

Planning

Growth & Development

Delegated officer report for planning application

Application no.	136556/AO/2023		
Date registered valid:	23 March 2023		
Proposal:	Installation of 2 no. externally illuminated fascia lettering signs and 2 no. externally illuminated hanging signs		
Address:	16-18 King Street, Manchester, M2 6AG		
Ward(s):	Deansgate		Ward
Applicant:	Gails Ltd		
Agent (if any):	Mr James Baker Planning Potential Ltd		
Case officer:	David		Brettell
	Tel: 0161	234	4556
	Email: dave.brettell@manchester.gov.uk		
Recommendation:	APPROVE		
Date of recommendation:	16 May 2023		

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 4 April 2023 Expired: 25 April 2023

Neighbour notifications

Printed: 4 April 2023 Expired: 25 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: St Anns Square Conservation Area 1970

Tree Preservation Order:

Description of area

The application site is located in the St Anns Conservation Area, at the junction of pedestrianised King Street and Police Street. The property consists of the ground floor unit of the four-storey building, facing on to both streets. The unit is currently vacant, having most recently been occupied by The White Stuff (clothes retailer). The upper floors contain a mix of commercial use and residential dwellings.

The site is close to several listed buildings and although the application site is not listed, it makes an important contribution to the designated heritage assets in the area.

Description of development

The proposals include the provision of 2 no. externally illuminated individual lettering signs, one above the entrance to the King Street elevation and the other above a display window on the side elevation. In addition, 2 no. externally illuminated hanging signs are proposed, one on each elevation. The projecting signs are located some 3.3m above the highway with a thickness of 40mm.

Consultations & Notification Responses

Neighbours – No comments received.

Highways – No objection.

Issues

The site is located within St Anns Square Conservation Area. The proposals are considered to be in-keeping with the commercial character of the area, and the proposed adverts are similar to those found on other retail units in this part of King Street. The signs are considered to be unobtrusive, and would not detract from the Conservation Area, within which the site is located.

In terms of policy, the proposals are in accordance with saved UDP policies DC.18 (Conservation Areas), DC.19 (Listed Buildings) and DC14.5, which requires advertisements to consider the interests of amenity and public safety

In addition, the proposals are compatible with provisions of policies SP1 and DM1 of the Manchester Core Strategy (2012). Reference is also made to Policy CC9, which states “development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including Conservation Areas”.

In terms of the visual impact, the proposed signage constitutes an acceptable design and would not be unduly obtrusive to the Conservation Area or nearby listed buildings.

Accordingly, the 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, received by the City Council, as local planning authority on 23rd March 2023.

Drawings:

Proposed elevations ref:302 300

Proposed details ref:302 400

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

Appendix 1 – List of consultees & neighbours notified

Highway Services

14 - 16 St Ann Street, Manchester, M2 7LF
Fifth Floor, 1 King Street, Manchester, M2 6AW
Fourth Floor, 13 Police Street, Manchester, M2 7LQ
CAPGEN SERVICES LTD, Suite 5 Part Third Floor, 13 Police Street, Manchester, M2 7LQ
Second Floor, 13 Police Street, Manchester, M2 7LQ
First Floor, 13 Police Street, Manchester, M2 7LQ
89 - 91 Deansgate, Manchester, M3 2BW
Suite 5, 13 Police Street, Manchester, M2 7WA
Suite 4, 13 Police Street, Manchester, M2 7WA
SUTTON & ROBERTSON, 1A King Street, Manchester, M2 6AW
BOODLE AND DUNTHORNE LTD, Ground Floor And Basement Floor, 1 King Street, Manchester, M2 6AW
Basement, 1 King Street, Manchester, M2 6AW
Fourth Floor, 1 King Street, Manchester, M2 6AW
22 King Street, Manchester, M2 6AG
83 Deansgate, Manchester, M3 2BW
83 - 85 Deansgate, Manchester, M3 2BW
1 King Street, Manchester, M2 6AW
Third Floor, 1 King Street, Manchester, M2 6AW
First Floor, 1 Ridgefield, Manchester, M2 6EG
Second Floor, 1 Ridgefield, Manchester, M2 6EG
87 Deansgate, Manchester, M3 2BW
13 Police Street, Manchester, M2 7WA
1 Ridgefield, Manchester, M2 6EG
12 - 14 King Street, Manchester, M2 6AG
Third Floor, 1 Ridgefield, Manchester, M2 6EG
93 Deansgate, Manchester, M3 2BW
17 King Street, Manchester, M2 6AW
13 - 15 King Street, Manchester, M2 6AW
12 - 14 St Ann Street, Manchester, M2 7LF
THMG Manchester Clinic, Part Second Floor, 13 Police Street, Manchester, M2 7LQ
Third Floor, 13 Police Street, Manchester, M2 7LQ

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