

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134088/AO/2022

Date registered valid: 17 June 2022

Proposal: Installation of illuminated fascia sign behind the glazing

Address: Canada Goose , 15 New Cathedral Street, Manchester, M1 1AD,

Ward(s): Deansgate Ward

Applicant: Mr Suwan Mak-Mancuso CGGB Canada Goose UK Retail Ltd.
Devonshire House, London, W1J 8AJ

Agent (if any): Mr Fabrizio Sabbatini Valor Ltd 10 Barley Mow Passage, London, W4
4PH

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

Recommendation: Approve

Date of recommendation: 21 July 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 23 June 2022 Expired: 14 July 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

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of Site/Area

The application relates to a ground floor commercial unit located at 15 New Cathedral Street, which is currently undergoing refurbishments for the continued use as a retail unit. It is not within a conservation area, but is adjacent to both the St Anns Square Conservation Area and the Cathedral Conservation Area. Taking into account the proposed works and distance from the designated Conservation Areas the proposal is not considered to affect either setting.

The building is purpose built for commercial uses as part of the redevelopment of the area following the 1996 IRA bombing in the city centre. The building contains a large department store as well as many smaller individual units that front the pedestrian highway of New Cathedral Street. The New Cathedral Street elevation of the building is largely frameless glass with stone pillars separating the individual units in the building.

The building opposite New Cathedral Street which contains Selfridges and M&S (retail) has a significantly less active frontage and as such is mainly constructed from glazing which is obscured. The wider surrounding area contains a variety of uses including residential apartments, a hotel shops, drinking establishments, banks, cafes and restaurants. As would be expected in a city centre location, advertisements are commonplace.

Description of Development

The submitted application seeks advertisement consent for the installation of illuminated fascia sign behind the glazing.

Consultations & Notification Responses

Highways: no objections.

Environmental Health – no objections subject to luminance limit.

Issues

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 12 (Achieving well-designed places) of the National Planning Policy Framework, Policies SP1 (Spatial Principles) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shopfronts and Related Signs) of the Unitary Development Plan for the City of Manchester.

Visual Amenity

The signage would consist of a painted black bulkhead panel with “Canada Goose” logo lettering applied behind existing glazed wall façade. The existing internal sign box is to be removed and replaced with new disk logo.

Taking into account the design, scale and location of the signage, the proposal is not considered to harm visual amenity and will be consistent with the other retail units in the area whom predominantly locate their advertisements behind the uniform glazed frontages along New Cathedral Street. The proposal is therefore considered to be well designed and will have no detrimental cumulative impact on the street scene or visual amenity.

Public Safety

The proposal is therefore not considered to harm public safety and the luminance will be limited to 300cd/m².

Conclusion

Given the above, it is considered that the signage is acceptable in terms of both visual amenity and public safety in accordance with policies SP1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 of the Manchester Unitary Development Plan for the City of Manchester and Sections 7 and 12 of the National Planning Policy Framework

Other matters

As previously stated, the proposal is not considered to affect the setting of the two adjacent Conservation Areas given the nature and scale of the proposal.

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:

-Location Plan

Drawings referenced: TD - A501, TD - A502, TD - A503, TD - A201, TD - A202 and TD - A403

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) Any illuminated signage hereby granted consent shall have a limit to 300cd/m² luminance.

Reason - In the interests of pedestrian/highway safety and visual amenity, pursuant to policy DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

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
Area Team Boundary - Name: CENTRAL