

Planning

Growth & Development

Delegated officer report for planning application

Application no. 133515/AO/2022

Date registered valid: 12 May 2022

Proposal: Installation of internally illuminated fascia signage to south-east and north-east elevations

Address: 182C Arndale Centre , Market Street, Manchester, M4 2HU

Ward(s): Piccadilly Ward

Applicant: Mr Nick Lowe Betfred 56-58 Benson Road, Birchwood, Warrington, WA3 7PQ

Agent (if any): Mr Nick Lowe Done Brothers (Cash Betting) Ltd Spectrum, 56-58 Benson Road, Birchwood, Warrington, WA3 7PQ

Case officer: Gerry Reilly
Tel: 0161 234 4163
Email: gerry.reilly@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 5 July 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 17 June 2022 Expired: 8 July 2022

Neighbour notifications

Printed: 17 June 2022 Expired: 8 July 2022

Site notice

Posted: 9 June 2022 Expired: 30 June 2022

Press advert

Published: 21 June 2022 Expired: 12 July 2022

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of site/building

Listed Building: Not applicable (Although the Grade II listed former Debenhams building, 109 - 127 Market Street, Manchester, M1 1NN is located approximately 55 metres to the south on the opposite side of High Street)

Conservation Area: Not applicable (Although the Smithfield Conservation Area is located opposite the site)

Tree Preservation Order: Not applicable

The site comprises a shop at 182C Arndale Centre, Market Street occupied by Betfred. The unit forms part of the Manchester Arndale, a multi-storey shopping centre located within the Primary Shopping Area of Manchester City Centre.

Description of area

The building lies within an area of the City Centre that is characterised by a variety of uses including retail units, restaurants, commercial and financial/professional uses.

Description of development

Advertisement Consent is sought for:

This application seeks advertisement consent for

O Installation of internally illuminated fascia signage to south-east and north-east elevations

Description of area

Description of development

Consultations & Notification Responses

The application has been advertised in the Manchester Evening News as an application affecting a conservation area. A site notice was displayed and the occupiers of nearby properties have been notified

No representations have been received as a result of this publicity

Highways - The proposed signs do not extend over the adopted highway and therefore do not require a projection over license.

The proposed luminance of the static signs is 500cd/m². This is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.

The fascia signs comply with headroom and carriageway clearance requirements.

Issues

The main issues for consideration relate to the impact of the proposals on amenity, (environmental impact and visual amenity). The main policies that relate to the proposal are Section 12 (Achieving well-designed places) and Section 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, Policies SP1 (Spatial Principles), EN3 (Heritage), CC9 (Design and Heritage), CC10 (A Place for Everyone), EN1 (Design Principles and Strategic Character Areas) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policy DC14 (Shop fronts and related signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Visual Amenity

The applicant is proposing a 10 metre wide and 4.8 metre wide fascia sign on the east and north elevations respectively. Both signs will be 0.6 metres high, with 2.8 metres between the base of the advertisement and ground and made from flat 3mm folded aluminium tray powdercoated in blue with built up 3D illuminated lettering projecting out 0.44millimetres from the wall at the rear. The applicant was originally proposing a much thicker fascia which would have protruded out much further from the shopfront and would have appeared incongruous in the street scene. The current proposals do not involve a deep fascia that projects far out from the shopfront and therefore the proposals are considered to be acceptable in terms of visual amenity.

Highway Safety - Highways have been consulted on this issue and have made the following comments

The proposed signs do not extend over the adopted highway and therefore do not require a projection over license.

The proposed luminance of the static signs is 500cd/m². This is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.

The fascia signs comply with headroom and carriageway clearance requirements.

The proposals are considered to be acceptable in terms of their impact on highway safety

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:

Drawing number 1311BF-182c-SFP Revision 5 received via the email from Mr Nick Lowe dated 11th July 2022.

Location Plan received 13th April 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.

Informatives

0) 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

Appendix 1 – List of consultees & neighbours notified

Highway Services

Unit 3 Halle Place, Arndale Centre, Market Street, Manchester, M4 2HU
Unit 825 Upper Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 2EA
Unit 824 Upper Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 2EA
Units 31 And 32 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
93 Arndale Centre, Market Street, Manchester, M4 2HU
Sixth Floor, 34 High Street, Manchester, M4 1QB
Fifth Floor, 34 High Street, Manchester, M4 1QB
Fourth Floor, 34 High Street, Manchester, M4 1QB
Third Floor, 34 High Street, Manchester, M4 1QB
84 Arndale Centre, Market Street, Manchester, M4 2HU
Unit 826 Upper Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 2EA
Manchester Dental Practice, First Floor, 34 High Street, Manchester, M4 1QB
Unit 32A, Lower Mall Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
Popleton And Appleby Ltd, 34 High Street, Manchester, M4 1QB
Unit 1, Market Stalls, Church Street, Manchester, M4 1PN
Unit 2, Market Stalls, Church Street, Manchester, M4 1PN
Marsden Way South, Arndale Centre, Market Street, Manchester, M1 1WR
Lower Mall, Arndale Centre, Market Street, Manchester, M1 1WR
Upper Mall, Arndale Centre, Market Street, Manchester, M4 2EA
1A High Street, Manchester, M4 1QB
Cooperative Retail Services Ltd, 38 High Street, Manchester, M4 1QB
Ground Floor And Basement, 24 High Street, Manchester, M4 1QB
48A Arndale Centre, Market Street, Manchester, M4 2HU
48 Arndale Centre, Market Street, Manchester, M4 2HU
27 Arndale Centre, Market Street, Manchester, M4 2HU
Units 23 To 25 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AT
54 Arndale Centre, Market Street, Manchester, M4 2HU
54A Arndale Centre, Market Street, Manchester, M4 2HU
Units 20 And 21 Lower Mall, Arndale Centre, 98 Corporation Street, Manchester, M4 3AJ
34 High Street, Manchester, M4 1AH
24 High Street, Manchester, M4 1QB
51 - 55 Market Street, Manchester, M1 1WR
57 Market Street, Manchester, M1 1WR
107 Market Street, Manchester, M1 1NN
49 Market Street, Manchester, M1 1WR
35 Market Street, Manchester, M1 1WR
33 Market Street, Manchester, M1 1WR
HOLLAND & BARRETT, 105 Market Street, Manchester, M1 1NN
47 Market Street, Manchester, M1 1WR

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: CENTRL

