

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134364/AO/2022

Date registered valid: 7 September 2022

Proposal: Retention of 2no. internally illuminated projecting signs and internally illuminated neon fascia sign

Address: 14 Brazennose Street, Manchester, M2 5AD

Ward(s): Deansgate Ward

Applicant: Mr James Bates Maray Restaurants 14 Brazennose Street, Manchester, M2 6LW

Agent (if any): Mr Don Murphy Paul Butler Associates 31 Blackfriars Road, Salford, M3 7AQ

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

Recommendation: Approve

Date of recommendation: 26 October 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 14 September 2022

Standard consultations:

Printed: 13 September 2022 Expired: 4 October 2022

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

Listed building: Not applicable

Conservation area: Albert Square Conservation Area 1972 Albert Square (Extension)
Conservation Area 1985

Tree Preservation Order: Not applicable

Description of area

The building is located at 14 Brazennose Street and is not listed and is a modern building but is located in the Albert Square Conservation Area. The predominant use in the immediate surroundings is offices with ground floor retail outlets, including cafes and restaurants and a church named the Hidden Gem.

The site is located within the Albert Square Conservation Area and is adjacent to the St. Ann's and Deansgate / Peter Street Conservation Areas. There are a number of Listed Buildings in the immediate vicinity including the Town Hall (Grade I), Albert Memorial (Grade I), Abraham Lincoln Statue (Grade II), St Mary's Church 'The Hidden Gem' (Grade II), statues in Albert Square including Bright's, Fraser's, Gladstone's, and Heywood's (all Grade II).

The site is easily accessible by a range of means of transport including vehicle, by foot, rail, Metrolink and bus.

Brazennose Street is a key route between Spinningfields and the Civic Quarter. Whilst these areas have seen a considerable level of investment during the past decade, this site and the wider Brazennose Street/Lincoln Square area has seen little investment since the 1980s. As such, the area is underutilised and acts principally as a route for pedestrians. The development of the site

could act as a catalyst for regeneration by delivering high quality architecture, attractive uses and increased levels of activity within an improved public realm context.

Description of development

Advertisement consent is sought retrospectively for the retention of the following advertisements:

- 2 no. projecting light box signs located either side of entrance doors. Both signs would measure 500mm length x 200mm x 200mm.
- 1no. bespoke individual letter neon sign located above entrance doors.

Consultations & Notification Responses

Highway Services - Advised the following:

The proposed adverts are acceptable.

The proposed projecting sign extends for a maximum of 0.7m over the adopted highway and as such, will require a projection over license. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicant's expense.

The applicant should be advised that any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via email - highwaylicences@manchester.gov.uk

Publicity - Letters were sent to surrounding occupiers. No replies have been received.

Issues

The main issues for consideration relate to the impact of the advertisement on visual amenity and the character and appearance of the Albert Square Conservation Area and surrounding listed buildings, and the impact on public safety. The main policies that relate to the proposals are Sections 12 (Achieving Well Designed Places) and 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, policies EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage), CC9 (Design and Heritage), SP1 (Spatial Principles) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester, and saved policies 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, and the Regulatory Reform (Fire Safety) Order 2005.

Visual amenity, including the impact on heritage assets -

The advertisement would affect the setting of the surrounding conservation area and nearby listed buildings but are minimal and good quality signs that would be in keeping with the features of the building on which they would be located. The projecting sign is thicker than would normally be accepted, but it isn't a standard box sign and has a high-quality appearance.

In this context it is therefore considered that the proposed advertisements are acceptable.

Given the above, the proposals are considered to be in accordance with policies Sections 12 and 16 of the National Planning Policy Framework, policies EN1, EN3, CC9, SP1 and DM1 of the

Adopted Core Strategy for the City of Manchester and saved policies DC14, DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester.

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 advertisement hereby approved shall be displayed in accordance with the following drawings and documents:

The location plan referenced JR 100 Rev E received by the City Council as local planning authority on 13 July 2022

The drawings referenced:

JR 105 E Rev E
2048 203 Rev _
JR 105b Rev G

received by the City Council as local planning authority on 13 July 2022

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies DM1, EN1, EN3, CC9, and SP1 of the Core Strategy, paragraphs 2.10, 2.20, 12.6, 3.1 and 8.8 of the Guide to Development in Manchester SPD and saved policies E3.3, DC15.1 and 15.2, DC18.1 and DC19.1 of the Unitary Development Plan

Informatives

1) The proposed projecting sign extends for a maximum of 0.7m over the adopted highway and as such, will require a projection over license. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicant's expense.

2) The applicant should be advised that any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via email - highwaylicences@manchester.gov.uk

3) For the avoidance of doubt, the advertisement consent hereby granted does not grant or imply grant of planning permission or advertisement consent for any other alterations to the elevations that are shown on the drawings hereby approved, including painting of brickwork and the installation of canopies

Appendix 1 – List of consultees & neighbours notified

Highway Services

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

Conservation Area - Albert Square Conservation Area 1972

Conservation Area - Albert Square (Extension) Conservation Area 1985

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Area Team Boundary - Name: CENTRAL