

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134181/AO/2022

Date registered valid: 25 July 2022

Proposal: Installation of 1no. Acrylic Panel and 1 no. Projecting Sign.

Address: Bank Chambers, Second Floor , Faulkner Street, Manchester, Manchester, M1 4EH

Ward(s): Deansgate Ward

Applicant: The Gym Group Bank Chambers, Second Floor Faulkner Street, Manchester, M1 4EH

Agent (if any): Miss Jessica Dennis Blaze Signs Ltd Unit 5, Patricia Way, Pysons Road, Broadstairs, CT10 2XZ

Case officer: Eve Woolstencroft
Tel: 0161 234 4533
Email: eve.woolstencroft@manchester.gov.uk

Recommendation: Approved and Refused

Date of recommendation: 14 September 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 27 July 2022 Expired: 17 August 2022

Neighbour notifications

Printed: 27 July 2022 Expired: 17 August 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

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of Site/Area

The application building relates to the Bank Chamber building which was built in 1971 to a design by the architects Fitzroy Robinson & Partners. It was built as the northern headquarters of the Bank of England, replacing Charles Cockerel's building on King Street. The Bank has since moved out of the building and it was converted to offices in 2011.

Description of Development

The submitted application seeks advertisement consent for then installation of 1no. Acrylic Panel and 1 no. Projecting Sign.

Relevant Planning History:

- App ref. 104533/AO/2013/C2 Installation of one trough lit projecting sign, one halo illuminated plaque sign and one high level non illuminated banner sign. SPLIT – Approved and Refused. Approval given for the plaque sign and projecting sign, refusal of the high level banner sign.

Consultations & Notification Responses

Highways – no objections

Polices

The main issues for consideration relate to the impact of the proposals on visual amenity the impact on the Conservation Area and nearby listed buildings. 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, EN1 (Design Principles and Strategic Character Areas) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policy, DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Issues

Visual Amenity

New development should be designed so as to support the Council in preserving or, where possible, enhancing the historic environment.

Overarching legislation for development in conservation areas refers at Section 72 of the Planning (Listed Building and Conservation Areas) Act 1990 to the need for Local Planning Authorities to pay special attention to the desirability of preserving or enhancing the character and appearance of designated areas.

These policies form important material considerations in the determination of advertisement applications and are supported by paragraph 136 of the NPPF which advises that *'the quality and character of places can suffer when advertisements are poorly sited and designed'*.

Paragraph 197 also underline the desirability for new development to make a *'positive contribution to local character and distinctiveness'*.

The host building is located within an area of historical context and heritage value, within the bounds of the George Street Conservation Area, the area includes a number of listed buildings and buildings which can be considered to be non-listed heritage assets

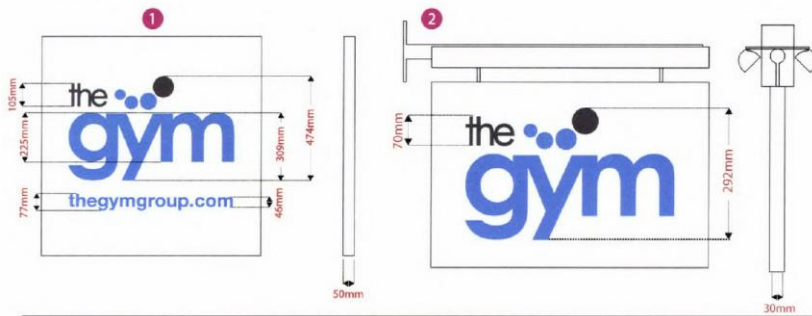
The proposed plaque sign is similar in scale and design to the plaque advertisement approved by application ref. 104533/AO/2013/C2 and therefore considered to be acceptable.

The proposed projecting sign is considered to be unacceptable as it would be bulky in its appearance which would form an obtrusive feature on the building which would be detrimental to visual amenity within the area as well as the character of the Conservation Area. The City Council has sought to maintain quality standards of signage within the city centre and in conservation areas and have sought to minimise the depth of any projecting signs as slimline signs have a more high-quality appearance and are more sympathetic to nearby heritage assets and appropriate to a high-quality street environment.

Negotiations took place and revised plans were submitted for the previously approved application and the projecting sign width was reduced from 50mm to 30m. As the proposed projecting sign is 60mm wide, it would be more than double the width of the approved projecting sign on the building and therefore would be unacceptable as it would represent a bulky discordant feature, at odds with the design of the building.



Proposed



THE GYM GROUP - Manchester

CABURN HOPI
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- 1 Folded aluminium tray to white RAL 9016 with cyan acrylic push through lettering. Lettering to be illuminated with LED halo effect lighting.
Size/Dimensions: 1000mm x 1000mm x 50mm
Distance from ground to underside of sign 1000mm
Night emission: approx 200-300 cdis per m²
Static illuminated
1 required
- 2 Aluminium hanging sign and bracket arm, powder coated to white RAL 9016 with flat cut vinyl to faces. Complete with LED Troughlight.
Size/Dimensions: 660mm x 440mm x 30mm
Distance from ground to underside of sign 2500mm
Projecting edge of sign 2, 750mm from wall
Light emission: approx 200-300 cdis per m²
Static illuminated
1 required

Projecting sign approved under application referenced 104533/AO/2013/C2

The harm caused would to the adjacent conservation area would amount to less than substantial harm and there are no public benefits which would outweigh that harm in this instance particularly as the sign does not meet the required design standard for the city centre.

Public Safety – no issues subject to compliance with maximum luminance levels.

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: Approved and Refused

Article 35 Declaration

Sign 2 - Projecting sign

Sign 1 Acrylic Sign

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The proposed projecting sign (Sign 2) is considered to be unacceptable as it is felt that it would be a bulky, obtrusive feature that would detrimentally affect the appearance and character of the building, visual amenity within the street scene, and the character of the adjacent George Street Conservation Area. The sign would therefore be inconsistent with policies EN3 and DM1 of the Core Strategy Development Plan Document for the City of Manchester and saved UDP policies DC14 and DC18.

2) The proposed acrylic panel sign (sign no.1) is hereby approved as indicated on drawing pack referenced 139014 received by the City Council as Local Planning Authority on 27 June 2022.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies CC9, EN1, EN3, SP1 and DM1 of the Core Strategy, saved policy DC18 of the Unitary Development Plan and Sections 12 and 16 of the National Planning Policy Framework.

3) 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.

4) Projecting Sign 1 hereby approved shall have a luminance limit of 600cd/m². All luminance shall be static only.

Reason - In the interests of pedestrian/highway safety and visual amenity, pursuant to policy DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

First Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Second Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Eleventh Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Tenth Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Third Floor, Bank Chambers, Faulkner Street, Manchester, M1 4EF
Unit E, 35 - 36 Piccadilly Plaza, Manchester, M1 4AJ
35 - 36 Piccadilly Plaza, Manchester, M1 4AJ
Manchester Souvenirs And News, Unit F4, City Tower, Piccadilly Plaza, Manchester, M1 4AL
Twelfth Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Ninth Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Eighth Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Seventh Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Sixth Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Fifth Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Fourth Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
Third Floor, 1 - 37 Faulkner Street, Manchester, M1 4ET
7 New York Street, Manchester, M1 4JB
Forrest Media Ltd, City Screen, Piccadilly Plaza, Manchester, M1 4BT
First Floor, Bank Chambers, Faulkner Street, Manchester, M1 4EF
Unit 8, City Tower, Piccadilly Plaza, Manchester, M1 4AJ
35 Piccadilly Plaza, Manchester, M1 4AJ
Caffe Nero, 32 Portland Street, Manchester, M1 4GS
Second Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Basement, Bank Chambers, Faulkner Street, Manchester, M1 4EF
Ground Floor, Bank Chambers, Faulkner Street, Manchester, M1 4EF
1 - 37 Faulkner Street, Manchester, M1 4ET
44 Piccadilly Plaza, Manchester, M1 4AJ
The Thrift Shop, 45 - 50 Piccadilly Plaza, Manchester, M1 4AJ
Dawsons, 30 Portland Street, Manchester, M1 4GS
Mercure, Jarvis Piccadilly Hotel, Piccadilly Plaza, Manchester, M1 4PH
10 New York Street, Manchester, M1 4JD
Ground Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Third Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Fifth Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Fourth Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Faulkner House, Faulkner Street, Manchester, M1 4DY
37 Piccadilly Plaza, Manchester, M1 4AJ
38 Piccadilly Plaza, Manchester, M1 4AJ
GRAHAM COFFEY & CO LLP, First Floor, Faulkner House, Faulkner Street, Manchester, M1 4DY
Britannia Hotel, 35 Portland Street, Manchester, M1 3LA
42 Piccadilly Plaza, Manchester, M1 4AJ
39 - 41 Piccadilly Plaza, Manchester, M1 4AJ

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