

Planning

Growth & Development

Delegated officer report for planning application

Application no.	136333/AO/2023	
Date registered valid:	23 February 2023	
Proposal:	Installation of various illuminated signage.	
Address:	201 Ground Floor , Deansgate, Manchester, M3 3NW	
Ward(s):	Deansgate	Ward
Applicant:	Red Engine	
Agent (if any):	Bidwells	
Case officer:	Jack Tel: 0161 219 Email: jack.naven@manchester.gov.uk	Naven 2095
Recommendation:	Approved and Refused	
Date of recommendation:	03/05/2023	

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 24 March 2023

Standard consultations:

Printed: 8 March 2023 Expired: 29 March 2023

Neighbour notifications

Printed: 8 March 2023 Expired: 29 March 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 Area

Listed building: Not applicable

Conservation area: Deansgate Conservation Area 1985

Tree Preservation Order: Not applicable

Description of Site/Building

The application site relates to 201 Deansgate which is a building with a modern architectural style with a full height glazed frontage flanked by red brick and stone dressings. The proposal site is located within the Deansgate Conservation area and close to a number of listed buildings.

Description of Development

The submitted application seeks advertisement consent for four new ground level signs to the building; two internally illuminated 'blade' projecting signs, one on the Deansgate elevation and one on the Jackson's Row elevation; one internally illuminated over door sign over the main entrance doors, and one internally illuminated neon sign adjacent to the main entrance doors.

Consultations & Notification Responses

Local residents/businesses/public opinion – no comments received

Highway Services - No projection over licensing required for any signs, all signs comply with carriageway clearance and headroom requirements. Luminance levels acceptable, condition added regarding these.

Environmental Health - Recommended a condition be added to ensure the illuminated signage does not exceed 300cd/m2.

Policy

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.

Manchester Core Strategy

Adopted on 11th July 2012 and the Key Development Plan Document in the Local Development Framework. It states that all new developments should follow the 'Development Principles' and accord with the design guidance set out in the Supplementary Planning Documents.

The following policies within the Core Strategy are considered relevant:

Policy DM1 states that new development should have regard to more specific issues for which more detailed guidance may be given within supplementary planning documents. Issues include: the appropriate siting and appearance of development, the impact upon the surrounding area, the effects on amenity, accessibility, community safety and crime prevention, health, the adequacy of internal accommodation and amenity space and refuse storage/collection.

Policy SP1 (Spatial Principle) refers to the key spatial principles which will guide the strategic development of Manchester together with core development principles. It is stated that developments in all parts of the city should create well designed places which enhance or create character, make a positive contribution to the health, safety and well-being of residents, consider the needs of all members of the community and protect and enhance the built environment. Further, development should seek to minimise emissions, ensure the efficient use of natural resources, reuse previously developed land wherever possible, improve access to jobs, services and open space and provide good access to sustainable transport provision.

The Unitary Development Plan for the City of Manchester

DC14.1 (Shops and Related Signs) In determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

DC14.5 (Shops and Related Signs) The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies. The policies relevant to this application are:

- A. In the interests of amenity,
 - a. signs should not normally be positioned other than at fascia level.
 - b. signs should respect the architectural form of buildings and shop frontages.
 - c. where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows.
 - d. projecting box signs, or any other type of sign which projects significantly beyond the shopfront, should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted.
 - e. On listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs.

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

Decisions should accord with the requirements of the NPPF in particular and to section 16 (Conserving and Enhancing the Historic Environment) and Paragraph 136 which states:

The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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.

Other Legislation

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.

Issues

Principle

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity and impact upon Public Safety in line with the Advertisement Regulations.

Visual Amenity



1 NEON SIGNAGE - FRONT ELEVATION
Scale: 1:10

Sign 1: The internally illuminated individual letter signage

The installation of Sign 1: Internally illuminated individual letter signage that reads 'Electric Shuffle', would have no detrimental impact to the visual amenity of either the architecture of the building or the surrounding area. The design of this signage is considered to be sophisticated and in keeping with similar signage in the area being individual letters and powered coated framed letters with frosted acrylic diffuser to front face. This would provide a high quality appearance to the signage.

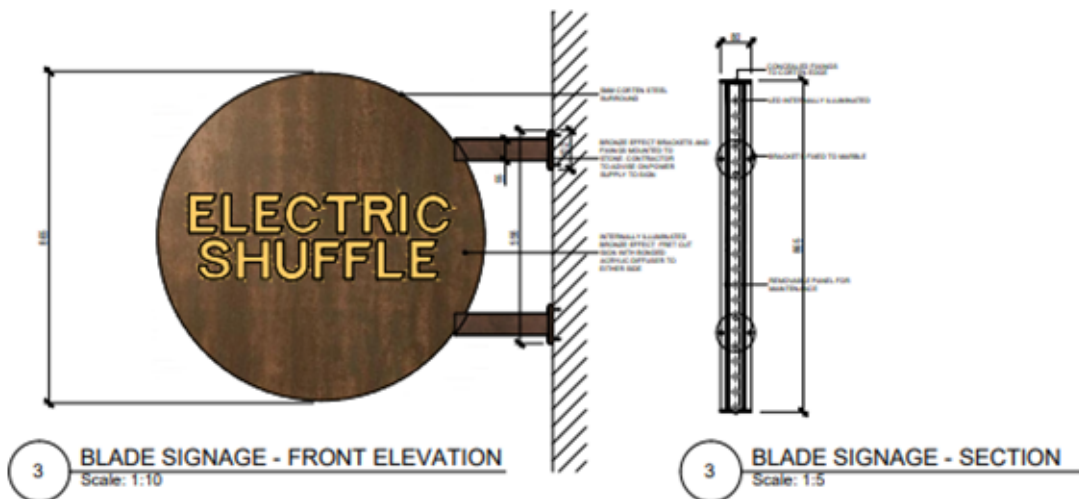
Sign 2: Front Elevation Neon Signage Front Elevation



2 NEON SIGNAGE - FRONT ELEVATION
Scale: 1:10

Sign 2: Front Elevation Neon Signage Front Elevation that reads 'Brunch Bar Games' is considered unacceptable. By virtue of it's design, it is considered to be an incongruous feature that would unduly impact the visual amenity of the building and of the surrounding conservation area.

Sign 3: Front Elevation Blade Signage



Sign 3: Front Elevation Blade Signage that reads 'Electric Shuffle' is considered unacceptable due to the bulky nature of the proposed design. The depth of the proposed blade sign is 80mm, the applicant has been advised that 30mm would be considered acceptable. The position of two blade signs on the corner pillar is also considered to cause unnecessary clutter. The blade signs should be reduced to one blade sign, which should be located on the wall right next to the entrance of the building as the existing 'Evans' building mounted signs is.

Public Safety

All signage complies with headroom and carriageway clearance requirements. The luminance of the illuminated signage is in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

Conclusion

Given the above, Sign 1: The internally illuminated individual letter signage that reads 'Electric Shuffle', is considered to be consistent with National Planning Policy Framework, in particular Section 7 (Requiring Good Design) and the Core Strategy for the City of Manchester, in particular policies DM1 (Development Management), and the Saved Policy contained within the Unitary Development Plan for Manchester in particular policies DC14 (Shop fronts and Related Signs).

Sign 2: Front Elevation Neon Signage Front Elevation that reads 'Brunch Bar Games' is considered unacceptable as it is considered to cause harm to the visual amenity of the building.

The two Sign 3s: Front Elevation Blade Signage that reads 'Electric Shuffle' is considered unacceptable due to its bulky design and due to causing unnecessary clutter. These signs considered 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.

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: Approved and Refused

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

0) Approve the installation of the following:

- Sign 1: Front Elevation Neon Signage that reads 'Electric Shuffle'

Refuse the installation of the following:

- Sign 2: Front Elevation Neon Signage Front Elevation that reads 'Brunch Bar Games'

- 2 x Sign 3: Front Elevation Blade Signage that reads 'Electric Shuffle'

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) Sign 2: Front Elevation Neon Signage Front Elevation that reads 'Brunch Bar Games', by virtue of its siting, scale, and appearance, is considered unacceptable as it is considered to cause harm to the visual amenity and character of the building, would relate poorly to the building and cause unnecessary visual clutter.

The 2 x Sign 3: Front Elevation Blade Signage that reads 'Electric Shuffle' is considered unacceptable due to its bulky design, cumulatively would cause unnecessary clutter to the building and would relate poorly to the entrance to the building. This would have an unduly harmful impact on visual amenity and the character of the building.

Signs 2 and 3 are therefore contrary to the provisions of the Town and Country Planning (Control of Advertisements) Regulations 2007 together with policies SP1, EN1 and DM1 of the Manchester Core Strategy (2012), saved policy D14 of the Unitary Development Plan for the City of Manchester (1995) and the NPPF.

2) The internally illuminated Sign 1: Front Elevation Neon Signage that reads 'Electric Shuffle' is hereby approved shall be carried out in accordance with the following drawings and documents:

Received by the City Council as Local Planning Authority on 23 Feb 2023:

Proposed Elevations and Signage Details 7855 03

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) Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties.

The signage will need to be selected and installed to ensure they do not exceed 300cd/m²

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1, DC18.1, DC19.1 and E3.3 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Peaky Blinders, 23 Peter Street, Manchester, M2 5QJ
The Venue, 29 Jacksons Row, Manchester, M2 5WD
12 Lloyd Street, Manchester, M2 5ND
Sir Ralph Abercrombie, 35 Bootle Street, Manchester, M2 5GU
2 Bootle Street, Manchester, M2 5GU
Second Floor, Croxley House, 14 Lloyd Street, Manchester, M2 5ND
Fourth Floor, Croxley House, 14 Lloyd Street, Manchester, M2 5ND
3 Peter Street, Manchester, M2 5QR
Petersfield House, 29 - 31 Peter Street, Manchester, M2 5QJ
14 Lloyd Street, Manchester, M2 5ND
Basement, Royal London House, 196 Deansgate, Manchester, M3 3WF
First Floor, Petersfield House, 29 - 31 Peter Street, Manchester, M2 5QJ
Ground Floor, Petersfield House, 29 - 31 Peter Street, Manchester, M2 5QJ
Third Floor, Petersfield House, 29 - 31 Peter Street, Manchester, M2 5QJ
Fourth Floor, Petersfield House, 29 - 31 Peter Street, Manchester, M2 5QJ
207 Dental Care, First Floor, Onward Buildings, 207 Deansgate, Manchester, M3 3NW
Third Floor Right, London House, 193 Deansgate, Manchester, M3 3NE
London House, 193 Deansgate, Manchester, M3 3NE
11 - 13 Bootle Street, Manchester, M2 5GU
Basement, 23 Peter Street, Manchester, M2 5QJ
Second Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
201 Deansgate, Manchester, M3 3DN
Third Floor, South Central, 11 Peter Street, Manchester, M2 5QR
First Floor, South Central, 11 Peter Street, Manchester, M2 5QR
Fourth Floor, South Central, 11 Peter Street, Manchester, M2 5QR
Dirty Martini, 1 Peter Street, Manchester, M2 5QR
Second Floor, South Central, 11 Peter Street, Manchester, M2 5QR
Albert's Schloss, 27 Peter Street, Manchester, M2 5QR
19 Jacksons Row, Manchester, M2 5WD
Third Floor, Croxley House, 14 Lloyd Street, Manchester, M2 5ND
Fifth Floor, Croxley House, 14 Lloyd Street, Manchester, M2 5ND
Fifth Floor, 201 Deansgate, Manchester, M3 3SL
Basement And Ground Floor, Oddfellows House, 184 - 186 Deansgate, Manchester, M3 3WB
First Floor And Second Floor, Oddfellows House, 184 - 186 Deansgate, Manchester, M3 3WB
Manchester Reform Synagogue, Jacksons Row, Manchester, M2 5NH
25 Peter Street, Manchester, M2 5GD
Flat At, Sir Ralph Abercrombie, 35 Bootle Street, Manchester, M2 5GU
4 Lloyd Street, Manchester, M2 5AB
188 - 192 Deansgate, Manchester, M3 3ND
Ground Floor, South Central, 11 Peter Street, Manchester, M2 5QR
Store Rear Of 192, Deansgate, Manchester, M3 3ND
Third Floor, Onward Buildings, 207 Deansgate, Manchester, M3 3NW
207 Dental Care, First Floor 207 Dental Care, Onward Buildings, 207 Deansgate, Manchester, M3 3NW
Second Floor, Onward Buildings, 207 Deansgate, Manchester, M3 3NW
Onward Buildings, 207 Deansgate, Manchester, M3 3NW
Sub Basement, 201 Deansgate, Manchester, M3 3NW
First Floor, 201 Deansgate, Manchester, M3 3NW
Basement, 201 Deansgate, Manchester, M3 3NW

5 Jacksons Row, Manchester, M2 5WD
First Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
Third Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
Third Floor, 201 Deansgate, Manchester, M3 3NW
Second Floor, 201 Deansgate, Manchester, M3 3NW
Ground Floor, Croxley House, 14 Lloyd Street, Manchester, M2 5ND
First Floor, Croxley House, 14 Lloyd Street, Manchester, M2 5ND
Sub Basement, Croxley House, 14 Lloyd Street, Manchester, M2 5ND
Ground Floor And First Floor, Elliot House, 1 - 3 Jacksons Row, Manchester, M2 5NJ
Elliot House, 1 - 3 Jacksons Row, Manchester, M2 5NJ
Fourth Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
South Central, 11 Peter Street, Manchester, M2 5QR
Elliot House, 151 Deansgate, Manchester, M3 3WD
AIG EUROPE LIMITED, Fourth Floor, 201 Deansgate, Manchester, M3 3NW
209 Deansgate, Manchester, M3 3NW
205 Deansgate, Manchester, M3 3NW
Fifth Floor, Royal London House, 196 Deansgate, Manchester, M3 3WF
198 Deansgate, Manchester, M3 3NE
194 Deansgate, Manchester, M3 3ND
Royal London House, 196 Deansgate, Manchester, M3 3WF
200 - 204 Deansgate, Manchester, M3 3NN

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 - Deansgate Conservation Area 1985
Area Team Boundary - Name: CENTRAL