, retail and residential. The road is located within the Parsonage Gardens Conservation Area and the Grade II listed Manchester Hall and Sawyers Arms public house are both on Bridge Street.

Description of development

The development relates to the installation of 1no. individual letter, internally illuminated neon fascia sign to the westernmost end of the fascia panel.

Consultations & Notification Responses

Publicity - letters were sent to surrounding occupiers informing them of the development. No representations have been received as a result of this publicity.

Environmental Health - no objections, condition to control glare/illuminance. 80cd/m² as proposed by the applicant is considered acceptable as well below the 300cd/m² supported by Environmental Health.

Highways Services - sufficient headroom, acceptable projection, acceptable luminance. No conditions requested.

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 policies that relate to this application are CC9 (Design and Heritage) and EN3 (Heritage) of the Manchester Core Strategy (2012), saved policies DC14 (Shopfronts and Related Signs), DC15 (Advertisements, Hoardings and Posters), DC18 (Conservation Areas) and DC19 (Listed Buildings) of the Unitary Development Plan for Manchester (1995) and Section 12 (Achieving well-designed places) and Section 16 (Conserving and enhancing the historic environment) of the National Planning Policy Framework.

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 application seeks consent for the display of 1 no. fascia sign. This sign would comprise individual letters fabricated from neon tubing. The sign would, therefore, be internally illuminated and the illumination would be tinted red. The proposed illuminance is 80cd/m². There is no other signage proposed for display. The sign would be affixed to the westernmost side of the fascia panel and cover approximately one-fifth of the fascia panel, measuring 700mmx1700mm.

The design of the signage is considered to be modest in scale, design and materiality. As the development site is located within a conservation area, the individual lettering style of signage is supported pursuant to policy 14.5(e) of the Unitary Development Plan for Manchester (1995), which states that individual letters are preferred over box signs in conservation areas.

The level of illuminance is low at 80cd/m², significantly lower than the maximum 300cd/m² usually permitted in the City Centre. This should ensure that the signage is not overly strident or obtrusive and would integrate readily into the street scene on Bridge Street.

The lack of any other proposed signage for the drinking establishment associated with the proposed signage would avoid a level of advertisement clutter which would be harmful to visual amenity.

Given the above, the advertisement signage proposed for display is not considered to be unduly harmful to visual amenity and is therefore considered acceptable.

Public safety

Although Bridge Street is a busy street which experiences heavy traffic throughout the day, there are no concerns that the proposed signage would lead to driver distraction. Highways Services assessed the application and confirmed that the illuminance is within the 600cd/m² permitted maximum.

The signage would not project over the adopted highway and has sufficient headroom clearance, so there are no concerns regarding pedestrian safety.

Given the above, it is considered that there should be no risks to public safety that would be created by the development.

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

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 advertisement hereby approved shall be displayed in accordance with the following drawings and documents:

-Drawing - Proposed 06A ELEVATIONS received by the City Council, as Local Planning Authority, on 19/06/2023

-Supporting Information 07C SIGNAGE DETAIL received by the City Council, as Local Planning Authority, on 18/07/2023

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to the Town and Country Planning (Control of Advertisements) Regulations 2007, Sections 12 of the National Planning Policy Framework, policies DM1 and SP1 of the Core Strategy (2012) and saved policies DC14 and DC15 of the Unitary Development Plan (1995).

3) Lighting from illuminated signage shall be designed and installed in accordance with the approved scheme so as to control glare and overspill onto nearby properties.

Reason - To safeguard the amenities of the occupiers of nearby properties pursuant to policies DM1 and SP1 of the Manchester

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Third Floor, 62 Bridge Street, Manchester, M3 3BW
Flat At, Bridge Street Tavern, 58 Bridge Street, Manchester, M3 3BW
Second Floor Flat, 54 - 56 Bridge Street, Manchester, M3 3BW
Ground Floor, 40 King Street West, Manchester, M3 2WY
Basement, Kings House, King Street West, Manchester, M3 2NY
Basement, Kings House, 42 King Street West, Manchester, M3 2NY
First Floor, 40 King Street West, Manchester, M3 2WY
Basement And Ground Floor, 62 Bridge Street, Manchester, M3 3BW
First Floor, 71 - 75 Bridge Street, Manchester, M3 3RH
Ground Floor, 54 - 56 Bridge Street, Manchester, M3 3BW
69 Bridge Street, Manchester, M3 3BQ
Sub Basement, 40 King Street West, Manchester, M3 2WY
Bridge Street Tavern, 58 Bridge Street, Manchester, M3 3BW
Basement, 42 King Street West, Manchester, M3 2NY
Basement, 40A King Street West, Manchester, M3 2WY
First Floor, 69 Bridge Street, Manchester, M3 3BQ
Ground Floor And First Floor, 54 - 56 Bridge Street, Manchester, M3 3BW
54 - 56 Bridge Street, Manchester, M3 3BW
40A King Street West, Manchester, M3 2WY
40 King Street West, Manchester, M3 2WY
Kings House, 42 King Street West, Manchester, M3 2NU
40 - 42 King Street West, Manchester, M3 2WY
Second Floor, 62 Bridge Street, Manchester, M3 3BW
Ground Floor, 71 - 75 Bridge Street, Manchester, M3 2RH
First Floor, 62 Bridge Street, Manchester, M3 3BW
Basement And Ground Floor, 69 Bridge Street, Manchester, M3 3BQ
First Floor, 54 - 56 Bridge Street, Manchester, M3 3BW
77 Bridge Street, Manchester, M3 2RH
Third Floor, 69 Bridge Street, Manchester, M3 3BQ
Second Floor, 69 Bridge Street, Manchester, M3 3BQ

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 - Parsonage Gardens Conservation Area 1985
Area Team Boundary - Name: CENTRAL