

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134811/AO/2022

Date registered valid: 12 September 2022

Proposal: Erection of 1 x External Lollypop Projecting Sign, 1 x illuminated menu holder, 1 individual letter sign above doorway and 1 individual letter sign mounted on brickwork

Address: Unit 3 Minshull House , Chorlton Street, Manchester, M1 3GA

Ward(s): Piccadilly Ward

Applicant: Owain Williams Madre Liverpool Limited Unit 6, Atlantic Pavilion, Albert Dock, Liverpool, L34AE

Agent (if any): Richard Eastwood R2 Architecture R2 Architecture, Unit F8, 24 Hardman Street, Liverpool, L1 9AX

Case officer: Angela Leckie
Tel: 0161 234 4651
Email: angela.leckie@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 3 November 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 22 September 2022

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

No neighbour notifications have been printed and sent.

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/ area

Listed building: Grade II

Conservation area: N/A

Tree Preservation Order: N/A

The site measures 0.32 hectares and is located at the junction of Chorlton Street and the Rochdale Canal. It contains two vacant grade II listed buildings known as Minshall House (47 Chorlton Street) which directly adjoins the Phase 1 site and the Minto and Turner Building (45 Chorlton Street) located adjacent to the Rochdale Canal and abutting a small cottage at it's Canal Street elevation. Little David Street is a cobbled route between the 2 buildings which is in a poor state of repair and overgrown. The Site also includes a walled area of hardstanding on Chorlton Street, previously used as a surface car park associated with Minshall House. Part of the proposal involves work on land owned by the local highways authority and by the Canal and River Trust.

The site is adjacent to Whitworth Conservation Area which is characterised by Victorian and Edwardian architecture constructed between 1850 and 1920 and has historical importance due to its significance for the textile industry in Manchester.

To the north on the opposite side of the canal is the Grade II* Listed Crown Courts and the Grade II* Listed London Road Fire & Police Station is to the south east. The Shena Simon Sixth Form College, Grade II, is on the opposite side of Chorlton Street and the University of Manchester Sackville Building, Grade II, is to the south.

Planning and listed building consent was granted in 2017 for - Conversion of buildings to provided 58 residential apartments (Class C3) (26 x 1 bed and 32 x 2 bed) (41 units in Minshall House and 18 units in Minto Turner Building) above lower ground and ground floor Class A1 (shop), A2 (Financial and Professional Services), A3 (Restaurant and Cafe), A4 (Drinking Establishment), B1 (Offices), D1(Non-residential Institutions creche, nursery, clinic and health centre, art gallery only) and D2 (Assembly and Leisure - Gymnasium, indoor sport and recreation only), ground floor extension to Minshall House to provide additional commercial space (uses as specified above), creation of 59 secure cycle parking spaces and works to provide hard and soft landscaping including new public square in front of Minshall House and pedestrian route along Little David Street to the Kampus Courtyard, servicing and access (application ref no's 115570/FO/2017 and 115571/LO/2017). The consents have now been implemented and as tenants are secured for the commercial units applications for internal fit outs and external alterations to each unit are being submitted.

Description of development

Consent is sought for the erection of signage comprising of 1 x Faux neon sign hung internally behind window on Chorlton Street, 1 x External Lollypop Projecting Sign, 1 x Illuminated menu holder, 1 individual letter sign mounted on brickwork, 1 individual letter sign above doorway, 1 individual letter sign mounted on brickwork and vinyl signs on windows.

An application for listed building consent 134236/LO/2022 is also under consideration.

Consultations & Notification Responses

None

Issues

National Planning Policy Framework – The following Policies are of relevance to this application:

Section 16 Conserving and enhancing the historic environment – which 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.

And that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be. This is irrespective of whether any potential harm amounts to sustainable harm, total loss or less than substantial harm to its significance.

Core Strategy - The following policies are considered to be most relevant to the proposed development:

Policy SP1 (Spatial Principles), - which guides the strategic development of Manchester identifying the Regional Centre as the focus for economic and commercial development, leisure and cultural activity, alongside high quality city living. It states that all development within the City Centre regeneration area should have regard to the character and issues as identified in the Manchester City Centre Strategic Plan and outlines the following core development principles:

Development should:-

Make a positive contribution to neighbourhoods of choice including: -

- creating well designed places that enhance or create character;
- making a positive contribution to the health, safety and wellbeing of residents;
- considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income;
- protect and enhance the built and natural environment;
- minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible;
- Improve access to jobs, services, education and open space by being located to reduce the need to travel; and
- provide good access to sustainable transport provision.

Policy CC9 (Design and Heritage) - which states that the design of new buildings will need to be of the highest standard in terms of appearance and function and seeks to preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments. Policy EN 3 Heritage – which states that throughout the City, the Council will encourage development that complements and takes advantage of the distinct

historic and heritage features of its districts and neighbourhoods, including those of the City Centre.

Policy DM1 (Development Management) – Which states that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document: - which says that in determining applications consideration should be given to amongst others, the effects on amenity, including privacy light, noise.

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development.
- Development should have regard to the character of the surrounding area.
- Effects on amenity, including privacy, light, noise, vibration, air quality and road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.
- Design for health.
- Adequacy of internal accommodation and external amenity space.
- Refuse storage and collection.
- Vehicular access and car parking.
- Effects relating to biodiversity, landscape, archaeological or built heritage. Green Infrastructure including open space, both public and private.
- Flood risk and drainage.
- Existing or proposed hazardous installations.

And that for new commercial developments to demonstrate best practice which will include the application of the BREEAM (Building Research Establishment Environmental Assessment Method) standards. By 2019 provisions similar to the Code for Sustainable Homes will also apply to all new non-domestic buildings.

The Unitary Development Plan for Manchester – Whilst the Core Strategy has now been adopted some of the UDP policies remain saved as there are no replacement policies contained in the Core Strategy. The relevant policies are detailed below:

DC19.1 (Listed Buildings) - which seeks to preserve and enhance the settings of listed buildings by appropriate control over new developments within their vicinity.

All signage would have minimal fixings be into mortar joints. The proposed signage would be high quality, and discreet signage with any fixings to the mortar joints of the existing brickwork. The number of signs would limited such that they would not create a cluttered appearance on the building or within the street scene. The signage materials would have quality appropriate to the status of the building in the context of the recent investment in this and the wider Kampus site. The overall design of signage is considered to be sympathetic in terms of the listed status of the building. The design is in-keeping with the surrounding area, and forms part of a cohesive design strategy across the building, and the wider Kampus neighbourhood and any harm would be negligible.

The proposed signage is considered to be of a suitable scale, is unobtrusive on the streetscape and would have no adverse effect on heritage, amenity or safety.

In view of the above the proposals would be consistent with Core Strategy Policies DM1, SP1, EN3 and CC9 and with saved UPD Policy DC19.1.

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:

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:

- (a) Site location plan Dwg no 1.101; and
- (b) Dwg 408 4.102 Rev F PROPOSED SIGNAGE

Reason - To ensure that the development is carried out in accordance with the approved plans.
Pursuant to Core Strategy SP1 and DM 1 and saved UDP policy DC19.1

Appendix 1 – List of consultees & neighbours notified

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: CENTRAL