

Planning

Growth & Development

Delegated officer report for planning application

Application no. 136908/AO/2023

Date registered valid: 7 June 2023

Proposal: 1 x fascia signage over the main entrance.

Address: 14 Ridgefield House, Basement And Ground Floor , John Dalton Street, Manchester, M2 6JR

Ward(s): Deansgate Ward

Applicant: Mr Zack Isaak Thistle Property Holdings Group

Agent (if any): Mr Michael Chow Jade3 Architecture

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

Recommendation: Approve

Date of recommendation: 05/07/2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 9 June 2023 Expired: 30 June 2023

Neighbour notifications

Printed: 9 June 2023 Expired: 30 June 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: Albert Square (Extension) Conservation Area 1985

Tree Preservation Order: n/a

Description of area

The area relates to John Dalton that runs between the major thoroughfare of Deansgate and the prominent public realm at St Alberts Square. The character of the area comprises many different uses, including dining, drinking, retail, office, residential and municipal. The site is within the Albert Square Conservation Area and there are a number of listed buildings in the vicinity.

The site relates to the ground floor and basement unit of number 14 John Dalton Street on the of Ridgefield House. The unit was formerly occupied by Panacea, a high-end bar and restaurant once well-known as a celebrity nightlife destination. Ridgefield House is a brutalist-style high-rise office building that has subsequently had a number of ground and first floor extensions and modifications. The unit itself is clad in a light beige porcelain or stone panelling, with large, glazed panels, with lightweight chrome frames, set into the elevations. Above there is a green copper clad balcony level with glass balustrade.

Description of development

The development relates to the installation of 1no. halo-illuminated fascia sign made of powder coated individual letters. These will be mounted on the fascia above the main entrance.

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.

Highways Services - Complies with headroom requirements, require lower illuminance.
Environmental Health - Illuminance condition requested.

Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity, impact upon the adjacent Conservation Area and Public Safety. The main policies that relate to the assessment of the proposal are the Town and Country Planning (Control of Advertisements) Regulations 2007 and Core Strategy policies DM1 (Development Management), SP1 (Spatial Principles), CC9 (Design and Heritage) and EN3 (Heritage), the Saved Policies contained within the Unitary Development Plan for Manchester in particular DC14 (Shop fronts and Related Signs), DC15 (Advertisements, Hoardings and Posters) DC18.1 (Conservation Areas) and the National Planning Policy Framework, in particular Section 12 (Achieving well-designed places) and Section 16 (Conserving and enhancing the historic environment).

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

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 application seeks consent for the installation of individually mounted, white powder-coated aluminium lettering with halo illumination.

As per saved policy DC14.5(e) of the Manchester Core Strategy, individual lettering is preferred in conservation areas. Hence the style of signage is considered acceptable.

The colour of the lettering would be white. Against the background of light beige cladding that forms the ground floor elevation, this would visually unobtrusive.

The proposed illumination would be 300cd/m², as per the recommendations of Environmental Health. An appropriate condition is attached to this approval to ensure the final illuminance level complies with this recommendation.

Given the above, it is considered that the signage would cause a minimal level of harm to visual amenity, such that it would not warrant a refusal.

Impact on the conservation area

Although the unit is in a conservation area, the elevation on which the signage is proposed is on Ridgefield, a side street off John Dalton Street. As a result, the signage is not in a prominent location within the conservation area, and it is not directly in the setting of a listed building.

Owing to the lack of visual prominence of the signage, related to its colour and illumination, it is considered that the proposal would have a cause a negligible level of harm to the character and appearance of the conservation area.

Public safety

The elevation on which the installation is proposed is down a side road, Ridgefield, that comes off John Dalton Street. Ridgefield leads on to Mulberry Street, which terminates at either end at pedestrianised highway on to Lincoln Square. This in effect makes Ridgefield a no-through road. There is minimal parking on Mulberry Street or Ridgefield. Hence, the road would see little traffic.

Highways raised concerns regarding the illuminance level. This has since been revised to 300cd/m² which is well below the maximum recommended by the Institute of Lighting Professionals.

The low illuminance, unobtrusive colour and low traffic level on Ridgefield therefore make it unlikely that the proposed sign would pose a distraction risk to drivers.

There is no projecting sign proposed, so it is considered the risk to pedestrians would be low.

Given the above, the signage is considered acceptable with regard to 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

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 104 REV B JOHN DALTON STREET AND MULBERRY STREET ELEVATION

-Drawing - Proposed 105 REV C RIDGEFIELD ELEVATION

-Drawing - Proposed 106 REV C PART MAIN ENTRANCE JOHN DALTON STREET ELEVATION

-Drawing - Proposed 111 REV B PROPOSED TYPICAL CROSS SECTION OF ENTRANCE FASCIA SIGN

received by the City Council, as Local Planning Authority, on 15/06/2023.

-Correspondence WITH AGENT RE COLOUR received by the City Council, as Local Planning Authority, on 06/07/2023.

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

3) Illuminated signage shall be designed and installed so as to control glare and overspill onto nearby residential properties.

The signage will be selected and installed to ensure the illuminance does not exceed 300cd/m2.

Reason - To safeguard the amenities of the occupiers of nearby properties. pursuant to policies DM1 and SP1 of the Manchester Core Strategy (2012).

Informatives

1) The applicant should be advised that 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 - highwaylicences@manchester.gov.uk highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

31 - 33 John Dalton Street, Manchester, M2 6FW
Ridgefield House, 14 John Dalton Street, Manchester, M2 6JR
Second Floor, Grange House, 17 - 27 John Dalton Street, Manchester, M2 6FW
First Floor, Grange House, 17 - 27 John Dalton Street, Manchester, M2 6FW
Third Floor, Grange House, 17 - 27 John Dalton Street, Manchester, M2 6FW
19 John Dalton Street, Manchester, M2 6FW
7 Brazenose Street, Manchester, M2 5AD
14 John Dalton Street, Manchester, M2 6JP
17 John Dalton Street, Manchester, M2 6FW
25 John Dalton Street, Manchester, M2 6FW
9 Brazenose Street, Manchester, M2 5AD
23 John Dalton Street, Manchester, M2 6FW
Third Floor, Ridgefield House, 14 John Dalton Street, Manchester, M2 6JR
Second Floor Front, 14 John Dalton Street, Manchester, M2 6JP
Fifth Floor, Grange House, 17 - 27 John Dalton Street, Manchester, M2 6FW
Grange House, 17 - 27 John Dalton Street, Manchester, M2 6FW
Bills Restaurant, 8 - 12 John Dalton Street, Manchester, M2 6JP
Second Floor, Ridgefield House, 14 John Dalton Street, Manchester, M2 6JR
Ground Floor First Floor Second Floor, Ridgefield House, 14 John Dalton Street, Manchester, M2 6JR
Fourth Floor, Ridgefield House, 14 John Dalton Street, Manchester, M2 6JR
Fourth Floor, Grange House, 17 - 27 John Dalton Street, Manchester, M2 6FW
Second Floor Rear, 14 John Dalton Street, Manchester, M2 6JP

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 - Albert Square (Extension) Conservation Area 1985
Area Team Boundary - Name: CENTRAL