

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135356/AO/2022

Date registered valid: 23 November 2022

Proposal: Installation of 3 no. internally illuminated fascia signs

Address: 1 Piccadilly Gardens, Manchester, M1 1RG

Ward(s): Piccadilly Ward

Applicant: Mr Mark Azoulay Dr Scooter Ltd 1 Piccadilly Gardens, Manchester, M1 1RG

Agent (if any): Monica Hira 4 Manor Lodge, Park Road, SK8 7DA

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:

No consultations have been printed and sent.

Neighbour notifications

Printed: 30 November 2022

Expired: 21 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:

Tree Preservation Order:

Description of Site/Area

This application relates to a unit on the ground floor of a property at One Piccadilly Gardens. The building is a modern development and not listed nor located within a Conservation Area however locate near to the Stevenson Square Conservation Area. The building has elevations onto Portland Street, Piccadilly, Piccadilly Gardens and the Piccadilly Gardens Metrolink Station.

The area within which the application site is located is characterised by a mixture of uses including offices, bars, restaurants, hotels, cafés and shops. The building is currently used as offices on the upper floors and has restaurants and shops on the ground floor.

Description of Development

The submitted application seeks advertisement consent for the installation of 3 no. internally illuminated fascia signs

Consultations & Notification Responses

Local residents and business were consulted however no responses were received.

Issues

The main issue to consider in assessing this proposal is the impact of the advertisements on visual amenity. The application should be considered against the National Planning Policy Framework, in particular Section 12 (Achieving well-designed places) and Section 16 (Conserving and Enhancing the Historic Environment), the Core Strategy for the City of Manchester, in particular policies DM1 (Development Management), CC9 (Design and Heritage), EN3 (Heritage) and the Saved Policies contained within the Unitary Development Plan for Manchester, in particular policies DC14 (Shopfronts and Related Signs), DC18 (Conservation Areas) and DC19 (Listed Buildings).

The proposed fascia signs have been revised so that they would be set in from the structural columns in line with the signage strategy for the building, as set out in the Piccadilly Partnership Design Guide. The signs would therefore maintain the visual permeability of the fascia level of the building, maintaining the overlarge ground floor design. This would be in keeping with the settings of the Grade II listed buildings opposite and the character and appearance of the nearby conservation area. It is considered therefore that they would not have a detrimental impact on visual amenity and are in accordance with the above policies and should therefore be approved.

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:

-Proposed Elevations and Signage Proposal drawing referenced. 070/02 Rev B received by the City Council as Local Planning Authority on 15 December 2022:

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 375cd/m².

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

Appendix 1 – List of consultees & neighbours notified

Ask Italian, Ground Floor Unit B, 1 Piccadilly Gardens, Manchester, M1 1RG
BYRON, Ground Floor Unit A, 1 Piccadilly Gardens, Manchester, M1 1RG
Unit 2, Piccadilly Gardens, Manchester, M1 1AF
4 Portland Street, Manchester, M1 4GS
Second Floor, 4 Portland Street, Manchester, M1 4GS
BARBURRITO, Ground Floor Unit D1 To D2, 1 Piccadilly Gardens, Manchester, M1 1RG

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