

Planning

Growth & Development

Delegated officer report for planning application

Application no. 136509/AO/2023
Date registered valid: 17 March 2023
Proposal: Installation of 2no. high level illuminated signs
Address: T1 Building, Water Street, Manchester
Ward(s): Deansgate Ward

Applicant: Union Living Manchester 1 Ltd
Agent (if any): Mr Ollie Eyre Deloitte
Case officer: David Brettell
Tel: 0161 234 4556
Email: dave.brettell@manchester.gov.uk

Recommendation: **APPROVE**
Date of recommendation: 9th June 2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 3 April 2023 Expired: 24 April 2023

Neighbour notifications

Printed: 3 April 2023 Expired: 24 April 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: Castlefield Conservation Area 1979

Tree Preservation Order:

Description of area

The application building, known as T1, is located in a central part of the St Johns regeneration area. It is bounded by Water Street, Manchester Goods Yard, and Grape Street, with neighbouring high rise buildings nearing completion.

Description of development

On 15 July 2021, Planning Permission was granted for T1 Union. The description of development approved under application reference 125655/FO/2019) is as follows:

“Full Planning Permission for the erection of 32 storey plus two basement level mixed use building (sui generis), comprising co-living units, amenity space, gym and flexible commercial space, landscaping, access and other associated works.”

Construction of the development commenced in May 2022, and is nearing completion.

The consented scheme was approved without specific design details of the signage strategy, with the requirement to submit these details covered by Condition 9 (Signage Strategy), which reads:

“Before first occupation of the development, a signage design strategy for all parts of the development shall be submitted to and approved in writing by the City Council as local planning authority.”

An application to discharge this condition has yet to be received, but the main building signage, as applied for in this application, is required within a shorter time period.

The Proposed Development comprises the erection of two “U+NION” illuminated signs on the top parapet of the East and West elevations, one facing across the City Centre, and the other facing the River Irwell, and Salford beyond.

The proposed elevation signs will be made from bespoke fabricated illuminated lettering and are some 94m above ground level.

The signs have been specifically designed and located on the top parapet to ensure they are visible when viewed from the pedestrian level on Water Street and will act as a means of wayfinding to direct people to the building.

Consultations & Notification Responses

Neighbours -no comments received

Highways – No objections

Env Health. No objections. Recommended condition re:illumination

Issues

Signage has always envisaged at the top of T1 and was highlighted as an indicative signage zone in previously approved drawings. The proposed signage has been designed to integrate fully within the building façade, sitting in the black sections between the silver piers at the top of the building, facing east and west. The black and white colour palette and lettering font will complement the building, and the justification for the signs that “The site’s illumination will support T1’s role as a way-marker and beacon for St John’s in the city” is accepted.

Once complete, other buildings within St John’s will also be characterised by similar signage, contributing to the overall sense of identity of the area.

In addition, it is noted that high level illuminated signage has been approved elsewhere in the City Centre, helping to define the emerging skyline, when viewed from a distance.

The nature of the illumination is proportionate for the location near to the highway, and would not be distracting or cause safety issues to road users. Nor would it create any amenity issues. The Applicant has confirmed that the signage will not exceed 300 cd/m², and will be installed with a timer switch as not to be illuminated between 23:00 and 07:00 hrs. This accords with the requirements of Environmental Health.

The proposed signs are compatible with planning policy and are considered to be in accordance with and the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

As such, this application is recommended for approval, subject to conditions.

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:

Location Plan, showing site edged red, received 17th March 2023.

Signage Specification, prepared by xsign Version 07-11.01.23, received 29th March 2023

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to Core Strategy policies DM1 and SP1

3) Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties. The signage illumination shall not exceed 300cd/m² during the hours of darkness and controlled to not be illuminated during the hours of 23:00 to 07:00.

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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

The Victoria And Albert Hotel, Water Street, Manchester, M3 4JQ
Bonded Warehouse, 18 Lower Byrom Street, Manchester, M3 4AP
88 - 100 Quay Street, Manchester, M3 4PR
37 Quay Street, Manchester, M60 9EA
2 Goods Yard Street, Manchester, M3 3BG
6 Goods Yard Street, Manchester, M3 3BG
4 Goods Yard Street, Manchester, M3 3BG
8 Goods Yard Street, Manchester, M3 3BG
1 New Quay Street, Manchester, M3 4BN

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 - Castlefield Conservation Area 1979
Flood Zones Type 2 (low to medium risk) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL