

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135542/AO/2022

Date registered valid: 21 November 2022

Proposal: Installation of 2 no. halo illuminated projecting signs and 2 no. internally illuminated menu signs

Address: The Slug And Lettuce, 64-66 Deansgate, Manchester, M3 2EN

Ward(s): Deansgate Ward

Applicant: Mr Jack Robson Stonegate Pub Company

Agent (if any): Miss Natalie Long Technical Signs

Case officer: Jack Naven
Tel: 0161 219 2095
Email: jack.naven@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 18/01/2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 04/01/2023

Standard consultations:

Printed: 29 November 2022

Expired: 20 December 2022

Neighbour notifications

Printed: 29 November 2022

Expired: 20 December 2022

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: Grade II

Conservation area: Parsonage Gardens Conservation Area 1985

Tree Preservation Order: N/A

Description of area

The site is located adjacent to Deansgate with adoption to the back of footway which also includes an external seating area to the frontage of the property. A section of the seating area also comprises unadopted hardstanding located directly beneath the building canopy.

The surrounding area is categorised by drinking establishments, eating establishments and shops.

The site lies within Parsonage Gardens Conservation Area.

Description of development

The application seeks consent for the installation of 1 no. halo illuminated individual letter sign behind glazing, 2 no. halo projecting signs and 2 no. internally illuminated menus to replace existing at The Slug and Lettuce, 64 - 66 Deansgate, Manchester, M3 2EN.

The site is a bar located adjacent to Deansgate with adoption to the back of footway which also includes an external seating area to the frontage of the property. A section of the seating area also comprises unadopted hardstanding located directly beneath the building canopy. The site

is a Grade II Listed Building. Listed Building Consent has been applied for these works under reference 135549/LO/2022.

The projected signs are folded and welded 2.5mm aluminium panels are finished satin white and are fixed over a steel inner frame. Text is fret cut into the panel faces and fitted with push through 8mm opal 030 acrylic letters. Flat cut 2mm aluminium letters are finished Ardenbrite Green Gold no 3 and are bonded to the front of the acrylic. Panels fix around a steel inner frame and the fixing arms are covered by a folded and welded white aluminium shroud. Fitted with low energy white LEDs for halo illumination. Built-up letters have 1.2mm descaled stainless steel face rims and returns which are finished a dark gold colour. Flat cut 1.5mm aluminium inset letters are finished a lighter Ardenbrite Green Gold and are bonded within the front rims. The backs are rebated 10mm opal acrylic. Screw fixed to replacement black steel SHS rails fixed behind the glazing and hanging from the ceiling. Fitted with low energy white LEDs for halo illumination

The menu boxes are 1.2mm descaled stainless steel door and back box are finished matte Ardenbrite Green Gold No3 6mm toughened glass. 5mm opal polycarbonate panel with cool white LED illumination. Continuous stainless steel hinge and two chrome locks. Screw fixed to the wall.

Consultations & Notification Responses

Highway Services have no objections to the signs. Informative added regarding Projection over License requirements for the projecting sign. The proposed menu signs do not project over the adopted highway and so a Projection Over License for these signs will not be required.

For the projecting sign, sufficient headroom clearance, compliant with the 2.30m minimum, is noted and accepted by Highways. The proposed signage is set back from the edge of the carriageway in excess of the minimum 450mm and is therefore compliant with MCC recommendations. The proposed luminance of all signs is noted as 200 cd/m² which is in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

No responses from neighbour letters.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007 –

States that:

- (1) The Local planning authority would 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);
- (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 would not contain any

limitation or restriction relating to the subject matter, content or design of what is to be displayed.

National Planning Policy Framework (2021)

The NPPF sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other development can be produced. The following sections are considered to be particularly relevant to the proposed development:

Section 12 'Achieving well-designed places' refers to the need for good design.

Paragraph 134 states that 'Development that is not well designed should be refused, especially where it fails to reflect local design policies and government guidance on design'

Paragraph 136 states further 'that 'the quality and character of places can suffer when advertisements are poorly sited and designed'.

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.

Unitary Development Plan for the City of Manchester, 1995 (Saved Policies)

A number of UDP policies have remained until replaced by further development plan documents to accompany the Core Strategy. The following remaining policies are considered relevant to this application:

DC14.1 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 The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety.

Policy DC15 relates to advertisement hoardings and posters. The main matters to be considered in the context of this application are:

- The general location of the proposed advertisements and the effect of visual amenity;
- The number of advertisements in the locality and their cumulative effect on visual amenity.

Policy E3.3 refers to the Council looking to upgrade the appearance of the city's major radial routes.

Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity, impact upon Public Safety. The main policies that relate to the assessment of the proposal are the National Planning Policy Framework, in particular Section 7 (Requiring Good Design) and Core Strategy policies DM1 (Development Management) and SP1 (Spatial Principles) and the Saved Policies contained within the Unitary Development Plan for Manchester in particular policy DC14 (Shop fronts and Related Signs).

The principle of the signage is considered to be acceptable as it is felt that it would have no detrimental impact upon visual amenity within the existing street scene and the architecture of the host building. The overall appearance of the various types of signage is considered to be sophisticated and does not detract from the architecture of the building. There are no issues noted with the luminance of all signs included in the proposal.

The proposed signage will be keeping consistent with the existing visual signage in place on the building. The menu signs are consistent with other menu signage in the area. The projecting signs will be in the same spot and have similar appearance to the signs currently in place. There will sit at either side of the building.

The proposed illuminated individual letter sign behind glazing would be in keeping with other acceptable examples in the Parsonage Gardens Conservation Area. It will be fitted to the existing steel frame that hangs from the ceiling immediately behind the glazing. The individual letter signs will be more consistent with the font and size of the logo on the projected signage and elsewhere.

Given the above, the proposal 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).

There are no issues regarding impact of visual amenity or public safety. The signage will fit into the visual amenity of both the existing build and the visual amenity of the surrounding street scene.

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 21 November 2022:

Proposed Signs 596664-1

Proposed Signs 596664-2

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.

Informatives

1) The proposed projecting or hanging sign will extend over the adopted highway by 0.8m, therefore, a projection over license will be required. This is obtainable via https://www.manchester.gov.uk/directory_record/287425/projecting_over_the_highway and is to be funded at the applicants expense.

Appendix 1 – List of consultees & neighbours notified

Highway Services

17 Barton Arcade, Manchester, M3 2BB
17D Barton Arcade, Manchester, M3 2BB
17C Barton Arcade, Manchester, M3 2BB
17B Barton Arcade, Manchester, M3 2BB
17A Barton Arcade, Manchester, M3 2BB
26 - 27 Barton Arcade, Manchester, M3 2BB
64 Barton Arcade, Manchester, M3 2BJ
67 Barton Arcade, Manchester, M3 2BJ
66 Barton Arcade, Manchester, M3 2BJ
36 Barton Arcade, Manchester, M3 2BH
34 - 35 Barton Arcade, Manchester, M3 2BH
58 Barton Arcade, Manchester, M3 2BJ
57 Barton Arcade, Manchester, M3 2BJ
56 Barton Arcade, Manchester, M3 2BJ
First Floor, 62 - 66 Deansgate, Manchester, M3 2EN
51 - 53 Barton Arcade, Manchester, M3 2BJ
Flat 2, The Moon Under Water, 68 - 74 Deansgate, Manchester, M3 2FN
Flat 1, The Moon Under Water, 68 - 74 Deansgate, Manchester, M3 2FN
Flat 1, Fourth Floor, Barton Arcade, Manchester, M3 2BJ
19 - 20 Barton Arcade, Manchester, M3 2BB
45 - 47 Barton Arcade, Manchester, M3 2BH
90 Barton Arcade, Manchester, M3 2BJ
12 Barton Arcade, Manchester, M3 2BB
2 Barton Arcade, Manchester, M3 2BB
65 Barton Arcade, Manchester, M3 2BJ
11 Barton Arcade, Manchester, M3 2BB
13 - 16 Barton Arcade, Manchester, M3 2BB
Fourth Floor, Barton Arcade, Manchester, M3 2BJ
Be At One Cocktail Bar, 13 Barton Arcade, Manchester, M3 2BB
22 Barton Arcade, Manchester, M3 2BB
Barton Cosmetic Dentistry Centre, 28 - 31 Barton Arcade, Manchester, M3 2BH
80 Barton Arcade, Manchester, M3 2BJ
40 Barton Arcade, Manchester, M3 2BH
39 Barton Arcade, Manchester, M3 2BH
38 Barton Arcade, Manchester, M3 2BH
37 Barton Arcade, Manchester, M3 2BH
33 Barton Arcade, Manchester, M3 2BH
47A Barton Arcade, Manchester, M3 2BJ
45 Barton Arcade, Manchester, M3 2BH
Basement, Barton Arcade, Manchester, M3 2BJ
69 - 70 Barton Arcade, Manchester, M3 2BJ
13D Barton Arcade, Manchester, M3 2BB
25 Barton Arcade, Manchester, M3 2BB
44 Barton Arcade, Manchester, M3 2BJ
43 Barton Arcade, Manchester, M3 2BJ
41 Barton Arcade, Manchester, M3 2BJ
54 Barton Arcade, Manchester, M3 2BH
61 Barton Arcade, Manchester, M3 2BJ
59 Barton Arcade, Manchester, M3 2BJ
Second Floor, 62 - 66 Deansgate, Manchester, M3 2EN

55 Barton Arcade, Manchester, M3 2BJ
51 Deansgate, Manchester, M3 2AY
Lunya, 57 Deansgate, Manchester, M3 2AY
55 Deansgate, Manchester, M3 2BN
53 Deansgate, Manchester, M3 2BB
Third Floor, 62 - 66 Deansgate, Manchester, M3 2EN
62 - 66 Deansgate, Manchester, M3 2EN
68 Barton Arcade, Manchester, M3 2BJ
19A Barton Arcade, Manchester, M3 2BB
The Moon Under Water, 68 - 74 Deansgate, Manchester, M3 2FN
32 Barton Arcade, Manchester, M3 2BH
Basement, Lancaster Buildings, 14 Barton Square, Manchester, M2 7LW
60 Barton Arcade, Manchester, M3 2BJ
18 Barton Arcade, Manchester, M3 2BB
63 Deansgate, Manchester, M3 2BW
61 Deansgate, Manchester, M3 2BW
62 Barton Arcade, Manchester, M3 2BJ
49 Deansgate, Manchester, M3 2AY

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 - Parsonage Gardens Conservation Area 1985
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL