

Planning

Growth & Development

Delegated officer report for planning application

Application no. 133745/AO/2022

Date registered valid: 11 May 2022

Proposal: Installation of internally illuminated individual letter signage

Address: 9-19 St Ann Street, Manchester, M2 7LG

Ward(s): Deansgate Ward

Applicant: Mr Stephen Bourne Signet Jewelers Hunters Road, Birmingham, B19 1DS

Agent (if any): Mr Paul Turner Mansell Associates Ltd Suite D7, Swan House Business Centre, The Park, Market Bosworth, CV13 0LJ

Case officer: Gerry Reilly
Tel: 0161 234 4163
Email: gerry.reilly@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 11 July 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 6 June 2022 Expired: 27 June 2022

Neighbour notifications

Printed: 6 June 2022 Expired: 27 June 2022

Site notice

Posted: 7 June 2022 Expired: 28 June 2022

Press advert

Published: 14 June 2022 Expired: 5 July 2022

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: St Anns Square Conservation Area 1970

Tree Preservation Order:

The application relates to 9-19 St Ann Street, the host building is adjacent to a number of listed buildings, and lies within the St Ann's Square Conservation Area. The surrounding area is mixed in character, and includes retail, offices, banks, cafes, bars and restaurants.

Advertisement Consent is sought for Installation of internally illuminated individual letter signage.

Description of area

Description of development

Consultations & Notification Responses

Publicity - The application has been advertised in the Manchester Evening News affecting a Conservation Area. A site notice was displayed and the occupiers of nearby properties have been notified.

This publicity has not resulted in any responses from the public

Highways - The proposed signs are not located on the adopted highway network.

The proposed signs do not extend over the adopted highway, therefore a projection over license is not required.

The proposed luminance of the static signs is noted as 400cd/m² which is considered to be in line with MCC recommended maximum of 600cd/m².

A sufficient headroom and carriageway clearance is provided and accepted by Highways.

Environmental Health - recommended a condition to control glare and overspill onto nearby properties and made comments for the application

Issues

The main issues for consideration relate to the acceptability of the proposals in terms of the impact on visual amenity and public safety. The main policies that relate to the assessment of the proposals are Sections 7 (Requiring Good Design) and 12 (Conserving and enhancing the historic environment) of the National Planning Policy Framework, policies EN3 (Heritage) and CC9 (Design and Heritage) and DM1 (Development Management) of the Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shop Fronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Visual Amenity

The applicant is proposing 200MM high by 20MM thick individual built up mirror polished stainless steel letters, all to be positioned central to the fascia, to be fitted with internal white L.E.D.s to give Halo illumination. 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 in the wider context of the adjacent listed buildings and surrounding conservation area.

Furthermore, the principle of this type of signage in this location has been established under advertisement consents e.g. 113998/AO/2016 and 108212/AO/2015/C1.

Highways Safety - Highways have made the following comments:

The proposed signs are not located on the adopted highway network.

The proposed signs do not extend over the adopted highway, therefore a projection over license is not required.

The proposed luminance of the static signs is noted as 400cd/m² which is considered to be in line with MCC recommended maximum of 600cd/m².

A sufficient headroom and carriageway clearance is provided and accepted by Highways.

The proposals are considered to be acceptable in terms of their impact on Highway Safety

Amenity - Environmental Health have requested a condition stating that:

Before the use hereby approved commences external lighting shall be designed and installed in accordance with a scheme approved in writing by the City Council as local planning authority so as to control glare and overspill onto nearby residential properties.

This condition has been attached to the permission

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:

Drawings

PROPOSED SHOPFRONT ELEVATION 3470-03-05
SITE LOCATION PLAN

All of the above drawings received 11th May 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.

3) Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties.

Reason

In the interests of the amenities of the occupiers of nearby properties pursuant to policies SP1 and DM1 of the Core Strategy for the City of Manchester

Informatives

0) 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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

22 St Ann Street, Manchester, M2 7LF
7 St Ann Street, Manchester, M2 7LG
18 St Ann Street, Manchester, M2 7LP
Flat 8, Octo, 1 Police Street, Manchester, M2 7LU
Flat 7, Octo, 1 Police Street, Manchester, M2 7LU
Flat 6, Octo, 1 Police Street, Manchester, M2 7LU
Flat 5, Octo, 1 Police Street, Manchester, M2 7LU
Flat 4, Octo, 1 Police Street, Manchester, M2 7LU
Flat 3, Octo, 1 Police Street, Manchester, M2 7LU
Flat 2, Octo, 1 Police Street, Manchester, M2 7LU
Flat 1, Octo, 1 Police Street, Manchester, M2 7LU
Third And Fourth Floor, St Anns House, St Ann's Place, Manchester, M2 7LP
13 St Ann Street, Manchester, M2 7LG
WATT UTILITIES LIMITED, Fifth Floor, St Anns House, St Ann's Place, Manchester, M2 7LP
Ground Floor Unit 1, St Anns House, St Ann's Place, Manchester, M2 7LP
Sub Basement, St Anns House, St Ann's Place, Manchester, M2 7LP
Ground Floor Unit 5, St Anns House, St Ann's Place, Manchester, M2 7LP
St Anns Church, St Ann Street, Manchester, M2 7LF
4 St Anns House, St Ann's Place, Manchester, M2 7LP
3 St Anns House, St Ann's Place, Manchester, M2 7LP
Unit 2, St Anns House, St Ann's Place, Manchester, M2 7LP

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
Area Team Boundary - Name: CENTRL