

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134541/AO/2022

Date registered valid: 29 July 2022

Proposal: Installation of various internally illuminated fascia signs and menu case and flag, pole and canopy sign.

Address: Pearl Assurance House , 23 Princess Street, Manchester, M2 4EN

Ward(s): Deansgate Ward

Applicant: Mr Robin Horton Greenlane Properties (Stockport) Ltd Grampian House, 144 Deansgate, Manchester, M3 3EE

Agent (if any): LRW Architects Leach Rhodes Walker Ground Floor West, 50 Dearmans Place, Manchester, M3 5LH

Case officer: Emily Booth
Tel: 0161 234 4193
Email: emily.booth@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 21 September 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 16 September 2022

Standard consultations:

Printed: 18 August 2022 Expired: 8 September 2022

Neighbour notifications

Printed: 18 August 2022 Expired: 8 September 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: Not applicable

Conservation area: Albert Square Conservation Area 1972

Tree Preservation Order: Not applicable

Description of area

This six storey building is bounded by Princess Street, Bow Lane, Clarence Street and the Grade II Listed 31 Princess Street. It is in the Albert Square Conservation Area.

It was constructed as an office with shops at the ground floor between 1952 and 1956 and designed by local architects Beaumont & Sons for the Pearl Assurance Company. It has Portland Stone cladding to the Princess Street, Clarence Street and part Bow Lane elevations. It is not listed but is a non-designated heritage asset and makes a positive contribution to the conservation area. There is a narrow strip of land to the rear on Bow Lane that has been used for car parking. Bow Lane is a narrow street that is used to service some properties.

The building is opposite the Grade I Listed Manchester Town Hall, which is one of Manchester's most significant civic landmarks. Other listed buildings within the immediate area are 31 Princess Street, 10 Kennedy Street, 6 to 8 Clarence Street and 1 Clarence Street known as the Northern Assurance Building all Grade II Listed and the Grade II* Listed 14 Kennedy Street known as the Old Law Library. Other listed buildings within the setting include 61 Cross Street and 1 Albert Square both Grade II Listed.

The building fronts Albert Square which contains the Grade I Listed Albert Memorial and the Grade II Listed Jubilee Fountain and Bright, Heywood, Gladstone and Fraser statues.

Surrounding uses include shops, offices, hotels, bars, restaurants, financial and professional services, cafe, library, art gallery and the Town Hall Complex.

Application referenced 123522/FO/2019 was approved at Planning and Highways Committee on 9th September 2019 and allowed alterations to Pearl Assurance House associated with its conversion to a proposed hotel in conjunction with proposals which also include a 7 storey extension to the rear of the site and a 2 storey extension to the roof (to replace existing 6th floor) to create a hotel (Use Class C1) with 70 bedrooms, rooftop bar (Class A4), a rooftop plant enclosure and ancillary accommodation (basement and ground floor) together with access and servicing proposal, external alterations and associated works.

Application referenced 128929/NMC/2020 was determined on 1st February 2021 and allowed a non-Material Amendments to application referenced 123522/FO/2019 comprising an increase in the extent of demolition to the rear of the building on Bow Lane and an associated increase in new brickwork, an increase in the number of mullions to windows of the new rooftop extension and to shopfront windows at ground floor level, an increase in number of transoms to glazing of the top floor of the Princess Street elevation of the rooftop extension.

Application referenced 123522/FO/2019 was determined on 20 April 2021 and allowed the following changes to the above application:

- Replacement windows to all elevations with new slimline aluminium double-glazed units to match existing, including slimline vent to window head.
- Increase in length of rooftop plantroom
- Omission of stone fins to Clarence Street elevation
- Entrance door to Princess Street changed from glass to timber.
- Variation of window size to ground floor window on Bow Lane
- Variation of height of projecting canopy on Clarence Street

Description of development

Advertisement Consent is sought for the following signs:

The Princess Street elevation:

- 1no. high level hotel name sign comprising individual letters with blue LED halo illumination.
- 1no. fascia level hotel name sign comprising individual letters with blue LED halo illumination. To be located above the central ground floor shop front.
- 1no. sign for the ground floor use comprising 2no. sets of metal individual letters to be halo illuminated by means of internal LEDs. To be located above the main entrance door within the main entrance surround.
- 2no. menu display cases to be located within the main entrance surround.

The Clarence Street elevation:

- 1no. high level hotel name sign comprising individual letters with blue LED halo illumination.
- 1no. double sided flag and flagpole located above the hotel main entrance.
- 1 no. hotel name sign located on the entrance canopy comprising individual letters with blue LED halo illumination all fixed to a
- steel support frame structure.
- 2no. menu display cases to be located adjacent the main hotel entrance.

The Bow Lane elevation:

- 1no. high level hotel name sign comprising individual letters with blue LED halo illumination.

The side elevation adjacent to 31-33 Princess Street:

- 1no. high level hotel name sign comprising individual letters with blue LED halo illumination.

6no. individual letter vinyls are also proposed to be attached to the ground floor shop front windows on the Princess Street and Clarence Street

Consultations & Notification Responses

Publicity - Occupiers of nearby properties have been notified. No comments have been received.

Issues

Issues and Policy

The Adopted Core Strategy for the City of Manchester

Policy EN1 (Design Principles and Strategic Character Areas) advises that developer's will be expected to consider the City's heritage, including its listed buildings, conservation areas, archaeological remains and historic street pattern.

Policy EN3 (Heritage) advises that new developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.

Policy CC9 (Design and Heritage) advises that development in Manchester should preserve or enhance the heritage assets affected.

Policy SP1 (Spatial Principles) advises that development in all parts of the City should protect and enhance the built environment.

Policy DM1 (Development Management) advises that all development should be appropriately sited, scaled, formed, massed and detailed with appropriate layout and materials and should have regard to the character of the surrounding area and effects on built heritage.

The Unitary Development Plan for the City of Manchester

Saved Policy DC14 (Shopfronts and Related Signs) confirms acceptable shop front works.

Saved Policy DC18.1 (Conservation Areas) states that the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including the effect of signs and advertisements.

Saved Policy DC19.1 (Listed Buildings) advises that in determining applications for listed building consent the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting. The City Council will:

- Not permit any external or internal alteration or addition to a listed building where in its opinion, there would be an adverse effect on its architectural or historic character.

National Policy

Sections 16, 66 and 74 of the Listed Buildings and Conservation Areas Act 1990 requires that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas. Development decisions should, therefore, accord with the requirements of the NPPF and to section 16 (Conserving and Enhancing the Historic Environment).

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development". In order to meet this key planning objective, in this instance, the development should sustain and contribute to the stimulation of a thriving historic environment.

Paragraph 197 states that in determining planning applications, local planning authorities should take account of:

- The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation.
- The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
- The desirability of new development making a positive contribution to local character and distinctiveness.

Paragraph 194 advises that local planning authorities should require an applicant to submit sufficient information to describe the significance of any heritage assets affected, including any contribution made by their setting.

Paragraph 200 advises that any harm to or loss of a designated heritage asset should require clear and convincing justification. Substantial harm or loss should be exceptional and substantial harm to or loss of designated heritage assets of the highest significance, including grade I and II* listed buildings should be wholly exceptional.

Paragraph 201 states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

Section 12 (Achieving Well Designed Places) advises that the government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

Visual Amenity -

Under these criteria the effect of the proposal on the affected designated and non-designated heritage assets affected has been considered:

The proposed signage would have an appropriate and high-quality appearance and would be in keeping with the features of the building and would not cause advertising clutter.

There would be clear views through the ground floor windows.

High level signs are appropriate for this building as they relate to the use of the whole building and to the use of the building as a hotel.

In view of the above, it is considered that the proposals would not cause harm to the character and appearance of the building or the surrounding conservation area and are therefore in accordance with the above-described policies.

Public Safety - No 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: 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:

The drawing referenced 7597 L(90)03 received by the City Council as local planning authority on 29 July 2022

The drawing referenced 7597 and annotated WG.09 received by the City Council as local planning authority on 22 August 2022

The 4no. drawings within the document entitled Malmaison, Princess Street Manchester, Proposed External Signage referenced JD13534 - Rev C and dated 06.09.2022 prepared by 360 Signs received by the City Council as local planning authority on 12 September 2022

The drawings referenced 7597 D460-LRW-ZZ-EL-DR-A-2014 Rev P02 and D460-LRW-ZZ-EL-DR-A-2015 Rev P02 both received by the City Council as local planning authority on 12 September 2022

The email the email from Leach Rhodes Walker (LRW) dated 22 August 2022.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies EN3, CC9, SP1 and DM1 of the Manchester Core Strategy, saved policies DC14, DC18.1 and DC19.1 of the Unitary Development Plan.

3) The windows at ground level, fronting onto Princess Street and Clarence Street; shall be retained as clear glazed window openings at all times and views into the premises shall not be screened or obscured in any way other than by the 6no. individual letter vinyls shown on the drawings hereby approved as confirmed in the email from Leach Rhodes Walker (LRW) dated 22 August 2022.

Reason - The clear glazed window(s) is an integral and important element in design of the ground level elevations and are important in maintaining a visually interesting street-scene consistent with the use of such areas by members of the public, and so as to be consistent with saved policy DC14 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

First Floor, 39 Princess Street, Manchester, M2 4FN
Basement, 39 Princess Street, Manchester, M2 4FN
Second Floor, 39 Princess Street, Manchester, M2 4FN
First And Second Floor, 37 Princess Street, Manchester, M2 4FN
Ground Floor, 31 Princess Street, Manchester, M2 4EW
Third Floor, 31 Princess Street, Manchester, M2 4EW
Second Floor, 31 Princess Street, Manchester, M2 4EW
37 Princess Street, Manchester, M2 4FN
Third Floor, 10 Kennedy Street, Manchester, M2 4BY
Second Floor, 10 Kennedy Street, Manchester, M2 4BY
First Floor, 10 Kennedy Street, Manchester, M2 4BY
Basement, 31 Princess Street, Manchester, M2 4EW
Second Floor, 16 Kennedy Street, Manchester, M2 4BY
First Floor, 16 Kennedy Street, Manchester, M2 4BY
Ground Floor, 16 Kennedy Street, Manchester, M2 4BY
Basement, 16 Kennedy Street, Manchester, M2 4BY
Ground Floor And First Floor, 3 - 5 Princess Street, Manchester, M2 4DN
City Council Engineers And Surveyors, Albert Square, Manchester, M2 5HD
Third Floor, 16 Kennedy Street, Manchester, M2 4BY
1 - 3 Clarence Street, Manchester, M2 4DE
57 Cross Street, Manchester, M2 4JW
1 Princess Street, Manchester, M2 4DF
Johnson THE CLEANERS, 61 Cross Street, Manchester, M2 4JW
Basement And Ground Floor, 33 Princess Street, Manchester, M2 4EW
Ground Floor, 7 Princess Street, Manchester, M2 4DF
Fourth Floor, 1 Princess Street, Manchester, M2 4DD
Second Floor Offices, 1 Princess Street, Manchester, M2 4DF
Third Floor Office, 1 Princess Street, Manchester, M2 4DF
First Floor Offices, 9 Princess Street, Manchester, M2 4DN
First Floor, 1 Princess Street, Manchester, M2 4DF
Sixth Floor, 9 Princess Street, Manchester, M2 4DN
Fourth Floor, 9 Princess Street, Manchester, M2 4DN
THOMPSONS SOLICITORS LLP, First Floor To Fifth Floor, Pearl Assurance House, 23 Princess Street, Manchester, M2 4ER
DLA ARCHITECTS LTD, Sixth Floor, Pearl Assurance House, 23 Princess Street, Manchester, M2 4EB
Third Floor, 9 Princess Street, Manchester, M2 4DN
Basement, 3 - 5 Princess Street, Manchester, M2 4DF
First Floor, 31 Princess Street, Manchester, M2 4EW
16 Kennedy Street, Manchester, M2 4BY
10 Kennedy Street, Manchester, M2 4BY
7 Princess Street, Manchester, M2 4DN
3 - 5 Princess Street, Manchester, M2 4DN
Basement, 9 Princess Street, Manchester, M2 4DN
Northern Assurance Building, 9 - 21 Princess Street, Manchester, M2 4DN
39 Princess Street, Manchester, M2 4FN
Fifth Floor, 9 Princess Street, Manchester, M2 4DN
Second Floor, 14 Kennedy Street, Manchester, M2 4BY
59A Cross Street, Manchester, M2 4JW
Town Hall, Albert Square, Manchester, M2 5DB

25 Princess Street, Manchester, M2 4HH
8 - 10 Clarence Street, Manchester, M2 4DW
Basement And Ground Floor, 25 Princess Street, Manchester, M2 4HH
33 Princess Street, Manchester, M2 4FN
9 Princess Street, Manchester, M2 4DN
23A Princess Street, Manchester, M2 4EN
Second Floor, 9 Princess Street, Manchester, M2 4DN
Ground Floor, 57 Cross Street, Manchester, M2 4JW
14 Kennedy Street, Manchester, M2 4BY
24 Kennedy Street, Manchester, M2 4BY
20 Kennedy Street, Manchester, M2 4BY
59 Cross Street, Manchester, M2 4JW

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