

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134427/AO/2022

Date registered valid: 4 October 2022

Proposal: Installation of replacement illuminated and non-illuminated signs to the exterior of the building

Address: 36 Charles Street, Manchester, M1 7DB

Ward(s): Deansgate Ward

Applicant: Mr Millar Greene King Lass O Gowrie, 36 Charles Street, Manchester, M1 7DB

Agent (if any): Mrs Gillian Shepley Ashleigh Signs Ashleigh House, Beckbridge Road, Normanton, WF6 1TE

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

Recommendation: Approve

Date of recommendation: 29 November 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 28 November 2022

Standard consultations:

Printed: 6 October 2022 Expired: 27 October 2022

Neighbour notifications

No neighbour notifications have been printed and sent.

Site notice

Posted: 11 October 2022 Expired: 1 November 2022

Press advert

Published: 11 October 2022 Expired: 1 November 2022

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Grade II

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The application site comprises an historic public house named The Lass O' Gowrie that is located at 36 Charles Street and is Grade II Listed. It is bounded by Charles Street, Pritchard Street, Holbrook Street and the River Medlock and a raised railway line is close to the rear of the property.

The elevations of the building consist of red brick with dressings of deep red, orange and green glazed terracotta and the building has a slate roof. It is two storeys over a basement and has many decorative features within the elevations.

The site is located in a mixed-use area consisting of residential, student residential, car parking, office, hotels, and leisure facilities including bars and clubs. The recently developed Circle Square is located on the opposite side of Charles Street. Circle Square was a significant development through an MCC endorsed strategic regeneration framework, consisting of multiple large-scale development plots.

Relevant Site Planning History

Application referenced 105288/AO/2014/C1 was approved in June 2014 and allowed the installation of various items of signage.

Description of development

The proposal seeks to replacement of the existing signage. This comprises:

- An externally illuminated timber sign board located on the river elevation of the building to replace an existing timber sign board.
- A non-illuminated cast bronze plaque located adjacent the central entrance on Charles Street to replace the existing plaque.
- A non-illuminated timber sign board located within a recess on the Charles Street elevation to replace 2no. non illuminated timber sign boards.
- An externally illuminated projecting sign located on the Charles Street elevation to replace the existing projecting sign.
- A non-illuminated timber sign board located on the chamfered corner at Pritchard Street and Charles Street.

Listed building consent has also been submitted for the works (referenced 134472/LO/2022).

Consultations & Notification Responses

Publicity - The application was advertised in the local press and a site notice was displayed on site. No responses have been received.

Highway Services - Confirmed that the proposed signage is acceptable but advised on the requirements for a Projection Over Licence.

Issues

The main issues for consideration relate to the impact of the advertisement on visual amenity and the character and appearance of the Ancoats Conservation Area and surrounding listed buildings, and the impact on public safety. The main policies that relate to the proposals are Sections 12 (Achieving Well Designed Places) and 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, policies EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage), CC9 (Design and Heritage), SP1 (Spatial Principles) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester, and saved policies DC14 (Shop Fronts and Related Signs) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Visual amenity, including the impact on heritage assets -

The advertisements would affect the appearance of the listed building but would replace existing advertisements and would improve on the appearance of the existing signs to be more in keeping with the character of the listed building.

In this context it is therefore considered that the proposed advertisements are acceptable, and the harm caused by the existing signage is minimised.

Given the above, the proposals are considered to be in accordance with policies Sections 12 and 16 of the National Planning Policy Framework, policies EN1, EN3, CC9, SP1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC14, DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester.

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 advertisement hereby approved shall be displayed in accordance with the following drawings and documents:

The location plan received by the City Council as local planning authority on 20 July 2022

The document referenced 166648 Rev B dated 3 August 2022 and received by the City Council as local planning authority on 28 November 2022.

The Design and Access/Heritage Statement received by the City Council as local planning authority on 27 July 2022

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies DM1, EN1, EN3, CC9, and SP1 of the Core Strategy and saved policies E3.3, DC14.1 and 14.5 and DC19.1 of the Unitary Development Plan.

Informatives

- 1) The proposed lantern and projecting sign extend to a maximum projection of 0.75m over the adopted highway. As such, a Projection over License will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicant's expense.

Appendix 1 – List of consultees & neighbours notified

Highway Services

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

Flood Zones Type 2 (low to medium risk) -

Flood Zones Type 3 (high risk) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (More) -

Area Team Boundary - Name: CENTRAL