

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134409/AO/2022

Date registered valid: 19 July 2022

Proposal: Installation of various illuminated and non illuminated signage to building

Address: The Paramount, 33 - 35 Oxford Street, Manchester, M1 4BH

Ward(s): Deansgate Ward

Applicant: JD Wetherspoon Wetherspoon House, Central Park, Reed Crescent, Watford, WD24 4QL

Agent (if any): Miss Victoria Jackson S R Signs Wortley Moor Lane, Leeds, LS12 4HX

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

Recommendation: Approved

Date of recommendation: 9 September 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 25 July 2022 Expired: 15 August 2022

Neighbour notifications

Printed: 25 July 2022 Expired: 15 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: George Street Conservation Area 1985

Tree Preservation Order:

Description of Site/Area

The application relates to an area of pavement on Oxford Street that is adjacent to a modern mixed-use building located at 33-35 Oxford Street. There is a bar (A4) within the ground floor of the property that is currently named The Paramount.

The site is within the George Street Conservation Area and is seen in context with Grade II listed buildings at 18-32 Oxford Street and 131-133 Portland Street.

Surrounding uses include shops, hotels, offices, bars, restaurants, and a car park.

Description of Development

The submitted applications seeks advertisement consent for the installation of various illuminated and non illuminated signage to building.

Relevant Planning History - 083573/AO/2007/C2 One individual lettered internally illuminated sign 083573/AO/2007/C2

Consultations & Notification Responses

Highways – no objections

Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity, impact upon the adjacent Conservation Areas and Public Safety. The main policies that relate to the assessment of the proposal are the National Planning Policy Framework, in particular Section 7 (Requiring Good Design) and Core Strategy policies DM1 (Development Management) and SP1 (Spatial Principles) and the Saved Policies contained within the Unitary Development Plan for Manchester in particular policy DC14 (Shop fronts and Related Signs).

The principle of the signage is considered to be acceptable as it is felt that it would have no detrimental impact upon visual amenity within the existing street scene and the architecture of the host building. The proposed signage replaces the existing signage which largely consist of individual letters affixed to a flat non illuminated metal panels at fascia level and amenity boards adjacent to the existing entrances. The overall appearance of the various types of signage is considered be sophisticated and do not detract from the architecture of the building.

Given the above, the proposal is considered to be consistent with National Planning Policy Framework, in particular Section 7 (Requiring Good Design) and the Core Strategy for the City of Manchester, in particular policies DM1 (Development Management), and the Saved Policy contained within the Unitary Development Plan for Manchester in particular policies DC14 (Shop fronts and Related Signs).

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 polices 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

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:

Received by the City Council as Local Planning Authority on 19 July 2022:

-Location Plan

-Items A, B, C, E, F and G as shown on the submitted plans

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.

3) The maximum luminance level of the approved signs shall not exceed 600 cd/m².

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1, DC18.1, DC19.1 and E3.3 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Car Park, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Eleventh Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Tenth Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
First Floor, Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
Landmark St Peters Square, 1 Oxford Street, Manchester, M1 4PB
34 Oxford Street, Manchester, M1 5EL
Eden & Co Solicitors, 26 Oxford Court, Manchester, M2 3WQ
Eighth Floor, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6FQ
Third Floor, 15 Oxford Court, Manchester, M2 3WQ
46 Oxford Street, Manchester, M1 5EJ
44 Oxford Street, Manchester, M1 5EJ
Fifth Floor, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
Seventh Floor, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
Sixth Floor, St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
Car Spaces, 15 Oxford Court, Manchester, M2 3WQ
47 Oxford Street, Manchester, M1 6EQ
Ground Floor And Basement Elemental, 47 Oxford Street, Manchester, M1 6EQ
61 Oxford Street, Manchester, M1 6EQ
Ground Floor, 61 - 73 Oxford Street, Manchester, M1 6EQ
Third Floor, 61 - 73 Oxford Street, Manchester, M1 6EQ
Fourth Floor, 61 - 73 Oxford Street, Manchester, M1 6EQ
31 Oxford Street, Manchester, M1 4BH
St James Buildings, 61 - 73 Oxford Street, Manchester, M1 6EQ
The Circus, Oxford Street, Manchester, M1 4BH
131 Portland Street, Manchester, M1 4PY
Offices, 16 Oxford Street, Manchester, M1 5AE
Unit 3A, 116 Portland Street, Manchester, M1 4RL
Basement And Ground Floor, 131 Portland Street, Manchester, M1 4PY
16 Oxford Street, Manchester, M1 5AE
116 Portland Street, Manchester, M1 4RL
Manchester Travel Inn Metro, 112 - 114 Portland Street, Manchester, M1 4WB
Column 11 Opposite Portland Hotel, Portland Street, Manchester, M1 3ZZ
15 Oxford Court, Manchester, M2 3WQ
110 Portland Street, Manchester, M1 4RL
133 Portland Street, Manchester, M1 4PY
William Hill, 40 - 42 Oxford Street, Manchester, M1 5EJ

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 - George Street Conservation Area 1985
Area Team Boundary - Name: CENTRAL