

Planning

Growth & Development

Delegated officer report for planning application

Application no. 133456/AO/2022

Date registered valid: 6 April 2022

Proposal: Installation of 6no. new signs to replace 6no. existing signs on Withy Grove and Corporation Street elevations

Address: Next , 100 Corporation Street, Manchester, M4 3AJ

Ward(s): Piccadilly Ward

Applicant: Next Retail Ltd Desford Road , Enderby, Leicester , LE19 4AT

Agent (if any): Ruth Child Q and A Planning The Stables, Paradise Warf, Ducie Street, Manchester, M1 2JN

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

Recommendation:

Date of recommendation: 1 June 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 10 May 2022

Standard consultations:

Printed: 27 April 2022 Expired: 18 May 2022

Neighbour notifications

Printed: 27 April 2022 Expired: 18 May 2022

Site notice

Posted: 10 May 2022 Expired: 31 May 2022

Press advert

Published: 3 May 2022 Expired: 24 May 2022

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of area

The proposed site is at the northern point of the Arndale centre, adjacent to Exchange Square and opposite two Conservation Areas - Cathedral Conservation Area and Shudehill Conservation Area. The surrounding area also contains a variety of uses including shops, bars, restaurants, offices, nightclub, cinema and residential uses.

Description of development

Advertisement consent is sought for:

The following new signs to be installed in place of the existing:

- 1no. Back lit aluminium individual letter sign located above the entrance on the Withy Grove elevation
- 1no. individual letter sign to be mounted on the ground floor fascia of the Corporation Street elevation
- 1no. individual letter sign to be mounted on the canopy above the main entrance on Corporation Street

The following amendments to existing signage structures:

- 8no. square aluminium trays finished Grey to match cladding with individual letters attached to be mounted on the existing high level perforated aluminium projecting structures facing Withy Grove and Corporation Street. 4no. trays to be mounted on each perforated aluminium projecting structure.
- 1no. individual letter sign to be mounted on the existing high level rails on the Corporation street elevation

Consultations & Notification Responses

Highway Services - Confirmed that the proposals are acceptable provided advice on the need for licences and permissions.

Environmental Health - Have recommended a condition stating that illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties.

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.

Issues

The following policies from the National Planning Policy Framework are of relevance to this proposal:

Section 7 'Ensuring the Vitality of Town Centres' - which recognises town centres as the heart of their communities and encourages the Local Planning Authority to pursue policies that support their viability and vitality.

Section 12 - 'Requiring good design' - which states the great importance attached to the design of the built environment.

The proposal will attempt to draw customers into a City Centre retail outlet and will thus help to support the area's viability and vitality through increased footfall. The signage is a simple design. As such the proposal is deemed to be acceptable with regards to the above policies.

The following policies from Manchester's Core Strategy 2012 are of relevance to this proposal:

Policy SP1 (Spatial Principles) - which states that the Regional Centre will be the focus for economic and commercial development.

Policy DM1 (Development Management) - which states that all development should have regard to the following specific issues which are of relevance to this proposal:

- 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, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.

The proposal's intention is to attract more users to a retail outlet in the city centre is acceptable in terms of the Policy SP 1. The design of the proposal is in keeping with Policy DM1 in its simple design, which is fixed to the shopfront, and is in keeping with the other shopfronts on the strip. The signage is in an acceptable location on the shopfront in terms of amenity and security. As such, this proposal is deemed to be acceptable in line with the above policies.

The following remaining policies from the Unitary Development Plan are of relevance to this proposal:

UDP 15.1 and 15.2 - which state that applications for advertisements should be considered only in the interests of amenity and public safety.

The proposals are designed well, in scale with the locality, are not overly obtrusive and are not deemed to be a risk to public safety. As such the proposals are deemed acceptable with regards to the above policies.

The proposals do not increase the amount of signage on the building as they replace existing signage.

Our Environmental Health service have requested a condition stating that Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties.

There are no nearby properties that need to be protected from glare therefore this condition has not been attached.

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:

The location plan received by the City Council as local planning authority on 6 April 2022

The document entitled NEXT Manchester Arndale referenced 7581 REV 6 Issue date: 10.08.22 including the following drawings:

DM-0322-108 Rev A
DM-0322-109 Rev A
DM-0322-114 Rev A
DM-0322-115 Rev A
DM-0322-117
DM-0322-139 Rev E
DM-0622-147

All received by the City Council as local planning authority on 10 August 2022

The annotated store plan, including handwriting and the store plan with photos, both received by the City Council as local planning authority on 16 August 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

1) If the dimensions of the new projecting sign are the same as the original projecting sign that has the current licence, then a projection over permit will not be required. If the new projecting sign has larger dimensions, then a new projection over permit will need to be applied for.

https://www.manchester.gov.uk/directory_record/287425/projecting_over_the_highway/category/355/highways_and_pavements

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 - highwaylicenses@manchester.gov.uk

3) The applicant is advised that the details of working safely near Metrolink which can be found on the Metrolink Website at; <https://www.tfgm.com/public-transport/tram/workingsafely>. This document provides contact details for the Metrolink Operator in order that the proposed method of erection can be discussed and relevant permits obtained.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

STARBUCKS, 75 Hanging Ditch, Manchester, M4 3DU
First Floor, Pler House, 1 Fennel Street, Manchester, M4 3DU
Pler House, 1 Fennel Street, Manchester, M4 3DU

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
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRL