

Planning

Growth & Development

Delegated officer report for planning application

Application no. 136062/AO/2023
Date registered valid: 23 February 2023
Proposal: Erection of 7 no. external name signs / logo icons and 1 no. art installation of flying birds above first floor roof facing River Irwell.
Address: Ramada Renaissance Hotel , Blackfriars Street, Manchester, M3 2EQ
Ward(s): Deansgate Ward

Applicant: Deansgate SOF Alliance Hotel Co Ltd
Agent (if any): Mr. Rob Gibbs Synergy Architects Limited
Case officer: Angela
Tel: 0161 234 Leckie
Email: angela.leckie@manchester.gov.uk 4651

Recommendation: Approve

Date of recommendation: 18-04-22

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 18 April 2023

Standard consultations:

Printed: 9 March 2023 Expired: 30 March 2023

Neighbour notifications

Printed: 9 March 2023 Expired: 30 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 site/building

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The Renaissance hotel complex comprises the former hotel, Premier House office block, and NCP car park. The site is bounded by Blackfriars, Deansgate, the River Irwell and Victoria Bridge Street. The site is to the north of the area known as the Medieval Quarter which includes the Grade I Listed Manchester Cathedral. It is adjacent to the St Ann's Square Conservation Area. The hotel is currently being refurbished (see below) following the acquisition by a joint venture (JV) partnership between Property Alliance Group and Starwood Capital Group, with a view to redeveloping the wider site moving forward.

Consent was granted under application ref no 129468/FO/2021 for the replacement of the hotel windows and 130446/FO/2021 for Development comprising external alterations to the existing hotel building including new building entrance, creation of a rooftop bar and outdoor terrace, modifications to the conference suite mezzanine block, creation of a rooftop kitchen garden, modifications to the building facades, public art installations and other works.

Description of area

The building lies within an area of the City Centre that contains a variety of uses including bars, restaurants, commercial and residential uses.

Description of development

Consent is sought for the erection of 7 no. external name signs / logo icons and 1 no. art installation of flying birds above first floor roof facing River Irwell.

This would comprise the following:

- Sign 1: halo illuminated logo signs (Victoria Bridge Street)
- Sign 2: halo illuminated logo signs (Blackfriars Street elevation)
- Sign 3 : internally illuminated log sign fixed to green wall (Blackfriars Street elevation)
- Sign 4 : internally illuminated individual letter sign above entrance (Blackfriars Street elevation)
- Sign 5 : halo illuminated logo signs (River Irwell elevation)
- Sign 6 : stencil cut sign to podium (River Irwell elevation)
- Sign 8 : halo illuminated logo signs (Deansgate elevation)

Artwork comprising 7no. Laser cut 8mm Corten steel silhouettes supported on steel angle welded support to the rear.

Consultations & Notification Responses

Publicity – The occupiers of adjacent properties were notified about the application and no representations have been received.

Head of Highways – No Objections subject to compliance with standard luminance levels (stated by the Lighting Engineers with Institute of Lighting Professionals).

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.

The following policies within the Core Strategy are considered to be most relevant to the proposed development:

Policy DM1 (Development Management) – which states that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document:-

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development.
- Development should have regard to the character of the surrounding area.

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

DC14 (Shop Fronts and Related Signs) which states that signs should normally be positioned at fascia level and should be in keeping with the character and scale of the frontage of the building.

Issues

Visual amenity

Whilst there is a preference for signage to be located at fascia level it is noted that there will be circumstances such as where there is one tenant occupying all of the upper floors of a building, where this type of signage is considered acceptable provided that it is not excessive (in terms of size and number of signs) is in keeping with the architectural features of the building and can be read as an integral feature in relation to the buildings overall design. The proposed signage

reflects the overall hotel 'branding' and would have a distinctive style. However it is considered that the proposed signs would not undermine the overall architectural expression of the buildings features. It would add visual interest and animation to the wider street scene and would not have an adverse impact on its appearance within the street scene.

In view of the above the proposals are considered to be consistent with Core Strategy policy DM and saved policy DC14 contained in the UDP.

Public Safety There are no public safety concerns associated with the advertisements which has been confirmed by Highway Services.

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:

(a) Site location plan SA813 S.01; and

(b) Dwgs SA813 S.02, S.03, S.04, S.06, S.07, S.09, S.11 Rev A, S.13, S.14, and S.16 all stamped as received on 23-02-23

(c) Dwgs SA813 S.05 Rev A, S.08 Rev A and S.15 Rev A all stamped as received on 21-03-23

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

3) The maximum luminance level of the proposed signs shall not exceed 600cd/m² .

Reason - In the interests of residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

26 - 28 Deansgate, Manchester, M3 1RH
Fifth Floor, Blackfriars House, Parsonage, Manchester, M3 2JA
Ground Floor, Blackfriars House, Parsonage, Manchester, M3 2JA
Paperchase, 12 - 14 St Mary's Gate, Manchester, M1 1PX
Lower Ground Floor One, Blackfriars House, Parsonage, Manchester, M3 2JA
Lower Ground Floor Two, Blackfriars House, Parsonage, Manchester, M3 2JA
Unit 4, 1 Deansgate, Manchester, M3 1AZ
Unit 3, 1 Deansgate, Manchester, M3 1AZ
Unit 5, 1 Deansgate, Manchester, M3 1AZ
Apartment 906, 1 Deansgate, Manchester, M3 1AZ
Apartment 807, 1 Deansgate, Manchester, M3 1AZ
Apartment 109, 1 Deansgate, Manchester, M3 1AZ
Flat 1202, 1 Deansgate, Manchester, M3 1AZ
Flat 1104, 1 Deansgate, Manchester, M3 1AZ
Fourth Floor, Blackfriars House, Parsonage, Manchester, M3 2JA
Fifth Floor, Maybrook House, 40 Blackfriars Street, Manchester, M3 2EG
Pro Medical Surgical Limited, Suite 3C Third Floor, Blackfriars House, Parsonage, Manchester, M3 2JA

SPAR, 10 St Mary's Gate, Manchester, M1 1PX
Premier House, 22 Deansgate, Manchester, M3 1PH
Astley House, 23 Deansgate, Manchester, M3 4AH
58 Deansgate, Manchester, M3 2FF
OLIVER BONAS, 12 - 14C St Mary's Gate, Manchester, M1 1PX
Flat 104, 1 Deansgate, Manchester, M3 1AZ
Flat 904, 1 Deansgate, Manchester, M3 1AZ
Flat 306, 1 Deansgate, Manchester, M3 1AZ
Flat 207, 1 Deansgate, Manchester, M3 1AZ
Flat 702, 1 Deansgate, Manchester, M3 1AZ
Flat 905, 1 Deansgate, Manchester, M3 1AZ
Flat 208, 1 Deansgate, Manchester, M3 1AZ
Flat 808, 1 Deansgate, Manchester, M3 1AZ
Maybrook House, 40 Blackfriars Street, Manchester, M3 2EG
Flat 801, 1 Deansgate, Manchester, M3 1AZ
Cathedral Visitors Centre, 10 Cateaton Street, Manchester, M3 1SQ
Ground Floor And First Floor, 50 - 52 Deansgate, Manchester, M3 2FE
48 Deansgate, Manchester, M3 2FE
Dom's Tavola Calda, 40 - 42 Deansgate, Manchester, M3 1RH
45 Deansgate, Manchester, M3 2AY
30 Deansgate, Manchester, M3 1RH
First Floor, Blackfriars House, Parsonage, Manchester, M3 2JA
56 - 58 Deansgate, Manchester, M3 2FF
34 - 36 Deansgate, Manchester, M3 1RH
Basement And Ground Floor, Astley House, 23 Deansgate, Manchester, M3 4AH
First Floor And Second Floor, Premier House, 22 Deansgate, Manchester, M3 1PH
Flat 1103, 1 Deansgate, Manchester, M3 1AZ
Flat 804, 1 Deansgate, Manchester, M3 1AZ
Flat 502, 1 Deansgate, Manchester, M3 1AZ
Flat 803, 1 Deansgate, Manchester, M3 1AZ
Rear Lower Ground Floor, Maybrook House, 40 Blackfriars Street, Manchester, M3 2EG
43 Deansgate, Manchester, M3 2AY
41 Deansgate, Manchester, M3 2AY
Sixth Floor, Speakers House, 39 Deansgate, Manchester, M3 2BA
Fifth Floor, Speakers House, 39 Deansgate, Manchester, M3 2BA
Third Floor, Speakers House, 39 Deansgate, Manchester, M3 2BA
Second Floor, Speakers House, 39 Deansgate, Manchester, M3 2BA
Speakers House, 39 Deansgate, Manchester, M3 2BA
Flat 2, 42 - 46 Victoria Street, Manchester, M3 1ST
Flat 3, 42 - 46 Victoria Street, Manchester, M3 1ST
Flat 1, 42 - 46 Victoria Street, Manchester, M3 1ST
Hanging Ditch Wine Merchants, Unit 1, 42 - 46 Victoria Street, Manchester, M3 1ST
42 - 46 Victoria Street, Manchester, M3 1ST
Lower Ground Floor, Maybrook House, 40 Blackfriars Street, Manchester, M3 2EG
Third Floor, Maybrook House, 40 Blackfriars Street, Manchester, M3 2EG
Fourth Floor, Maybrook House, 40 Blackfriars Street, Manchester, M3 2EG
AMPERSAND COMMERCE LIMITED, Second Floor, Blackfriars House, Parsonage,
Manchester, M3 2JA
Sixth Floor, Blackfriars House, Parsonage, Manchester, M3 2JA
3 St Mary's Gate, Manchester, M1 1BZ
1 St Mary's Gate, Manchester, M1 1BZ
First Floor, Speakers House, 39 Deansgate, Manchester, M3 2BA
Fourth Floor, Speakers House, 39 Deansgate, Manchester, M3 2BA
5 St Mary's Gate, Manchester, M1 1PX

FLIGHT CENTRE, 2 - 8 St Mary's Gate, Manchester, M1 1PU

Flat 601, 1 Deansgate, Manchester, M3 1AZ

Flat 402, 1 Deansgate, Manchester, M3 1AZ

Flat 508, 1 Deansgate, Manchester, M3 1AZ

Flat 1201, 1 Deansgate, Manchester, M3 1AZ

Flat 401, 1 Deansgate, Manchester, M3 1AZ

Flat 501, 1 Deansgate, Manchester, M3 1AZ

Flat 102, 1 Deansgate, Manchester, M3 1AZ

Flat 705, 1 Deansgate, Manchester, M3 1AZ

Flat 408, 1 Deansgate, Manchester, M3 1AZ

Flat 507, 1 Deansgate, Manchester, M3 1AZ

Flat 210, 1 Deansgate, Manchester, M3 1AZ

Flat 106, 1 Deansgate, Manchester, M3 1AZ

Flat 404, 1 Deansgate, Manchester, M3 1AZ

Flat 707, 1 Deansgate, Manchester, M3 1AZ

Flat 503, 1 Deansgate, Manchester, M3 1AZ

Flat 101, 1 Deansgate, Manchester, M3 1AZ

Flat 506, 1 Deansgate, Manchester, M3 1AZ

Flat 203, 1 Deansgate, Manchester, M3 1AZ

Seventh Floor, Blackfriars House, Parsonage, Manchester, M3 2JA

Flat 308, 1 Deansgate, Manchester, M3 1AZ

Flat 304, 1 Deansgate, Manchester, M3 1AZ

Flat 703, 1 Deansgate, Manchester, M3 1AZ

Flat 406, 1 Deansgate, Manchester, M3 1AZ

Flat 607, 1 Deansgate, Manchester, M3 1AZ

Flat 201, 1 Deansgate, Manchester, M3 1AZ

Flat 701, 1 Deansgate, Manchester, M3 1AZ

32 Deansgate, Manchester, M3 1RH

Flat 204, 1 Deansgate, Manchester, M3 1AZ

Flat 704, 1 Deansgate, Manchester, M3 1AZ

Flat 602, 1 Deansgate, Manchester, M3 1AZ

Minshulls House, 14 Cateaton Street, Manchester, M3 1SQ

Flat 407, 1 Deansgate, Manchester, M3 1AZ

Flat 1101, 1 Deansgate, Manchester, M3 1AZ

Flat 202, 1 Deansgate, Manchester, M3 1AZ

50 - 52 Deansgate, Manchester, M3 2FE

William Hill, 47 Deansgate, Manchester, M3 2AY

Flat 105, 1 Deansgate, Manchester, M3 1AZ

Flat 605, 1 Deansgate, Manchester, M3 1AZ

Flat 302, 1 Deansgate, Manchester, M3 1AZ

Flat 305, 1 Deansgate, Manchester, M3 1AZ

Flat 301, 1 Deansgate, Manchester, M3 1AZ

Flat 606, 1 Deansgate, Manchester, M3 1AZ

Flat 1001, 1 Deansgate, Manchester, M3 1AZ

Flat 108, 1 Deansgate, Manchester, M3 1AZ

Flat 708, 1 Deansgate, Manchester, M3 1AZ

Flat 504, 1 Deansgate, Manchester, M3 1AZ

Flat 405, 1 Deansgate, Manchester, M3 1AZ

Flat 205, 1 Deansgate, Manchester, M3 1AZ

Flat 307, 1 Deansgate, Manchester, M3 1AZ

Flat 901, 1 Deansgate, Manchester, M3 1AZ

Flat 110, 1 Deansgate, Manchester, M3 1AZ

Flat 209, 1 Deansgate, Manchester, M3 1AZ

Flat 303, 1 Deansgate, Manchester, M3 1AZ

Flat 603, 1 Deansgate, Manchester, M3 1AZ
Flat 805, 1 Deansgate, Manchester, M3 1AZ
Flat 505, 1 Deansgate, Manchester, M3 1AZ
Flat 107, 1 Deansgate, Manchester, M3 1AZ
Flat 604, 1 Deansgate, Manchester, M3 1AZ
Flat 806, 1 Deansgate, Manchester, M3 1AZ
Flat 206, 1 Deansgate, Manchester, M3 1AZ
Flat 1002, 1 Deansgate, Manchester, M3 1AZ
Flat 103, 1 Deansgate, Manchester, M3 1AZ
Flat 403, 1 Deansgate, Manchester, M3 1AZ
Third Floor, Blackfriars House, Parsonage, Manchester, M3 2JA
Flat 706, 1 Deansgate, Manchester, M3 1AZ
Flat 1003, 1 Deansgate, Manchester, M3 1AZ
24 Deansgate, Manchester, M3 1RH
38 Deansgate, Manchester, M3 1RH
Premier Inn, Victoria Bridge Street, Salford, M3 5AS
Telephone Exchange, Chapel Street, Salford, M3 5ED

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
Area Team Boundary - Name: CENTRAL