

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134112/AO/2022

Date registered valid: 10 August 2022

Proposal: Works to existing projecting signs, painting of individual letter signs on the elevations and installation of individual letter signs.

Address: 51 Lever Street, Manchester, M1 1FN

Ward(s): Piccadilly Ward

Applicant: Grosvenor OEI Limited C/o Agent

Agent (if any): Mr Brad Wiseman Savills (UK) Limited Belvedere, 12 Booth Street, Manchester, M2 4AW

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

Recommendation: Approve

Date of recommendation: 5 October 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 19 August 2022

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 15 August 2022 Expired: 5 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: Stevenson Square (Extension) Conservation Area 1987

Tree Preservation Order: Not applicable

Description of area

This application relates to a property at 51 Lever Street that is a modern mixed use building bounded by Lever Street, Warwick Street, Houldsworth Street and Spear Street.

The site is within the Stevenson Square Conservation Area. Grade II Listed buildings at 66 Oldham Street, 77 Lever Street and the Grade II Listed former worker's cottages at 4-8 Bradley Street are close to the site.

Other uses in the immediate area include offices, residential apartments, creative industries, shops, bars and restaurants.

These proposals relate to the external elevations.

Description of development

Advertisement Consent is sought for the installation of the following building name signage:

The internal/external arcade elevations -

- 2no. painted individual high level letter signs on the rendered external walls of the arcade. One sign would be at the Faraday Street side and one sign would be at the Warwick Street

side. The painted sign would read 'The Arcade' and would include an arrow pointing into the arcade.

The Faraday Street elevation -

- 1no. individual letter sign mounted on the concrete pier.

The Lever Street elevation -

- Amendments to 3no. existing projecting signs comprising the display of a mini lightbox with new branding 'The Hive' to be housed within the body of the existing double-sided glass fronted projecting sign.
- 2no. internally illuminated individual letter signs to be mounted on a ladder frame behind the glazing of the shop front. To read 'The Hive.'

The Warwick Street elevation -

- 1no. individual letter sign mounted on the concrete pier.

There is no signage proposed for the Spear Street elevation.

Consultations & Notification Responses

Publicity - Letters were sent to surrounding occupiers to notify them of the proposals. No replies were 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.

Signs above ground floor level are appropriate for this building as they relate to the use of the whole building.

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 site location plan referenced 2125-INC-EX-XXX-DR-I-00-1001 stamped as received by the City Council as local planning authority on 20th February 2014

The drawings referenced:

2125-INC-EX-XXX-DR-I-70-1001 Version B received by the City Council as local planning authority on 4 October 2022

2125-INC-EX-XXX-DR-I-70-3002 Version B

2125-INC-EX-XXX-DR-I-70-4004 Version B

2125-INC-EX-XXX-DR-I-70-4005 Version B

2125-INC-EX-XXX-DR-I-70-5000 Version - -

received by the City Council as local planning authority on 4 August 2022

Painted Arcade Signage image received by the City Council as local planning authority on 4 August 2022

The Hive Wall Logo image received by the City Council as local planning authority on 4 October 2022

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1, CC9, EN3 and DM1 of the Core Strategy and saved policies DC14.1, DC14.5, DC18.1 and DC19.1 of the Unitary Development Plan.

Appendix 1 – List of consultees & neighbours notified

Basement, 3 Stevenson Square, Manchester, M1 1DN
Unit G6, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
45 Lever Street, Manchester, M1 1FN
My Dentist, 43 Lever Street, Manchester, M1 1FN
58 Oldham Street, Manchester, M4 1LE
52 Oldham Street, Manchester, M4 1LE
First Floor, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
First Floor Flat, 58 Oldham Street, Manchester, M4 1LE
Flat 8, 60A Oldham Street, Manchester, M4 1LE
Flat 2, 60A Oldham Street, Manchester, M4 1LE
Flat 1, 60A Oldham Street, Manchester, M4 1LE
Flat 7, 60A Oldham Street, Manchester, M4 1LE
Flat 5, 60A Oldham Street, Manchester, M4 1LE
Flat 4, 60A Oldham Street, Manchester, M4 1LE
Sixth Floor, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
Unit G7, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
60A Oldham Street, Manchester, M4 1LE
60B Oldham Street, Manchester, M4 1LE
54 Oldham Street, Manchester, M4 1LE
21 Hilton Street, Manchester, M1 1JJ
55 - 59 Spear Street, Manchester, M1 1DF
Flat 6, Spear Building, 53 Spear Street, Manchester, M1 1DF
Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 8, Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 7, Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 4, Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 3, Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 2, Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 5, Spear Building, 53 Spear Street, Manchester, M1 1DF
Flat 1, Spear Building, 53 Spear Street, Manchester, M1 1DF
Third Floor, 3 Stevenson Square, Manchester, M1 1DN
Unit G5, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
61 - 63 Spear Street, Manchester, M1 1DF
47 Lever Street, Manchester, M1 1FN
5A Stevenson Square, Manchester, M1 1DN
First Floor, 3 Stevenson Square, Manchester, M1 1DN
Second Floor, 3 Stevenson Square, Manchester, M1 1DN
Second Floor, 46 - 50 Oldham Street, Manchester, M4 1LE
Ground Floor, 46 - 50 Oldham Street, Manchester, M4 1LE
Basement, 46 - 50 Oldham Street, Manchester, M4 1LE
46 - 50 Oldham Street, Manchester, M4 1LE
Hilton Chambers, 15 Hilton Street, Manchester, M1 1JJ
First Floor, 46 - 50 Oldham Street, Manchester, M4 1LE
Griffin House, 40 Lever Street, Manchester, M1 1FJ
Unit G4, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
Fifth Floor, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
49 Lever Street, Manchester, M1 1FN
3A Stevenson Square, Manchester, M1 1DN
Ground Floor, 3A Stevenson Square, Manchester, M1 1DN
Fifth Floor, Griffin House, 40 Lever Street, Manchester, M1 1FJ

TONI&GUY, Ground Floor And Basement, 60A Oldham Street, Manchester, M4 1LE
Basement, 15 Hilton Street, Manchester, M1 1JJ
Flat 9, 60A Oldham Street, Manchester, M4 1LE
Flat 3, 60A Oldham Street, Manchester, M4 1LE
Flat 6, 60A Oldham Street, Manchester, M4 1LE
42 - 44 Oldham Street, Manchester, M4 1LE
Unit G3, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
Unit G2, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
Unit G1, The Hive, 47 - 51 Lever Street, Manchester, M1 1FN
First Floor, 1 Stevenson Square, Manchester, M1 1DN
Ground Floor And Basement, 1 Stevenson Square, Manchester, M1 1DN
1B Stevenson Square, Manchester, M1 1DN
Fourth Floor, Griffin House, 40 Lever Street, Manchester, M1 1FJ
Ground Floor, Griffin House, 40 Lever Street, Manchester, M1 1FJ
32 Lever Street, Manchester, M1 1DE
5 Stevenson Square, Manchester, M1 1DN
Ground Floor, 3 Stevenson Square, Manchester, M1 1DN
17 - 19 Hilton Street, Manchester, M1 1JJ
Third Floor, 9 Stevenson Square, Manchester, M1 1DB
First Floor, 9 Stevenson Square, Manchester, M1 1DB
9 Stevenson Square, Manchester, M1 1DB
15 Hilton Street, Manchester, M1 1JJ

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
Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Stevenson Square (Extension) Conservation Area 1987
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL