

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134136/AO/2022
Date registered valid: 26 July 2022
Proposal: Installation of non-illuminated letters to be applied to glazing
Address: 3 Hardman Square, Manchester, M3 3EB
Ward(s): Deansgate Ward

Applicant: Ms Katie Lea NoChintz Unit 10, Redbank, Manchester, M4 4HF
Agent (if any): Ms Katie Lea NoChintz 12 Hilton Street, Manchester, M1 1JF
Case officer: Eve Woolstencroft
Tel: 0161 234 4533
Email: eve.woolstencroft@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 20.09.2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 29 July 2022 Expired: 19 August 2022

Neighbour notifications

Printed: 29 July 2022 Expired: 19 August 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 ground floor commercial unit within a property at 3 Hardman Square. The property is a modern building, which is currently used as offices with restaurants and cafes at ground floor. The building is within the Spinningfields area of the City Centre, which is a commercial area that was subject of a master plan and has received a huge amount of investment in recent years.

Surrounding uses include offices, law courts, restaurants, cafes, drinking establishments, retail premises, banks and residential.

Description of Development

The submitted application seeks advertisement consent for the Installation of non-illuminated letters to be applied to glazing

Consultations & Notification Responses

Highways – no comments

Issues

Issues

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 12 (Achieving Well Designed Places) of the National Planning Policy Framework, Policies SP1 (Spatial Principles) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policy DC14 (Shopfronts and Related Signs) of the Unitary Development Plan for the City of Manchester.

Visual Amenity

The proposal seeks advertisement consent for an individual letter sign fixed to exterior side of glazing using VHB tape with cut black vinyl applied to interior side of glazing to disguise fixings. It is considered that the signage is of a sophisticated design and has been designed to be in scale with the existing shopfront glazing and the signs would be in keeping with the commercial nature of the area.

Given the above, it is considered that the proposals are acceptable in terms of visual amenity in accordance with policies EN3, CC9, SP1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC18.1 and DC19.1 Development Plan for the City of Manchester and Sections 7 and 12 of the National Planning Policy Framework.

Public Safety

The signs would not raise any public safety issues.

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:

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 relates to the following drawings and documents:

Received by the City Council as Local Planning Authority on 22 June 2022:

-Location Plan

Received by the City Council as Local Planning Authority on 20 September 2022:

-Signage Proposal drawing pack revision /

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Third Floor, 3 Hardman Street, Manchester, M3 3AW
Fourth Floor, 3 Hardman Street, Manchester, M3 3HF
Seventh Floor, 3 Hardman Street, Manchester, M3 3HF
Ninth Floor, 3 Hardman Street, Manchester, M3 3HF
Eighth Floor, 3 Hardman Street, Manchester, M3 3HF
Fourth Floor Office 4A, Vantage Point, Hardman Street, Manchester, M3 3HF
Twelfth Floor, 3 Hardman Street, Manchester, M3 3AU
Sixth Floor, 3 Hardman Street, Manchester, M3 3AT
Second Floor, 3 Hardman Street, Manchester, M3 3AW
DWF, 1 Scott Place, Manchester, M3 3AA
NANDOS CHICKENLAND LTD, Unit 1, 2 Hardman Street, Manchester, M3 3HF
Eighth And Ninth Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
Sixth Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
Fifth Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
OZON SOLICITORS LIMITED, Second Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
Banyan Bar, Ground Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
Seventh Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
GL HEARN LTD, Fourth Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
First Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
Unit 2B, 2 Hardman Street, Manchester, M3 3HF
Unit 2A, 2 Hardman Street, Manchester, M3 3HF
TOWRY SERVICES LIMITED, Third Floor, Vantage Point, Hardman Street, Manchester, M3 3HF
2 Hardman Street, Manchester, M3 3HF
Eleventh Floor, 3 Hardman Street, Manchester, M3 3AU
First Floor, Deans Court, Crown Square, Manchester, M15 5FU
Second Floor, Deans Court, Crown Square, Manchester, M15 5FU
Tenth Floor, 3 Hardman Street, Manchester, M3 3HF
Ground Floor, 3 Hardman Street, Manchester, M3 3AX
Ground Floor, 2 Hardman Street, Manchester, M3 3HF
Fourth Floor To Sixth Floor, 2 Hardman Street, Manchester, M3 3HF

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