

Planning

Growth & Development

Delegated officer report for planning application

Application no. 133285/AO/2022

Date registered valid: 28 February 2022

Proposal: Retention of 2 existing projecting signs facing Museum Street and Peter Street and individual letter sign facing Museum Street

Address: Ground Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ

Ward(s): Deansgate Ward

Applicant: Mr William And Richard Parkinson Grade A Alternative Manchester Law Library, 14 Kennedy Street, Manchester, M2 4BY

Agent (if any): Mr Russell Adams Adams Planning + Development Ltd The Oaks, Oaks Drive, Crook Road, Bowness-on-Windermere, LA23 3JA

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

Recommendation: Approve

Date of recommendation: 2 November 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 28 March 2022 Expired: 18 April 2022

Site notice

Posted: 31 March 2022 Expired: 21 April 2022

Press advert

Published: 5 April 2022 Expired: 26 April 2022

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Grade II

Conservation area: St Peters Square Conservation Area 1973

Tree Preservation Order:

St George's House is located on the southwestern corner of St Peter's Square Conservation Area in Manchester city centre. The Conservation Area contains a mixture of commercial, cultural and civic buildings.

The main characteristic of the St Peter's Square conservation area is primarily one of civic grandeur, but it also contains some commercial property. It has been designated to include a more extensive area than just the square described above, in order to include several distinguished buildings. The Peace Garden, although laid out after the designation and therefore not a part of the St Peter's Square conservation area, is regarded as an important element of the same urban space.

The name of the Conservation Area derives from St. Peter's Church, which stood in the centre of St Peter's Square from 1788 to 1907 and was designated in December 1973.

St George's House is a former YMCA building, on the corner of Peter Street and Mount Street. The building is five-storey building faced in thick terra cotta, which is brown to the ground floor and buff above, with most of the intricate, moulded decoration confined to the third and fourth floors. Whilst the building historically accommodated a running track, gymnasium and swimming pool, which led to an interesting early experiment in the use of reinforced concrete to the swimming pool to be located near the top of the building, none of these internal features have been retained when the building was refurbished over the first to fifth floors as office accommodation.

This application seeks advertisement consent for "Partly retrospective application for hand painted logos to be applied to 2 existing projecting signs facing Museum Street and Peter Street and individual letter sign facing Museum Street". The proposals involve applying hand painted logos to 2 existing approx 700x700x30 projecting signs facing Museum Street and Peter Street. In addition a 220mm high by 3.180 individual letter sign logo will be applied to a new ventilation cover grill facing Museum Street.

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 and affecting a Listed Building. 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

Highway Services - FASCIA SIGN

The proposed sign is not located on the adopted highway network.

The proposed sign does not extend over the adopted highway. As such, a Projection over License will not be required.

The proposed luminance of the sign is noted as 300 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

A sufficient headroom clearance of 3m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed signage complies with carriageway clearance requirements.

PROJECTING SIGN

The proposed sign is not located on the adopted highway network.

The proposed sign extends to a maximum projection of 1m 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 sign is noted as 300 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

A sufficient headroom clearance of 3.975m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed signage complies with carriageway clearance requirements.

Environmental Health - no response to the consultation

Issues

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account:

- (a) the provisions of the development plan, so far as they are material; and
 - (b) any other relevant factors.
- (2) Without prejudice to the generality of paragraph (1)(b)—
- (a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
 - (b) factors relevant to public safety include—
 - (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
 - (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.
- (4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The main policies that relate to the proposal are Section 12 (Requiring Good Design) and Section 2 (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.

Issues

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety

Visual Amenity

The applicant is proposing to apply logos to the existing signs which have dimensions of 700x700x30. In addition a 220mm high by 3.180 individual letter sign logo will be applied to a new ventilation cover grill facing Museum Street.

As the projecting signs are existing no new fixtures into the listed building will be necessary.

The sign facing Museum Street will consist of individual letters applied to the new CNC Ventilation Grill.

Given the above, it is considered that subject to conditions, the benefits of the proposal would outweigh the level of harm caused to the affected heritage assets, and the works are consistent with paragraph 196 and 197 of the NPPF and address sections 66 and 72 of the Planning Act in relation to preservation and enhancement.

Given this, the proposals are considered to be acceptable in terms of visual amenity including the impact on the character and appearance of the conservation area and the setting of the nearby listed buildings, in accordance with Sections 7 (Requiring Good Design) and 12

(Conserving and enhancing the historic environment) of the National Planning Policy Framework, policies EN3 (Heritage) and CC9 (Design and Heritage), SP1 (Spatial Principles) and DM1 (Development Management) of the Core Strategy for the City of Manchester and saved policies DC14.1 (Shop Fronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Public Safety

There are not considered to be any public safety concerns with the proposed signage.***

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:

Drawings received via the email from Russell Adams of 24th October 2022

401 PD 0003 - Exhibition Existing Elevations - Signage and Frontages
401 PD 1001 A Exhibition Proposed Site/Block Plan
401 PD 1002 B Exhibition Proposed Elevations - External
401 PD 1004 B Exhibition Proposed Elevations Signage and Frontages 2 of 2

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

1) The proposed sign extends to a maximum projection of 1m 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

Highway Services
Environmental Health

Second Floor, 24 Mount Street, Manchester, M2 3NX
Seventh Floor, 24 Mount Street, Manchester, M2 3NX
Sixth Floor, 24 Mount Street, Manchester, M2 3NX
Fifth Floor, 24 Mount Street, Manchester, M2 3NX
Fourth Floor, 24 Mount Street, Manchester, M2 3NX
Third Floor, 24 Mount Street, Manchester, M2 3NX
First Floor, 24 Mount Street, Manchester, M2 3NX
Ground Floor, 24 Mount Street, Manchester, M2 3NX
24 Mount Street, Manchester, M2 3NX
22 Mount Street, Manchester, M2 3NX
Unit 1 Part Fifth Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Part Fifth Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Part Second Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Amanda Cunliffe Part Third Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Fourth Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Red Star Part Third Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Second Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
49 Peter Street, Manchester, M2 3NG
SUBWAY, Ground Floor, 49 Peter Street, Manchester, M2 3NG
First Floor, 49 Peter Street, Manchester, M2 3NG
Fourth Floor, 49 Peter Street, Manchester, M2 3NG
Third Floor, 49 Peter Street, Manchester, M2 3NG
Second Floor, 49 Peter Street, Manchester, M2 3NG
Ground Floor, 65 Peter Street, Manchester, M2 5PB
HEALTH & CASE MANAGEMENT LTD, Fifth Floor, 49 Peter Street, Manchester, M2 3NG
Sixth Floor, 49 Peter Street, Manchester, M2 3NG
Sixth And Seventh Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
First Floor, St Georges House, 56 Peter Street, Manchester, M2 3NQ
Ground Floor, The Lexicon, 10 - 12 Mount Street, Manchester, M2 5NT
Sixth Floor, The Lexicon, 10 - 12 Mount Street, Manchester, M2 5NT
CROWE CLARK WHITEHILL LLP, Third Floor, The Lexicon, 10 - 12 Mount Street, Manchester, M2 5NT
Fifth Floor, The Lexicon, 10 - 12 Mount Street, Manchester, M2 5NT
HOWGATE SABLE LLP, Seventh Floor, The Lexicon, 10 - 12 Mount Street, Manchester, M2 5NT
W H R PROPERTIES, Ninth Floor, The Lexicon, 10 - 12 Mount Street, Manchester, M2 5NT
Eighth Floor, The Lexicon, 10 - 12 Mount Street, Manchester, M2 5NT
Fourth Floor, The Lexicon, 10 - 12 Mount Street, Manchester, M2 5NT
58 Peter Street, Manchester, M2 3NQ
Club Coliseum, Peter Street, Manchester, M2 3NQ
Second Floor, The Lexicon, 10 - 12 Mount Street, Manchester, M2 5FA
Basement, 65 Peter Street, Manchester, M2 5PB
St Georges House, 56 Peter Street, Manchester, M2 3NQ
63 Peter Street, Manchester, M2 5PB
First Floor, The Lexicon, 10 - 12 Mount Street, Manchester, M2 5NT
65 Peter Street, Manchester, M2 5PB

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

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Conservation Area - St Peters Square Conservation Area 1973

Area Team Boundary - Name: CENTRL