

Planning

Growth & Development

Delegated officer report for planning application

Application no. 138085/AO/2023

Date registered valid: 13 September 2023

Proposal: Installation of suspended projecting signage, wall-mounted signage and glazing graphic signage

Address: Commercial Wharf, 6 Commercial Street, Manchester, M15 4PZ

Ward(s): Deansgate Ward

Applicant: Stride Treglown

Agent (if any): Francis Carpenter Stride Treglown

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

Recommendation: Approve

Date of recommendation: 12/10/2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 19 September 2023 Expired: 10 October 2023

Neighbour notifications

Printed: 19 September 2023 Expired: 10 October 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:

Tree Preservation Order:

Description of area

The area relates to a neighbourhood known as Castlefield in the south-west of Manchester city centre. Historically, the area mainly contained warehouses but has undergone comprehensive redevelopment in the late 20th and early 21st Century. The character of the area comprises several different uses in the area, including residential, offices, restaurants, bars and museums. The site falls within the Castlefield Conservation Area 1979.

The site relates to the ground floor of Commercial Wharf, a former warehouse building that has been converted to offices. At the rear of the carpark is a doorway to a groundfloor office unit which forms the entrance around which the proposed signage is to be installed.

Description of development

The development relates to the installation of 2no. signs around the entrance to the applicant's Manchester office. A small, wall mounted, plaque-style sign will be installed to the left of the door, along with a hanging projecting sign placed centrally above the entranceway. The signage is non-illuminated.

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 comments as unilluminated

Highways - no objections to signage, however projection over licence is required due to size of projecting sign

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 proposed signage is modest in design, with a monochrome colour palette and subdued typography. Both signs would be non-illuminated ensuring they are not overly obtrusive features

The proposed wall mounted sign is modest in scale, measuring 350mmx350mm and as a result will not form an overly dominant feature in the elevation. Owing to its placement and orientation to the road, as well as the entrance's position at the rear of the car park, will have a negligible impact on the street scene. The sign will only be visible to those approaching the entrance and views from the road will be largely shielded.

The projecting sign is significantly larger, measuring 600mmx600mm and will protrude from the wall 800mm ensuring it is visible from the street. Given the out of the way position of the entrance, the higher visibility is accepted as it would be necessary for wayfinding. The design is

of a hanging, bracketed type which has a traditional appearance commensurate with the site's location within a conservation area.

Given the siting, orientation, scale and design of the signage, as noted above it is not considered the proposed signage will form an incongruous feature in the street scene and hence it would not be unduly harmful to the special character and appearance of the conservation area.

Public safety

The signage is non-illuminated and is somewhat distant from the road, so should not pose a risk of distraction to drivers. Highways assessed the application and raised no concerns. Environmental Health likewise had no concerns owing to the lack of illumination. Hence, it is considered the proposed development is acceptable from a public safety standpoint.

Conclusion

The proposed signage, by virtue of its modest scale and design along with its relatively inconspicuous siting, is considered to have no unduly harmful impact on visual amenity. There were no public safety concerns raised by consultees. The signage is therefore considered to be acceptable.

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:

Article 35 Declaration

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

-Drawing - Proposed REV D PROPOSED ELEVATIONS received by the City Council, as Local Planning Authority, on 12 October 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 DC15 and DC18 of the Unitary Development Plan (1995).

Informatives

1) A projection over license will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

2 Riverside Mews, Commercial Street, Manchester, M15 4RQ
1 Riverside Mews, Commercial Street, Manchester, M15 4RQ
First Floor, Sun House, 2 - 4 Little Peter Street, Manchester, M15 4PS
Flat 3, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 96, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 45, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 21, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 109, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 92, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 27, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 35, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 85, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 48, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
5 Riverside Mews, Commercial Street, Manchester, M15 4RQ
Second Floor, Sun House, 2 - 4 Little Peter Street, Manchester, M15 4PS
2 Jordan Street, Manchester, M15 4PY
Flat 113, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 74, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 41, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 20, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 94, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 108, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 46, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 64, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 91, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 57, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 36, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
1 Alpha Place, Manchester, M15 4PP
Flat 115, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 1, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 8, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 29, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 49, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Riverside Mews, Commercial Street, Manchester, M15 4RQ
Flat 59, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Second Floor, Knott Mill, 7 Constance Street, Manchester, M15 4NJ
ROCP LIMITED, First Floor, Commercial Wharf, 6 Commercial Street, Manchester, M15 4PZ
Flat 93, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 79, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 31, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 40, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 99, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 101, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 39, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 10, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 112, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
1B Owen Street, Manchester, M15 4YB
4 Riverside Mews, Commercial Street, Manchester, M15 4RQ
Basement, 10A Little Peter Street, Manchester, M15 4PS

10A Little Peter Street, Manchester, M15 4PS
Flat 105, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 82, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 55, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Ground Floor, 2 Jordan Street, Manchester, M15 4PY
Flat 52, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 78, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 6, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 51, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 32, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 72, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 61, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 110, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 25, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 89, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 75, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 11, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 43, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 24, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
1D Owen Street, Manchester, M15 4YB
2 Commercial Street, Manchester, M15 4RQ
1 Constance Street, Manchester, M15 4JQ
Top Flat, 10A Little Peter Street, Manchester, M15 4PS
Sun House, 2 - 4 Little Peter Street, Manchester, M15 4PS
Ground Floor, Sun House, 2 - 4 Little Peter Street, Manchester, M15 4PS
Flat 56, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Lower Ground Floor, 2 Jordan Street, Manchester, M15 4PY
Knott Mill, 7 Constance Street, Manchester, M15 4JQ
LEWIS & HICKEY LTD, Ground Floor, Knott Mill, 7 Constance Street, Manchester, M15 4NJ
Ground Floor, Commercial Wharf, 6 Commercial Street, Manchester, M15 4PZ
Flat 95, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 15, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 9, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 86, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 83, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 80, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 44, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 76, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 12, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 117, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 114, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 34, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 102, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 50, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
1A Owen Street, Manchester, M15 4YB
Lower Ground Floor To First Floor, 4 Jordan Street, Manchester, M15 4PY
Flat 116, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
First Floor, 2 Jordan Street, Manchester, M15 4PY
16 Commercial Street, Manchester, M15 4PZ
Second Floor, 4 Jordan Street, Manchester, M15 4PY
Flat 14, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 68, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 54, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 2, Hill Quays, 8 Commercial Street, Manchester, M15 4QW

Flat 104, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 28, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 37, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 73, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 84, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 26, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 107, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 17, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
1C Owen Street, Manchester, M15 4YB
3 Riverside Mews, Commercial Street, Manchester, M15 4RQ
Flat 65, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
TIM GROOM ARCHITECTS LTD, First Floor, Knott Mill, 7 Constance Street, Manchester, M15 4JQ
Second Floor, Commercial Wharf, 6 Commercial Street, Manchester, M15 4PZ
Flat 100, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 19, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 69, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 38, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 7, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 71, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 30, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 106, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 118, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 88, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 16, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 47, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
12 Commercial Street, Manchester, M15 4PZ
Flat 103, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 23, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 77, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 97, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 62, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
6 Riverside Mews, Commercial Street, Manchester, M15 4RQ
Flat 42, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
First Floor, 4 Jordan Street, Manchester, M15 4PY
10 Commercial Street, Manchester, M15 4PZ
Flat 111, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 4, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 63, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 66, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 87, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 33, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 70, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 53, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 81, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 5, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 13, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 98, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 60, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 58, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 67, Hill Quays, 8 Commercial Street, Manchester, M15 4QY
Flat 18, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 22, Hill Quays, 8 Commercial Street, Manchester, M15 4QW
Flat 90, Hill Quays, 8 Commercial Street, Manchester, M15 4QY

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

Flood Zones Type 2 (low to medium risk) -

Flood Zones Type 3 (high risk) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (More) -

Area Team Boundary - Name: CENTRAL