

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134163/AO/2022

Date registered valid: 25 July 2022

Proposal: Installation of 1 no. individual letter fascia sign and 2 no. replacement projecting signs

Address: 15 St Anns Square, Manchester, M2 7PW

Ward(s): Deansgate Ward

Applicant: Mr Adam McDonald Chisholm Hunter Ltd 146 Argyle Street, Mount Vernon, Glasgow, G2 8BL

Agent (if any): Mr Derek Hollywood 8 Kenmuirhill Gardens, Mount Vernon, Glasgow, G32 8JB

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

Recommendation: Approve

Date of recommendation: 16 September 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 29 July 2022 Expired: 19 August 2022

Neighbour notifications

Printed: 29 July 2022 Expired: 19 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: St Anns Square Conservation Area 1970

Tree Preservation Order:

Description of Site/Area

The application site relates to a ground floor unit of 15 St Anns Square in use as a retail premises at the corner of St Ann's Square and Old Bank Street. The building is not listed but is considered a non-designated heritage asset and is located within St Ann's Square Conservation Area.

Description of Development

The submitted application seeks advertisement consent for the Installation of 1 no. individual letter fascia sign and 2 no. replacement projecting signs.

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, nearby Listed Buildings 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).

Visual amenity

The proposal will result in the reduction in the number of signs overall on the unit. The existing signs on windows will be removed and existing graphic/advertisement will be removed to. External Signage limited to existing bus stop and over door location allowing clear view of stonework detailing.

The proposed fascia sign consists individual illuminated letters of white opal acrylic faces and black powder coated metal 30mm returns. The proposed projecting signs would be in the position of the exist projecting signage and have a maximum depth of 30mm. The proposed signs are considered to be acceptable as it is felt that it would not adversely affect the appearance of the building or visual amenity within the area. There are several other commercial properties surrounding the application site that have similar signs so the proposal would be in keeping with signs on other buildings in the area. The impact of the works on nearby listed buildings and views from within the St. Ann's Square Conservation Area is considered to be acceptable.

Public Safety

There are no issues with regards to public safety. A condition will be applied to limit 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: 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:

Received by the City Council as Local Planning Authority on 24 June 2022:

-Location Plan

Received by the City Council as Local Planning Authority on 25 July 2022:

-Proposed Section drawing no. ADVN 22 3

-Proposed Elevations drawing no. ADVN/22/2 A

-Signage Details Drawing no. LP-C1

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 10cd/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

Fourth Floor, 2 Old Bank Street, Manchester, M2 7PF
7 St Anns Arcade, St Ann's Square, Manchester, M2 7HN
Basement And Ground Floor, 7 - 9 Old Bank Street, Manchester, M2 7PE
7 Royal Exchange Arcade, Manchester, M2 7EA
12A St Ann's Square, Manchester, M2 7HW
15 Royal Exchange Arcade, Manchester, M2 7EA
STEPHENS PREMIER LTD, 10 St Anns Arcade, St Ann's Square, Manchester, M2 7HW
BUPA Dental Care, First Floor, 14 St Ann's Square, Manchester, M2 7HQ
OFFICE, 16 St Ann's Square, Manchester, M2 7HQ
18 Cross Street, Manchester, M2 7AE
2 Old Bank Street, Manchester, M2 7PF
11 Royal Exchange Arcade, Manchester, M2 7EA
Seventh Floor Flat, 10 St Ann's Square, Manchester, M2 7HW
Second Floor, 2 Old Bank Street, Manchester, M2 7PF
Fifth Floor, 2 Old Bank Street, Manchester, M2 7PF
15 - 17 Old Bank Street, Manchester, M2 7PE
7 - 9 Old Bank Street, Manchester, M2 7PE
St Anns Arcade, St Ann's Square, Manchester, M2 7HW
Third Floor Rooms 46 To 48 And 50 To 56, 17 St Ann's Square, Manchester, M2 7EF
Barclays Bank Plc, 17 - 21 St Ann's Square, Manchester, M2 7PW
9 Royal Exchange Arcade, Manchester, M2 7EA
5 Royal Exchange Arcade, Manchester, M2 7EA
20 Royal Exchange Arcade, Manchester, M2 7EA
Ground Floor, 12 St Ann's Square, Manchester, M2 7HW
Sub Basement, 1 - 5 St Ann's Square, Manchester, M2 7EF
Second Floor Rooms 27 To 37, 17 St Ann's Square, Manchester, M2 7EF
Third Floor, 2 Old Bank Street, Manchester, M2 7PF
1 Royal Exchange Arcade, Manchester, M2 7EA
19 Royal Exchange Arcade, Manchester, M2 7EA
Flat 12, 12 St Ann's Square, Manchester, M2 7HW
Flat 9, 12 St Ann's Square, Manchester, M2 7HW
Flat 2, 12 St Ann's Square, Manchester, M2 7HW
First Floor To Third Floor, 17 St Ann's Square, Manchester, M2 7EF
3 Royal Exchange Arcade, Manchester, M2 7EA
12 - 14 Cross Street, Manchester, M2 7AE
Serviced Apartment 17, 12 St Ann's Square, Manchester, M2 7HW
Flat 5, 12 St Ann's Square, Manchester, M2 7HW
Flat 1, 12 St Ann's Square, Manchester, M2 7HW
Abelsons, 8 St Anns Arcade, St Ann's Square, Manchester, M2 7HW
8 Royal Exchange Arcade, Manchester, M2 7EA
4 Royal Exchange Arcade, Manchester, M2 7EA
Flat 19, 12 St Ann's Square, Manchester, M2 7HW
Flat 14, 12 St Ann's Square, Manchester, M2 7HW
12 Royal Exchange Arcade, Manchester, M2 7EA
6 Royal Exchange Arcade, Manchester, M2 7EA
Watches Of Switzerland, 9 - 11 St Ann's Square, Manchester, M2 7EF
Lululemon, 7 St Ann's Square, Manchester, M2 7EF
Flat 15, 12 St Ann's Square, Manchester, M2 7HW
EE, 23 St Ann's Square, Manchester, M2 7PS
Flat 21, 12 St Ann's Square, Manchester, M2 7HW

Flat 20, 12 St Ann's Square, Manchester, M2 7HW
Flat 6, 12 St Ann's Square, Manchester, M2 7HW
Flat 18, 12 St Ann's Square, Manchester, M2 7HW
Flat 16, 12 St Ann's Square, Manchester, M2 7HW
Flat 3, 12 St Ann's Square, Manchester, M2 7HW
Flat 7, 12 St Ann's Square, Manchester, M2 7HW
First Floor, 15 St Ann's Square, Manchester, M2 7PW
16 - 18 Royal Exchange Arcade, Manchester, M2 7EA
9 Old Bank Street, Manchester, M2 7PE
14 St Ann's Square, Manchester, M2 7HQ
Basement And Ground Floor, 2 Old Bank Street, Manchester, M2 7PF
Flat 4, 12 St Ann's Square, Manchester, M2 7HW
9 St Anns Arcade, St Ann's Square, Manchester, M2 7HW
Flat 11, 12 St Ann's Square, Manchester, M2 7HW
Flat 8, 12 St Ann's Square, Manchester, M2 7HW
Flat 10, 12 St Ann's Square, Manchester, M2 7HW
Serviced Apartment 13, 12 St Ann's Square, Manchester, M2 7HW
13 Old Bank Street, Manchester, M2 7PE
MOSS BROS., 1 - 5 St Ann's Square, Manchester, M2 7EF
5 Old Bank Street, Manchester, M2 7PE
6 St Anns Arcade, St Ann's Square, Manchester, M2 7HN
Basement And Ground Floor, 14 St Ann's Square, Manchester, M2 7HQ
16 Cross Street, Manchester, M2 7AE
31 Royal Exchange Arcade, Manchester, M2 7EA
10 Royal Exchange Arcade, Manchester, M2 7EA
14 Royal Exchange Arcade, Manchester, M2 7EA

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 Anns Square Conservation Area 1970
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL