

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134895/AO/2022

Date registered valid: 21 September 2022

Proposal: Installation of fascia and canopy signs and a plaque

Address: 9-19 St Ann Street, Manchester, M2 7LG

Ward(s): Deansgate Ward

Applicant: Mr Stephen Bourne Signet Jewelers Hunters Road, Birmingham, B19 1DS

Agent (if any): Mr Paul Turner Mansell Associates Ltd Suite D7 Swan House
Business Centre, The Park, Market Bosworth, CV13 0LJ

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

Recommendation: Approved and Refused

Date of recommendation: 16 November 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 27 September 2022

Standard consultations:

Printed: 22 September 2022 Expired: 13 October 2022

Neighbour notifications

Printed: 22 September 2022 Expired: 13 October 2022

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: St Anns Square Conservation Area 1970

Tree Preservation Order: Not applicable

Description of area

The application relates to a property located at 9-19 St Ann Street which is considered to be a non-designated heritage asset and is located within St Ann's Square Conservation Area. It is diagonally opposite the Grade I Listed St Ann's Church and can be viewed in context with the Grade II* bank on St Ann Street. It has elevations onto St Ann Street, and St Ann's Square.

The building is an attractive historic building and the elevations contain some decorative features.

The ground floor of the building has a modern fit out with some original features exposed to view.

The ground floor of the building is currently occupied by a jewellery store.

Other listed buildings surrounding St Ann's Square include Grade II listed buildings at 16, 18 and 22 and 17 to 21 St Ann's Square and the Grade II Listed Royal Exchange.

Surrounding uses include a theatre, the Arndale Centre, St Ann's church, shops, hotels, residential accommodation, banks, offices, bars, restaurants, takeaways and cafés.

Description of development

Advertisement Consent is sought for the installation of:

- 1no. internally illuminated fascia level individual letter sign that reads Ernest Jones.
- 1no. internally illuminated fascia level individual letter sign that reads Omega and the associated logos.
- 1no. internally illuminated fascia level individual letter sign that reads Cartier.
- 1no. internally illuminated fascia level Individual letter sign that reads Breitling and the associated logos.
- 1no. non-illuminated building plaque sign that reads Omega Boutique.

Planning permission referenced 134894/FO/2022 was approved on 8th November 2022 and allowed installation of 2no. new shop front windows and 1no. shop front including an entrance to match the existing design and materials.

Consultations & Notification Responses

Publicity - Letters were sent to surrounding occupiers. No replies have been 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

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.

Paragraph 197 states that in determining planning applications, local planning authorities should take account of:

- The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation.
- The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality.
- The desirability of new development making a positive contribution to local character and distinctiveness.

Paragraph 194 advises that local planning authorities should require an applicant to submit sufficient information to describe the significance of any heritage assets affected, including any contribution made by their setting.

Paragraph 200 advises that any harm to or loss of a designated heritage asset should require clear and convincing justification. Substantial harm or loss should be exceptional and substantial harm to or loss of designated heritage assets of the highest significance, including grade I and II* listed buildings should be wholly exceptional.

Paragraph 201 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

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 effect of the proposal on the affected heritage assets has been considered.

The existing signage at the premises is an excessive amount for one shop, but does have a consistent colour that is a heritage colour minimising the impact.

The proposals do reduce the number of signs from the existing amount, but the proposed signage would not retain a consistent heritage colour and as a result would be more prominent.

The fascia level individual letter sign that reads Ernest Jones is considered to have an acceptable appearance in terms of its colour, size and relationship to the features of the building and can be approved. Given this, the sign would not cause harm to the significance of the building, the Grade I Listed St Ann's Church, which is opposite the site or the St Ann's Square Conservation Area.

The fascia level individual letter sign that reads Omega and the associated logos does not have an acceptable appearance as the colour would be a bright non-heritage colour (red) that would not be in keeping with the existing and other proposed signage. The installation of this sign would spoil the consistency of signage currently on site and would be obtrusive due to its bright non-heritage colour and would contribute to advertisement clutter due to its colour and due to the amount of signage proposed for the shop unit.

The fascia level individual letter sign that reads Cartier does not have an acceptable appearance as the colour would be a non-heritage colour (black) that would not be in keeping with the existing and other proposed signage. The installation of this sign would spoil the consistency of signage currently on site and would be obtrusive due to its non-heritage colour and would contribute to advertisement clutter due to its colour and due to the amount of signage proposed for the shop unit.

The fascia level Individual letter sign that reads Breitling and the associated logos does not have an acceptable appearance as the colours would be non-heritage colours (black and bright yellow) that would not be in keeping with the existing and other proposed signage. The installation of this sign would spoil the consistency of signage currently on site and would be obtrusive due to its bright non-heritage colour, would be incongruous as it would be overlarge for the space available between the features and would not be in keeping with the spacing of the other signs and would contribute to advertisement clutter due to its colour and due to the amount of signage proposed for the shop unit.

The building plaque sign that reads Omega Boutique does not have an acceptable appearance as the colours would be non-heritage colours (white, black and yellow) that would not be in keeping with the existing and other proposed signage. The installation of this sign would spoil the consistency of signage currently on site, would not be in keeping with the features of the elevation and the other proposed signage and would contribute to advertisement clutter due to its colour and due to the amount of signage proposed for the shop unit.

The signs excluding the sign that reads Ernest Jones would have a negative impact on the appearance of the surrounding environment due to their proposed size, location, design and appearance. The proposals would be insensitively located on a site with a high level of visibility within the street scene, within St Ann's Square Conservation Area, opposite the Grade I Listed St Ann's Church and would be over-dominant features due to their colours, designs and would create advertisement clutter as they would constitute five signs on one shop unit.

Public Safety - No issues

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: Approved and Refused

Approved

Approve the installation of 1no. internally illuminated fascia level individual letter sign that reads Ernest Jones.

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

0) Refuse the installation of the following signs:

-1no. internally illuminated fascia level individual letter sign that reads Omega and the associated logos.

-1no. internally illuminated fascia level individual letter sign that reads Cartier.

-1no. internally illuminated fascia level Individual letter sign that reads Breitling and the associated logos.

-The 1no. non-illuminated building plaque sign that reads Omega Boutique.

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.

1) The 4 individual letter fascia signs shown on drawing referenced 3470-03-05 Rev B namely the 1no. fascia level individual letter sign that reads Omega and the associated logos, the 1no. fascia level individual letter sign that reads Cartier, the 1no. fascia level Individual letter sign that reads Breitling and the associated logos, the 1no. building plaque sign that reads Omega Boutique are unacceptable by virtue of their colour (being non-heritage colours), not be in keeping with the existing signage and building features/architecture and would be more

prominent features on the building creating advertisement clutter. The 1no. fascia level Individual letter sign that reads Breitling in particular, with its associated logos, would also form an incongruous and overlarge feature for the space. The proposed signs would thereby be detrimental to the visual amenity of the building and the street scene. For these reasons the proposed advertisements are contrary to policies SP1 (Spatial Principles), EN1 (Design Principles and Strategic Character Areas), and DM1 (Development Management) of the Core Strategy of the City of Manchester; saved policies E3.3 (Environmental Improvement and Protection) and DC14 (Shop Fronts and Related Signs) of the Unitary Development Plan for the City of Manchester; and Section 12 (Achieving well-designed places) of the National Planning Policy Framework.

2) The 1no. internally illuminated fascia level individual letter sign that reads Ernest Jones that is hereby approved shall be carried out in accordance with the following drawings and documents:

The drawings referenced 3470-03-05 Rev B received by the City Council as local planning authority on 7 November 2022

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN3, CC9, EN1, SP1 and DM1 of the Core Strategy and saved policy DC19.1 of the Unitary Development Plan for the City of Manchester.

3) The internally illuminated fascia level individual letter sign that reads Ernest Jones that is hereby approved shall have a luminance limit of 600cd/m². All luminance shall be static only.

Reason - In the interests of pedestrian/highway safety and visual amenity, pursuant to policy DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

22 St Ann Street, Manchester, M2 7LF
12 - 14 St Ann Street, Manchester, M2 7LF
7 St Ann Street, Manchester, M2 7LG
18 St Ann Street, Manchester, M2 7LP
Flat 8, Octo, 1 Police Street, Manchester, M2 7LU
Flat 7, Octo, 1 Police Street, Manchester, M2 7LU
Flat 6, Octo, 1 Police Street, Manchester, M2 7LU
Flat 5, Octo, 1 Police Street, Manchester, M2 7LU
Flat 4, Octo, 1 Police Street, Manchester, M2 7LU
Flat 3, Octo, 1 Police Street, Manchester, M2 7LU
Flat 2, Octo, 1 Police Street, Manchester, M2 7LU
Flat 1, Octo, 1 Police Street, Manchester, M2 7LU
13 St Ann Street, Manchester, M2 7LG
24 - 26 St Ann's Square, Manchester, M2 7JB
14 - 16 St Ann Street, Manchester, M2 7LF
EAT., Ground Floor, 1 St Ann Street, Manchester, M2 7LG
83 Deansgate, Manchester, M3 2BW
83 - 85 Deansgate, Manchester, M3 2BW
DOOLEY ASSOCIATES LTD, Fourth Floor, 1 St Ann Street, Manchester, M2 7LG
First Floor, 1 St Ann Street, Manchester, M2 7LG
1 St Ann Street, Manchester, M2 7LG
Third Floor, 1 St Ann Street, Manchester, M2 7LG
Second Floor, 1 St Ann Street, Manchester, M2 7LG
79 - 81 Deansgate, Manchester, M3 2BW
DAVID M ROBINSON, 28 St Ann's Square, Manchester, M2 7JB

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 - St Anns Square Conservation Area 1970
Area Team Boundary - Name: CENTRAL