

Planning

Growth & Development

Delegated officer report for planning application

Application no. 137580/AO/2023

Date registered valid: 17 July 2023

Proposal: Installation of 2no internally illuminated fascia signs and 1no externally illuminated hanging sign.

Address: Starbucks Coffee, 1 - 3 Piccadilly, Manchester, M1 1LZ

Ward(s): Piccadilly Ward

Applicant: Starbucks Coffee Company (UK) Limited

Agent (if any): Miss Hannah Caudwell Pegasus Group

Case officer: Michael Pearson
Tel: 0161 219 2735
Email: michael.pearson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 28/09/2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 21 July 2023

Standard consultations:

Printed: 20 July 2023 Expired: 10 August 2023

Neighbour notifications

Printed: 20 July 2023 Expired: 10 August 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 application relates to the four storey Grade II listed corner building, with attic, located at no1-3 Piccadilly. The property dates from 1879 and is adorned with decorative upper floors, bay windows and prominent circular turret. The ground floor of the application site features a shopfront painted black, 3no fascia signs comprised of individual internally illuminated letters, 1no projecting sign and 1no hanging sign. The property's side elevation along Tib Street features 2no of said fascia signs and a single projecting sign, with its front elevation featuring a single hanging sign and single fascia sign. The ground and first floor of the application site are in active use as café (Class(b)), and its upper floors lie vacant.

Listed building: Grade II

Conservation area: Smithfield Conservation Area 1987

Tree Preservation Order: Not applicable

Description of area

The application site lies on the junction where Tib Street meets Market Street. The neighbouring area constitutes that of Piccadilly Gardens and Market Street, a commercial area that lies within the heart of Manchester City Centre. Neighbouring properties comprise of a mix of ages, design and scale. The most notable additions within the neighbouring street scene consist of the Grade II listed Rylands Building at no109-125 Market Street, the Royal Buildings site at no2 Mosley Street and the Market Street tram stop. Neighbouring advertisements consist of fascia signs, hanging signs and projecting signs.

Description of development

The application seeks advertisement consent for the installation of 2no fascia signs and a single hanging sign, with the proposal also seeing the removal of the site's existing 3no fascia signs and single projecting sign.

In place of the property's existing projecting sign, a hanging sign would be installed. The design of the hanging sign would be to match that of the property's existing hanging sign on the front elevation. This being that the sign would feature a circular panel that would have a height of 0.6m, a depth of 0.6m and a width of 0.04m. The panel would then be suspended from a bracket with double sided trough lights. When including the dimensions of the bracket the hanging sign would have a height of 0.74m, a width of 0.43m and depth of 0.725m. The proposed individual letter fascia signs would be located on the site of 2no of the property's existing fascia signs, one to the front elevation and one to the side elevation. The proposed signs would have a height of 0.305m, a width of 2.952m and a depth of 0.35m.

The submitted application form states that all proposed signage would have a luminance level of 420cd/m².

Planning History

137530/LO/2023 - LISTED BUILDING CONSENT Replacement of existing fascia signage, shopfront painting and internal alterations and refurbishments – Application pending consideration.

110963/LO/2016/C2 - Listed Building Consent application for the display of one externally illuminated projecting sign, a window vinyl sign, repainting of the shop front and creation of an external seating area – Approved June 2016.

110962/AO/2016/C2 - Display of signage including one externally illuminated projecting sign and one new window vinyl – Approved June 2016.

110961/FO/2016/C2 - Creation of external seating area adjacent to Tib Street elevation – Approved June 2016.

113414/FO/2016 - The installation of a roller shutter – Approved October 2016.

113415/LO/2016 - Listed Building Consent to paint existing roller shutter and the installation of a roller shutter – Approved October 2016.

Consultations & Notification Responses

Highways – No objection subject to an informatives relating to a projection license and licensing, hoarding, scaffolding and any associated traffic management arrangements during construction.

Environmental Health – No objection.

Metrolink – No objection subject to the submission of a construction management plan.

Publicity – None received.

Policy

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 Manchester Core Strategy – Development Plan Document 2012 – 2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy CC9 – Design and Heritage
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy EN3 – Heritage
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC15 – Advertisements, Hoardings and Posters
- Policy DC19 – Listed Buildings

National Planning Policy Framework (NPPF)

- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and enhancing the historic environment

Issues

Visual Amenity

The proposal would see the removal of 4no advertisements from the application site and the subsequent installation of 3no new advertisements, thus seeing a net loss of advertisements on site. The proposed hanging sign would match the existing hanging sign present on the front

elevation of the application site. With a width of 0.04m the hanging sign would not appear overly bulky or cumbersome within the street scene and would thereby give the application site's signage a more homogenous appearance. The existing individual letter signs on site have a width of 4.88m and a height of 0.3m, with the proposed letter signs featuring the same height and a reduced width of to 2.85m. It is considered the reduction in the size and the number of individual letter signs would enhance the appearance of the application site, reducing visual clutter. Additionally, with the proposed depth of the individual letter fascia signs being 0.35m, it is considered the signs would not have an overly bulky appearance. As such, it is considered the proposed advertisements would have an acceptable impact on visual amenity.

Highway and Pedestrian Safety

The proposed advertisements would face onto a section of pedestrianised road, this being the southern section of Tib Street, and a section of tramline, this being situated along Market Street/Piccadilly/Mosley Street. The proposed advertisements would have illuminance levels of 420cd/m². Highways do not object to this subject to an informative notifying the applicant of the need to notify them if any structures will be erected on the public highway during the course of construction works. Highways also noted that a projection license will be required for the proposed projecting sign, as such in the event of an approval this will be attached as an informative. Metrolink do not object to the proposal subject to the submission of a Construction Management Plan, however, given the scale of the proposed development it is considered attaching a condition that would require the submission of such a plan would be unreasonable and disproportionate and as such will not be attached in the event of an approval. Taking the above into account, subject to a condition that would require that the proposed advertisements to have a maximum luminance level of 420cd/m² at all times, as well as highway informative, the proposal is considered to be acceptable from a highway safety perspective in accordance with Core Strategy Policies SP1 and DM1, Saved Unitary Development Plan Policies DC15, the National Planning Policy Framework and National Planning Practice Guidance.

Conclusion

In light of the above, the proposal is considered to be acceptable in respect of both design and highway safety and is thus in accordance with Manchester Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Unitary Development Plan Policies DC15 and DC19, the National Planning Policy Framework and National Planning Practice Guidance. The application is therefore recommend for approval.

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

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:

- o A-2002 Rev 3: Proposed Exterior Elevations (Dated 07/09/2023; 07/09/2023)
- o A2/200005 Rev 1: Starbucks Coffee Borough Street Projecting Sign (Dated 04/03/2016; Received 07/09/2023)
- o C1229_SBUX_MANCHESTER (Includes external fascia sign elevations and sections; Received 27/09/2023)

Reason: To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Core Strategy and the National Planning Policy Framework.

3) The maximum luminance of signage shall not exceed 420 cd/m² in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC14.1, and E3.3 of the Unitary Development Plan for the City of Manchester.

Informatives

1) Any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Network Management teams via Email at highwaylicences@manchester.gov.uk or highwaynetworkmanagement@manchester.gov.uk.

2) The proposed projecting sign will overhang the footway by 600mm. The applicant should apply for a projection over the highway permit by contacting Environment on Call on 0161 234 5004 or via the following link: [Licensing - Projecting over the highway | Manchester City Council](#).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester

122A Market Street, Manchester, M1 1WA
130 - 132 Market Street, Manchester, M60 1AY
GREGGS, 7 - 9 Piccadilly, Manchester, M1 1LZ
Superdrug, 7 Piccadilly, Manchester, M1 1LZ
124 - 126 Market Street, Manchester, M1 1WA
Debenhams, 109 - 127 Market Street, Manchester, M60 1TA
128 Market Street, Manchester, M1 1WA
Halifax, 5 Piccadilly, Manchester, M1 1LZ

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 - Smithfield Conservation Area 1987
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL