

Planning

Growth & Development

Delegated officer report for planning application

Application no.	137487/AO/2023	
Date registered valid:	5 July 2023	
Proposal:	Installation of non illuminated individual letters building sign.	
Address:	40 Princess Street, Manchester, M1 6DE	
Ward(s):	Piccadilly	Ward
Applicant:	C/o Agent Wittington Investments (Properties) Limited	
Agent (if any):	Mr Don Murphy Paul Butler Associates	
Case officer:	Max Tel: 0161 219 Email: maximillian.gibson@manchester.gov.uk	Gibson 6359
Recommendation:	Approve	
Date of recommendation:	09/08/2023	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 7 July 2023 Expired: 28 July 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: Grade II

Conservation area: Whitworth Street Conservation Area 1985

Tree Preservation Order: n/a

Description of area

The area relates to Princess Street in Manchester's City Centre, a major thoroughfare that runs from Albert Square to the Mancunian Way. The majority of buildings along Princess Street are listed, including the Grade I listed Town Hall and Manchester Art Gallery, making it a significant location in the City Centre. The character of the area comprises many different uses including office, restaurant, entertainment/drinking, residential, municipal and cultural. The site falls within the Whitworth Street Conservation Area.

The site relates to a complex of former warehouses along Princess Street. The buildings are Grade II Listed and are located at 40-46 Princess Street. They have previously been joined together to form one building. The two separate buildings were constructed between 1870 and 1880 as shipping warehouses.

It is five storeys plus ground, basement and sub-basement floors and has frontages to Princess Street, Harter Street and the courtyard. Other Grade II Listed buildings front the courtyard and together the buildings enclose it, although the courtyard can be readily viewed from Princess Street through a gateway. The building also has a rear frontage that faces an existing private car park.

The building has undergone a comprehensive refurbishment over the past few years to create new high-quality office building. This has included significant repair works to the primary

elevation along Princess Street, including the installation of new stone work to overclad some of the more severely degraded rusticated piers around the main entrance to both buildings.

Description of development

The development relates to the installation of a new individual letter sign to one of the new stonework piers by the main entrance. The sign would be fabricated from black powder-coated aluminium. Each letter will be individually affixed into the stone work. Illumination will come from previously approved light fixture which will cast light downwards on to the signage.

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.

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 this criteria is outlined below.

Visual Amenity

The signage would be modest in scale and design, with the lettering powder coated black and without halo or internal illumination. The colour will reflect the colour of the new window and

door frames installed as part of the refurbishment. Some illumination will come from a light fixture directly above, which was approved under app. ref. 130099/FO/2021, the illumination level and glare of which is to be controlled to an acceptable level under a condition attached to 135200/JO/2022. Hence, it is considered that the signage would not form an overly strident feature within the street scene.

The lettering will be fabricated from black, powder-coated aluminium. The colour scheme is subdued, reducing the signage's prominence whilst still providing the necessary contrast to the beige of the stonework that will allow the signage to be usefully legible. The powder-coating is a relatively durable finish that is easily replaceable, and colour matched should the signage become damaged. This is considered acceptable pursuant to saved policy DC15.1 (f), which states that advertisements should be satisfactorily maintained.

Whilst the styling of the letters is relatively modern, being all lower case in a contemporary font, this is considered appropriate within the context of the wider refurbishments of the building. Modern windows, with dark metal frames, have been installed in a harmonious manner that marries historic and modern elements.

The signage, both in its style and colour, is reflective of this and therefore it is considered that the signage would not form an incongruous element in the elevation. The development is therefore considered appropriate pursuant to saved policy DC19.1 (c) which states that no external or internal alteration or addition to a Listed building should have an adverse effect on its architectural or historic character.

Public Safety

The development subject to this application is the installation of non-illuminated lettering. Although the lettering would be illuminated by the lighting scheme approved under, it will not create a new illuminated elevational element in and of itself. Therefore, it is not predicted that the lettering would create a distraction to drivers.

The lettering will project 20mm from the stonework and be 5mm in depth for a total 25mm of protrusion. Therefore, it is not predicted that the signage would cause any obstruction to pedestrian movement on the adopted highway. As a result, it is considered that the signage would have no impact on public safety.

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) 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:

-Drawing - Proposed AL(79)101 BUILDING SIGNAGE - DETAILS

-Design & Access Statement HERITAGE, DESIGN & ACCESS STATEMENT

-Heritage Statement HERITAGE STATEMENT

received by the City Council, as Local Planning Authority, on 04/07/2023.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies CC9, EN3, SP1 and DM1 of the Core Strategy, saved policy DC19.1 and Sections 12 and 16 of the National Planning Policy Framework.

Appendix 1 – List of consultees & neighbours notified

Fifth Floor Room L5c, 40 Princess Street, Manchester, M1 6DE
Fifth Floor Room L5a, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Room 401, 40 Princess Street, Manchester, M1 6DE
The Cheshire Room Part First Floor, 40 Princess Street, Manchester, M1 6DE
First Floor Room 121, 40 Princess Street, Manchester, M1 6DE
First Floor Room 198A, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 223, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 316, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Rooms 403 To 408, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 224, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Room 416, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 317, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Room 419, 40 Princess Street, Manchester, M1 6DE
Flat 12, Portland House, 103A Portland Street, Manchester, M1 6DF
Sub Basement, 103 Portland Street, Manchester, M1 6DF
Second Floor Room 233, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 319, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 309, 40 Princess Street, Manchester, M1 6DE
The Yorkshire Room Part First Floor, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Room 423, 40 Princess Street, Manchester, M1 6DE
First Floor Room 109, 40 Princess Street, Manchester, M1 6DE
First Floor Room 122, 40 Princess Street, Manchester, M1 6DE
Third Floor, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 225, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 325, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 321, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 201, 40 Princess Street, Manchester, M1 6DE
101 Princess Street, Manchester, M1 6DD
Third Floor, 101 Princess Street, Manchester, M1 6DD
Upper Ground Floor, 101 Princess Street, Manchester, M1 6DD
Princess Hotel, 101 Portland Street, Manchester, M1 6DF
Flat 5, Portland House, 103A Portland Street, Manchester, M1 6DF
103 Portland Street, Manchester, M1 6DF
Flat 15, Portland House, 103A Portland Street, Manchester, M1 6DF
Second Floor Front, 101 Princess Street, Manchester, M1 6DD
Fourth Floor Room 408, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Rooms 414 To 415, 40 Princess Street, Manchester, M1 6DE
National Museum Of Labour History, 103 Princess Street, Manchester, M1 6DD
103 Princess Street, Manchester, M1 6DD
First Floor Room 107, 40 Princess Street, Manchester, M1 6DE
First Floor Room 198E, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Room 418, 40 Princess Street, Manchester, M1 6DE
Second Floor Rooms 204 And 205, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 231, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 323, 40 Princess Street, Manchester, M1 6DE
Flat 20, Portland House, 103A Portland Street, Manchester, M1 6DF
Ground Floor, 103 Portland Street, Manchester, M1 6DF
First Floor, 103 Portland Street, Manchester, M1 6DF
Flat 4, Portland House, 103A Portland Street, Manchester, M1 6DF
Fifth Floor, 101 Princess Street, Manchester, M1 6DD

Fourth Floor Room 413A, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 229, 40 Princess Street, Manchester, M1 6DE
First Floor Rooms 126 To 129, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 234, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 320, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Room 420, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 324, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 220, 40 Princess Street, Manchester, M1 6DE
Second Floor Rooms 211 To 212, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 301, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Room 402, 40 Princess Street, Manchester, M1 6DE
M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 16, Portland House, 103A Portland Street, Manchester, M1 6DF
Ground Floor To Third Floor, 103 Princess Street, Manchester, M1 6DD
Fourth Floor Room 409, 40 Princess Street, Manchester, M1 6DE
First Floor Room 112, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 333, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 326, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 218, 40 Princess Street, Manchester, M1 6DE
First Floor Room 198B, 40 Princess Street, Manchester, M1 6DE
First Floor Room 106, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 207, 40 Princess Street, Manchester, M1 6DE
First Floor, 40 Princess Street, Manchester, M1 6NG
Fourth Floor Room 417, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 213, 40 Princess Street, Manchester, M1 6DE
Flat 14, Portland House, 103A Portland Street, Manchester, M1 6DF
Flat 3, Portland House, 103A Portland Street, Manchester, M1 6DF
Fourth Floor Rooms 410 To 411, 40 Princess Street, Manchester, M1 6DE
Basement, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 232, 40 Princess Street, Manchester, M1 6DE
CATERMATCH SOLUTIONS LTD, Fifth Floor Room U5b, 40 Princess Street, Manchester, M1 6DE
Basement To First Floor, National Museum Of Labour History, 103 Princess Street, Manchester, M1 6DD
Third Floor Room 302, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 210, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Rooms 424 To 426, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 307, 40 Princess Street, Manchester, M1 6DE
Ground Floor, 44 Princess Street, Manchester, M1 6HR
Fourth Floor Room 421, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 221, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 230, 40 Princess Street, Manchester, M1 6DE
Fifth Floor Room L5b, 40 Princess Street, Manchester, M1 6DE
Third Floor Rooms 327 To 328, 40 Princess Street, Manchester, M1 6DE
Flat 1, M1 Building, 50 Princess Street, Manchester, M1 6HR
Flat 8, Portland House, 103A Portland Street, Manchester, M1 6DF
Flat 10, Portland House, 103A Portland Street, Manchester, M1 6DF
Flat 11, Portland House, 103A Portland Street, Manchester, M1 6DF
Flat 2, Portland House, 103A Portland Street, Manchester, M1 6DF
Second Floor, 101 Princess Street, Manchester, M1 6DD
Fourth Floor Room 413B, 40 Princess Street, Manchester, M1 6DE
Basement, M1 Building, 50 Princess Street, Manchester, M1 6HR
46 Princess Street, Manchester, M1 6DE
Second Floor Room 219, 40 Princess Street, Manchester, M1 6DE

Third Floor Room 322, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Room 422, 40 Princess Street, Manchester, M1 6DE
Fifth Floor Room U5c, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 227, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 206, 40 Princess Street, Manchester, M1 6DE
Second Floor Rooms 214 To 216, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 208, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 228, 40 Princess Street, Manchester, M1 6DE
Basement, 103 Portland Street, Manchester, M1 6DF
Flat 7, Portland House, 103A Portland Street, Manchester, M1 6DF
Flat 13, Portland House, 103A Portland Street, Manchester, M1 6DF
Flat 19, Portland House, 103A Portland Street, Manchester, M1 6DF
Flat 6, Portland House, 103A Portland Street, Manchester, M1 6DF
Flat 1, Portland House, 103A Portland Street, Manchester, M1 6DF
Basement, 101 Princess Street, Manchester, M1 6DD
First Floor, 101 Princess Street, Manchester, M1 6DD
Ground Floor, 46 Princess Street, Manchester, M1 6HR
Fourth Floor, 101 Princess Street, Manchester, M1 6DD
Rooms 110 To 111, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 222, 40 Princess Street, Manchester, M1 6DE
Third Floor Room 318, 40 Princess Street, Manchester, M1 6DE
44 Princess Street, Manchester, M1 6DE
Second Floor Room 217, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 202, 40 Princess Street, Manchester, M1 6DE
First Floor Room 198C, 40 Princess Street, Manchester, M1 6DE
First Floor Room 198D, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 226, 40 Princess Street, Manchester, M1 6DE
Second Floor Room 203, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Room 412, 40 Princess Street, Manchester, M1 6DE
First Floor Room 108, 40 Princess Street, Manchester, M1 6DE
Fourth Floor Front, 101 Princess Street, Manchester, M1 6DD
Flat 9, Portland House, 103A Portland Street, Manchester, M1 6DF
Flat 17, Portland House, 103A Portland Street, Manchester, M1 6DF
Flat 18, Portland House, 103A Portland Street, Manchester, M1 6DF
Third Floor Room 308, 40 Princess Street, Manchester, M1 6DE
Fifth Floor Room U5a, 40 Princess Street, Manchester, M1 6DE

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 - Whitworth Street Conservation Area 1985
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL