

Planning

Growth & Development

Delegated officer report for planning application

Application no. 133800/AO/2022

Date registered valid: 16 June 2022

Proposal: Installation of internally illuminated circular projecting sign

Address: Unit T3A, Circle Square, Charles Street, Manchester, M1 7DF

Ward(s): Deansgate Ward

Applicant: Mr Syed Asad Abbas FBAASA Ltd Unit T3A Circle Square, Charles Street, Manchester, M1 7DF

Agent (if any): Mrs Lucy Jones The Friday Project 31 Temple Drive, Swinton, Manchester, M27 4EA

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

Recommendation: Approve

Date of recommendation: 5 September 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 3 August 2022 Expired: 24 August 2022

Neighbour notifications

Printed: 3 August 2022 Expired: 24 August 2022

Site notice

Posted: 5 August 2022 Expired: 26 August 2022 Posted: 17 June 2022 Expired: 8 July 2022

Press advert

Published: 9 August 2022 Expired: 30 August 2022 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:

The application relates to Unit T3A Circle Square. Charles Street,

Planning permission for the building was granted for the building under 111026/FO/2016/C1 Blocks 5 and 6 - Erection of part 17, part 36 storey building to comprise 411 residential apartments (Class C3) (14 studios, 136 x 1 bed, 228 x 2 bed and 33 x 3 bed) with mid and top roof level private dining / media room/ gardens, ground and mezzanine floor residential amenity uses including a gym,, plus lower ground, ground and mezzanine level commercial uses (Class A1 (shop), A2 (Financial and Professional Services), A3 (Restaurant and Cafe), A4 (Drinking Establishment), B1 (Offices), D1(Non-residential Institutions Creche only) and D2 (Assembly and Leisure - Gym only)) and associated junction improvements to Oxford Road / Charles Street, access, servicing, and landscaping. (Approved 01.07.2016)

The application was resubmitted in 2017 under application 116450/FO/2017 "Resubmission of application ref no 111026 (as amended by 116413/NMC/2017) (Blocks 5 and 6) to incorporate amendments comprising additional floor of accommodation (now 37 storeys but overall height of tower element reduced 0.5m)and changes to number (6 additional) and mix of apartments. (Approved 12.09.2017)

The above apps were approved as part of the development of the former BBC site now known as Circle Square. The wider site (known as the Masterplan Site) measures 4.68 hectares and is bounded by Oxford Road, Charles Street, Brancaster Road, Sorton Street, Cloak Street, Upper

Brook Street and the River Medlock. The site was cleared in 2012 when vacated by the BBC and was subsequently used until July 2015 as a surface level car park.

The site is located within part of the City Centre known as The Corridor which contains a high concentration of commercial, cultural and education facilities and is considered to be the geographical heart of Manchester's 'knowledge economy'. The Corridor is a key focus of investment within the City and represents a major opportunity to secure added-value economic growth.

Advertisement Consent is sought for "Installation of internally illuminated circular projecting sign". The new sign will be a Projecting sign of circular internally illuminated lightbox with opal acrylic, applied letters & black frame. OA w: 600 x d: 40mm. Overall projection out from the building is 750mm

Originally it was proposed that the base of the sign would be 2750mm above ground level. However, when it was pointed out that the sign would obscure an architectural feature, where it would cut across the join between 2 exterior panels the applicant amended their proposals and now the base of the sign will be approximately 3800mm above ground level.

Description of area

Description of development

Consultations & Notification Responses

Publicity - The application has been advertised in the Manchester Evening News as affecting a Conservation Area. A site notice was displayed and the occupiers of nearby properties have been notified.

No representations have been received because of this publicity.

Environmental Health - no adverse comment or objection to this application.

The illuminated signs should be installed in accordance with the lighting levels given in the application form,

Highway Services - The proposed sign is not located on the adopted highway network. The proposed sign extends for a maximum of 0.95m 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 applicants expense.

The proposed luminance of the static sign is 300cd/m². This level of luminance is in line with the MCC recommended maximum of 600cd/m² and is therefore acceptable to Highways.

The sign complies with headroom and carriageway clearance requirements

Issues

The main issues for consideration relate to the acceptability of the proposed advertisement in terms of the impact on the character and appearance of the street scene and the Whitworth Street Conservation Area. The main policies that relate to the proposal are Section 16 of the National Planning Policy Framework (Conserving and enhancing the historic environment), and UDP policies DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings).

Visual amenity - The new sign will be a projecting circular internally illuminated lightbox with opal acrylic, applied letters & black frame. OA w: 600 x d: 40mm. Overall projection out from the building 750mm. The proposed sign is just 40mm in depth which is in accordance with the City Council's requirements.

Originally it was proposed that the base of the sign would be 2750mm above ground level. However, when it was pointed out that the sign would obscure an architectural feature, where it would cut across the join between 2 exterior panels the applicant amended their proposals and now the base of the sign will be approximately 3800mm above ground level.

An external projecting hanging sign is considered to be appropriate in this commercial location and it is not considered that proposed sign would not have an adverse impact on the appearance of the listed Grade II listed Lass O' Gowrie (located 116 metres away) or the Dancehouse Theatre, 6 - 14a Oxford Road, which is located 56 metres away or the Whitworth Street Conservation Area, (the site can be viewed from the Conservation Area's southern boundary).

Amenity - Highways have recommended stated that "The proposed sign extends for a maximum of 0.95m 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."

The applicant will be made aware of the above via an informative.

Given the above, the proposal is considered to be acceptable in terms of visual amenity in accordance with Section 16 of the National Planning Policy Framework (Conserving and enhancing the historic environment and UDP policies DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the City Council's Unitary Development Plan.

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:

Proposed drawing External Signage Issue 04 received via the email from Lucy Jones of The Friday Project on 22nd September 2022

Proposed drawing Proposed signage Job No. 12903-001 received via the email from Lucy Jones of The Friday Project on 26 July 2022

The location plan CSAL-FCBS-ZT-XX-DR-A-2083 Rev C02 received by the City Council as Local Planning Authority on 17 May 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) The proposed sign extends for a maximum of 0.95m 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 applicants expense.

Appendix 1 – List of consultees & neighbours notified

Environmental Health
Highway Services
Highway Services
Environmental Health

Flat 812, 7 Symphony Park, Manchester, M1 7GD
Flat 702, 7 Symphony Park, Manchester, M1 7GD
Flat 320, 7 Symphony Park, Manchester, M1 7GB
Flat 318, 7 Symphony Park, Manchester, M1 7GB
Flat 302, 7 Symphony Park, Manchester, M1 7GB
Flat 220, 7 Symphony Park, Manchester, M1 7GB
Flat 103, 7 Symphony Park, Manchester, M1 7GB
Flat 2701, 7 Symphony Park, Manchester, M1 7GG
Flat 2602, 7 Symphony Park, Manchester, M1 7GG
Flat 1901, 7 Symphony Park, Manchester, M1 7GF
Flat 1220, 7 Symphony Park, Manchester, M1 7GE
Flat 1206, 7 Symphony Park, Manchester, M1 7GE
Flat 811, 7 Symphony Park, Manchester, M1 7GD
Flat 802, 7 Symphony Park, Manchester, M1 7GD
Flat 701, 7 Symphony Park, Manchester, M1 7GD
Flat 602, 7 Symphony Park, Manchester, M1 7GD
Flat 401, 7 Symphony Park, Manchester, M1 7GB
Flat 311, 7 Symphony Park, Manchester, M1 7GB
Flat 305, 7 Symphony Park, Manchester, M1 7GB
Flat 303, 7 Symphony Park, Manchester, M1 7GB
Flat 214, 7 Symphony Park, Manchester, M1 7GB
Flat 116, 7 Symphony Park, Manchester, M1 7GB
Flat 101, 7 Symphony Park, Manchester, M1 7GB
Flat 1412, 7 Symphony Park, Manchester, M1 7GF
Flat 911, 7 Symphony Park, Manchester, M1 7GE
Flat 819, 7 Symphony Park, Manchester, M1 7GD
Flat 806, 7 Symphony Park, Manchester, M1 7GD
Flat 506, 7 Symphony Park, Manchester, M1 7GD
Flat 314, 7 Symphony Park, Manchester, M1 7GB
Flat 920, 7 Symphony Park, Manchester, M1 7GE
Flat 502, 7 Symphony Park, Manchester, M1 7GD
Flat 312, 7 Symphony Park, Manchester, M1 7GB
Flat 204, 7 Symphony Park, Manchester, M1 7GB
60 Charles Street, Manchester, M1 7DF
15 Oxford Road, Manchester, M1 6FZ
Flat 2801, 7 Symphony Park, Manchester, M1 7GG
Flat 1302, 7 Symphony Park, Manchester, M1 7GF
Flat 1210, 7 Symphony Park, Manchester, M1 7GE
Flat 1011, 7 Symphony Park, Manchester, M1 7GE
Flat 902, 7 Symphony Park, Manchester, M1 7GE
Flat 309, 7 Symphony Park, Manchester, M1 7GB
Flat 212, 7 Symphony Park, Manchester, M1 7GB
Flat 211, 7 Symphony Park, Manchester, M1 7GB
Flat 205, 7 Symphony Park, Manchester, M1 7GB
Flat 1006, 7 Symphony Park, Manchester, M1 7GE
Flat 708, 7 Symphony Park, Manchester, M1 7GD
Flat 611, 7 Symphony Park, Manchester, M1 7GD

Flat 606, 7 Symphony Park, Manchester, M1 7GD
Flat 513, 7 Symphony Park, Manchester, M1 7GD
Flat 219, 7 Symphony Park, Manchester, M1 7GB
Flat 108, 7 Symphony Park, Manchester, M1 7GB
Flat 3101, 7 Symphony Park, Manchester, M1 7GG
Flat 2903, 7 Symphony Park, Manchester, M1 7GG
Flat 1001, 7 Symphony Park, Manchester, M1 7GE
Flat 721, 7 Symphony Park, Manchester, M1 7GD
Flat 221, 7 Symphony Park, Manchester, M1 7GB
Flat 213, 7 Symphony Park, Manchester, M1 7GB
Flat 1505, 7 Symphony Park, Manchester, M1 7GF
Flat 1403, 7 Symphony Park, Manchester, M1 7GF
Flat 815, 7 Symphony Park, Manchester, M1 7GD
Flat 706, 7 Symphony Park, Manchester, M1 7GD
Flat 620, 7 Symphony Park, Manchester, M1 7GD
Flat 610, 7 Symphony Park, Manchester, M1 7GD
Flat 216, 7 Symphony Park, Manchester, M1 7GB
Flat 215, 7 Symphony Park, Manchester, M1 7GB
Flat 117, 7 Symphony Park, Manchester, M1 7GB

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) -

Area Team Boundary - Name: CENTRL