

## Planning

## Growth & Development

### Delegated officer report for planning application

**Application no.** 135145/AO/2022

**Date registered valid:** 20 October 2022

**Proposal:** New internally illuminated fascia sign and non-illuminated projecting sign to replace existing

**Address:** 54 King Street, Manchester, M2 4LY

**Ward(s):** Deansgate Ward

**Applicant:** Kevin Breese Edit Suits Co. Third Floor, 54 Bow Lane, London, EC4M 9DJ

**Agent (if any):** Mr Ashley Wilson Sculpt 221 Scott House, Custard Factory, Birmingham, B9 4AA

**Case officer:** Max Gibson  
Tel: 0161 219 6359  
Email: maximillian.gibson@manchester.gov.uk

**Recommendation:** Approve

**Date of recommendation:** 8 December 2022

## **Application details**

**Type of application:** Advertisement Consent

**Development type:** Advertisements

**Date of site visit:**

**Standard consultations:**

Printed: 27 October 2022 Expired: 17 November 2022

**Neighbour notifications**

Printed: 27 October 2022 Expired: 17 November 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:** St Anns Square Conservation Area 1970

**Tree Preservation Order:**

## **Description of site and surrounding area**

The site is in a c.1700 townhouse which now houses a commercial unit on the ground floor and office space in the upper stories. Whilst the upper stories appear to remain mostly intact, the ground floor commercial unit has modern commercial fitout including a 20th C timber and glass shopfront.

The building is in Manchester city centre, wholly within the St Ann's Square conservation area. There are several other Grade-II listed buildings on King Street and the Grade-I listed St Ann's Church is in the immediate vicinity. There are a variety of uses in the area associated with city centre development, such as comparison and convenience retail, commercial office, residential apartments and culture/leisure uses.

## **Description of development**

Replacement of existing signage with individually illuminated lettering on the fascia and a non-illuminated projecting, hanging sign.

## **Consultations & Notification Responses**

Publicity - The application has been advertised on site. No representations have been received as a result of this publicity.

Highways - No objections

### **Issues**

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity, impact upon the adjacent Conservation Area and Public Safety. The main policies that relate to the assessment of the proposal are the National Planning Policy Framework, in particular Section 12. (Achieving well-designed places) 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 fascia sign would be at the same level and have a similar appearance to the adjacent shop front. The proposed individual lettering of the new fascia sign would be in keeping with other acceptable examples along the street.

The proposed hanging, projecting sign is in keeping with the age of the building and in keeping with the design of others installed at the other shop fronts on this frontage. As it replaces an incongruous, unauthorised and unsupported sign, it will enhance visual amenity.

Given the above, the proposal is considered to be consistent with National Planning Policy Framework, in particular Section 12. (Achieving well-designed places) 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).

### **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:

-Drawing - Location Plan 81.01, Drawing - Proposed Floor Plans 82.01 Rev F received by the city council as local planning authority on 04/11/2022

-Drawing - Proposed Sections 85.01 Rev G received by the city council as local planning authority on 10/11/2022

-Drawing - Proposed Elevations 84.01 Rev J received by the city council as local planning authority on 06/12/2022

-Heritage Statement Rev B received by the city council as local planning authority on 04/11/2022

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 advertisements displayed shall not exceed 300.00 cd/m in brightness at any time.

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.

## **Informatives**

1) The proposed sign extends for a maximum of 0.61m over the adopted highway, as such, a projection over license will be required. This is obtainable via Contact Manchester 0161 234 5004 and is to be funded at the applicant's expense.

2) The applicant should be advised that any requirements for licensing, hoarding /scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email - [highwaylicences@manchester.gov.uk](mailto:highwaylicences@manchester.gov.uk)

## **Appendix 1 – List of consultees & neighbours notified**

Highway Services

Third Floor, 39 South King Street, Manchester, M2 6DE  
Second Floor, 39 South King Street, Manchester, M2 6DE  
First Floor, 39 South King Street, Manchester, M2 6DE  
Third Floor, 41 South King Street, Manchester, M2 6DE  
Second Floor, 41 South King Street, Manchester, M2 6DE  
First Floor, 41 South King Street, Manchester, M2 6DE  
Ground Floor, 41 South King Street, Manchester, M2 6DE  
Basement, 41 South King Street, Manchester, M2 6DE  
Rear Part Ground First Second And Third Floors, 33 King Street, Manchester, M2 6AA  
Basement To First Floor, 33 King Street, Manchester, M2 6AA  
35 King Street, Manchester, M2 7AT  
52 King Street, Manchester, M2 4LY  
39 South King Street, Manchester, M2 6DE  
33 King Street, Manchester, M2 6AA  
56 King Street, Manchester, M2 4LY  
50 King Street, Manchester, M2 4LY

## **Appendix 2 – Planning constraints**

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3  
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4  
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M  
Coal Authority - Development Low Risk - Name: DEVELOPMENT\_LOW\_RISK\_AREA  
Conservation Area - St Anns Square Conservation Area 1970  
Area Team Boundary - Name: CENTRAL