

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135216/AO/2022

Date registered valid: 15 November 2022

Proposal: Installation of 1 no. double sided non-illuminated projecting sign and 2 no. plaque signs with external illumination

Address: Clarence House , 2 Clarence Street, Manchester, M2 4DW

Ward(s): Deansgate Ward

Applicant: Mrs Emily Cutler Projects & Print Ltd. 10 Quarry Court, Quarry Road, Pitstone Green Business Park, LU7 9GW

Agent (if any): Emily Cutler Projects & Print Ltd. 10 Quarry Court, Quarry Road, Pitstone Green Business Park, LU7 9GW

Case officer: Eve Woolstencroft
Tel: 0161 234 4533
Email: eve.woolstencroft@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 22 December 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 22 November 2022

Expired: 13 December 2022

Neighbour notifications

Printed: 22 November 2022

Expired: 13 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

Listed building: Not applicable

Conservation area: Albert Square Conservation Area 1972

Tree Preservation Order:

Description of Site/Area

The application site relates to Clarence House which is an office building consisting of a basement car park, ground and five upper floors. The façade dates from the early 19th Century and in the 1980s it was redeveloped including the construction of two additional stories contained within a mansard roof. Refurbishment works were undertaken in circa 2012 including replacement of windows, installation of new canopy and entrance doors, replacement of hard landscaping and installation of air conditioning and associated plant equipment. The building is located within Albert Square Conservation Area.

Description of Development

Installation of 1 no. double sided non-illuminated projecting sign and 2 no. plaque signs with external illumination

Consultations & Notification Responses

Highways – no objections

Issues

The main issues for consideration relate to the acceptability of the proposals in terms of the impact on visual amenity and public safety. The main policies that relate to this proposal are Section 16 (Conserving and Enhancing the Historic Environment) of the National Planning

Policy Framework, policies EN3 (Heritage), CC9 (Design and Heritage), SP1 (Spatial Principles) and DM1 (Development Management) of the Core Strategy for the City of Manchester and saved policies DC14.2 (Shop Fronts and Related Signs) and DC18.1 (Conservation Areas) of the Unitary Development Plan for the City of Manchester.

Visual Amenity and Impact on the Conservation Area

The proposed signs are considered to be acceptable as it is felt that it would not adversely affect the appearance of the building or visual amenity within the area. The projecting sign would have a slimline appearance with a 40mm projection and both the plaque signs and projecting sign would be in a brass finish with black and gold text.

The proposed signage would be illuminated to a level of 130 cd/m and the illumination would be static.

Public Safety

There are no issues with regards to public safety. A condition will be applied to limit maximum luminance levels.

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 15 November 2022:

-5 Page Drawing pack referenced 11 11 22/CS Project Number 0000 REV A

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) The maximum luminance level of the approved signs shall not exceed 130cd/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

Fourth Floor, 82 King Street, Manchester, M2 4WQ
The Town Hall Tavern, Tib Lane, Manchester, M2 4JA
Top Flat, The Town Hall Tavern, Tib Lane, Manchester, M2 4JA
First Floor, Clarence House, 2 Clarence Street, Manchester, M2 4DW
Fourth Floor, Clarence House, 2 Clarence Street, Manchester, M2 4DW
50 Pall Mall, Manchester, M2 1AQ
Third Floor, Clarence House, 2 Clarence Street, Manchester, M2 4DW
First Floor, 82 King Street, Manchester, M2 4WQ
Second Floor, Gregs Buildings, 1 Booth Street, Manchester, M2 4DU
First Floor Offices, 9 Princess Street, Manchester, M2 4DN
Gregs Buildings, 1 Booth Street, Manchester, M2 4DU
Northern Assurance Building, 9 - 21 Princess Street, Manchester, M2 4DN
The Mall Advanced Dental Care, Gregs Buildings, 1 Booth Street, Manchester, M2 4DU
Pearl Assurance House, 23 Princess Street, Manchester, M2 4EN
Second Floor, Clarence House, 2 Clarence Street, Manchester, M2 4DW
Sixth Floor, 82 King Street, Manchester, M2 4WQ
Basement, 9 Princess Street, Manchester, M2 4DN
8 - 10 Clarence Street, Manchester, M2 4DW
First Floor, 10 Kennedy Street, Manchester, M2 4BY
Second Floor, 10 Kennedy Street, Manchester, M2 4BY
Third Floor, 10 Kennedy Street, Manchester, M2 4BY
Ground Floor, Clarence House, 2 Clarence Street, Manchester, M2 4DW
Third Floor, 82 King Street, Manchester, M2 4WQ
AXA INSURANCE UK PLC, Fifth Floor, 82 King Street, Manchester, M2 4WQ
Flat 11, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Flat 25, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Fifth Floor, Clarence House, 2 Clarence Street, Manchester, M2 4DW
Eleventh Floor, 82 King Street, Manchester, M2 4WQ
Ground Floor, 82 King Street, Manchester, M2 4PJ
Seventh Floor, 82 King Street, Manchester, M2 4WQ
Ninth Floor, 82 King Street, Manchester, M2 4WQ
Fourth Floor, Gregs Buildings, 1 Booth Street, Manchester, M2 4DU
Flat 23, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
First Floor, Gregs Buildings, 1 Booth Street, Manchester, M2 4DU
Sixth Floor, 9 Princess Street, Manchester, M2 4DN
Flat 14, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Eighth Floor, 82 King Street, Manchester, M2 4WQ
Third Floor, Gregs Buildings, 1 Booth Street, Manchester, M2 4DU
THOMPSONS SOLICITORS LLP, First Floor To Fifth Floor, Pearl Assurance House, 23 Princess Street, Manchester, M2 4ER
Flat 12, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Flat 31, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Flat 32, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Flat 33, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Flat 41, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
1 - 3 Clarence Street, Manchester, M2 4DE
Third Floor, 9 Princess Street, Manchester, M2 4DN
Ground Floor And First Floor, 82 King Street, Manchester, M2 4WQ
Second Floor, 82 King Street, Manchester, M2 4WQ

CHANNEL 4 TELEVISION CORPORATION, Twelfth Floor, 82 King Street, Manchester, M2 4WQ
Basement, 82 King Street, Manchester, M2 4WQ
ZEUS CAPITAL LIMITED, Thirteenth Floor, 82 King Street, Manchester, M2 4WQ
Tenth Floor, 82 King Street, Manchester, M2 4WQ
Fourth Floor, 9 Princess Street, Manchester, M2 4DN
10 Kennedy Street, Manchester, M2 4BY
Flat 15, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Flat 22, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Flat 43, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Flat 24, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Flat 16, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Ground Floor, Gregs Buildings, 1 Booth Street, Manchester, M2 4DU
23A Princess Street, Manchester, M2 4EN
DLA ARCHITECTS LTD, Sixth Floor, Pearl Assurance House, 23 Princess Street, Manchester, M2 4EB
Fifth Floor, Gregs Buildings, 1 Booth Street, Manchester, M2 4DU
Flat 42, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Flat 21, The Chambers, 2 - 6 Booth Street, Manchester, M2 4AT
Fifth Floor, 9 Princess Street, Manchester, M2 4DN
9 Princess Street, Manchester, M2 4DN
Second Floor, 9 Princess Street, Manchester, M2 4DN

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 - Albert Square Conservation Area 1972
Area Team Boundary - Name: CENTRAL