MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	133687/AO/2022
Date registered valid:	22 April 2022
Proposal:	Installation of 1 no. plaque sign and 1 no. projecting sign
Address:	9 Stevenson Square, Manchester, M1 1DB
Ward(s):	Piccadilly Ward
Applicant:	CCPHAL Ltd 132 - 134 Great Ancoats Street, Manchester, M4 6DE
Agent (if any):	Mateo Espinosa WSP 8 First Street, Manchester, M15 4RP
Case officer:	Eve Woolstencroft Tel: 0161 234 4533 Email: eve.woolstencroft@manchester.gov.uk
Recommendation:	Approved and Refused
Date of recommendation:	28 June 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 5 May 2022 Expired: 26 May 2022

Neighbour notifications
Printed: 5 May 2022 Expired: 26 May 2022

Site notice
Posted: Expired:

Press advert
Published: 10 May 2022 Expired: 31 May 2022

Departure from Development Plan: No

Environmental Statement: Not required

Listed building: Not applicable

Conservation area: Stevenson Square Conservation Area 1987

Tree Preservation Order:

Description of Site/Area

The application site relates to the ground floor of Habib House which is a historic building that has been substantially altered over the years, but is considered to be a non designated heritage asset and still maintains a positive contribution to the conservation area within which it is located.

The application building is located within Stevenson Square Conservation Area and fronts Stevenson Square. Other buildings fronting Stevenson Square include the large Grade II listed Sevendale House (listed under Dale Street), the Grade II listed building that includes No.49 Newton Street, No.18 Hilton Street and No.10 Stevenson Square.

The surrounding area is characterised by commercial buildings with retail and food and drinks businesses at ground floor. Stevenson Square is a public square and has been pedestrianised, the square contains a number of outside seating areas associated with the ground floor commercial uses.

Description of Development

The submitted application seeks advertisement consent for the installation of 1 no. plaque sign and 1 no. projecting sign.

Consultations & Notification Responses

Highways – no objections however seek verification that the signage complies with luminance requirements.

Polices

The main issues for consideration relate to the impact of the proposals on visual amenity the impact on the Conservation Area and nearby listed buildings. The main polices that relate to the proposal are Section 12 (Achieving well designed places) and Section 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, Polices SP1 (Spatial Principles), EN3 (Heritage), CC9 (Design and Heritage, EN1 (Design Principles and Strategic Character Areas) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policy, DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Issues

Visual Amenity

The proposed plaque sign is minimal and has been designed to be in keeping with the features of the building and the character of the surrounding conservation area and therefore considered to be acceptable.

The proposed projecting sign is considered to be unacceptable as it would be bulky in its appearance which would form an obtrusive feature on the building which would be detrimental to visual amenity within the area as well as the character of the Conservation Area. The City Council has sought to maintain quality standards of signage within the city centre and conservation area and have sought to minimise the depth of any projecting signs as slimline signs have a more high quality appearance and are more sympathetic to nearby heritage assets and appropriate to a high quality street environment. As the proposed projecting sign is 100mm wide, it would be more than double the width expected of projecting signs on the building so would be unacceptable.

The harm caused would to the heritage asset would amount to less than substantial harm and there are no public benefits which would outweigh that harm in this instance particularly as the sign does not meet the required design standard for the city centre.

Public Safety – no issues subject to compliance with 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 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 and Refused

Article 35 Declaration

In assessing the merits of an application officers will seek to work with the applicant in a positive and proactive manner to seeking solutions to problems arising in relation to dealing with the application. In this instance this has included ongoing advice about the information required to be submitted to support the application and requested to amend the proposals. The applicant has not responded to our comments making this a split decision.

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:

-Location Plan received by the City Council as Local planning Authority on 01 March 2022.
-Proposed plaque sign drawings referenced Ref: YS-198_PL_010.1 and YS-198_PL_010.2

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies EN3, SP1 and DM1 of the Core Strategy, saved policies DC14 and DC18.1 of the Unitary Development Plan and Sections 12 and 16 of the National Planning Policy Framework.

3) Any illuminated signage hereby granted consent shall have a luminance limit of 600cd/m2. All luminance shall be static only.

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

4) Proposed projecting sign (ref. YS-198_PL_009.1) is considered to be unacceptable as it is felt that it would be a bulky, obtrusive feature that would detrimentally affect the appearance and character of the building, visual amenity within the street scene, and the character of the Stevenson Square Conservation Area The signs would therefore be inconsistent with policies EN3 and DM1 of the Core Strategy Development Plan Document for the City of Manchester and saved UDP policies DC14 and DC18.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Greater Manchester Police

Second Floor, 26 Lever Street, Manchester, M1 1DW
Third Floor, 26 Lever Street, Manchester, M1 1DW
First Floor, 14 - 16 Faraday Street, Manchester, M1 1BE
Ground Floor, 8 Stevenson Square, Manchester, M1 1FB
Ground Floor Offices 1 And 2, 8 Stevenson Square, Manchester, M1 1FB
First Floor, 8 Stevenson Square, Manchester, M1 1FB
Basement, 26A Lever Street, Manchester, M1 1DW
Studio 6, 14 - 16 Faraday Street, Manchester, M1 1BE
Studio 5, 14 - 16 Faraday Street, Manchester, M1 1BE
Studio 4, 14 - 16 Faraday Street, Manchester, M1 1BE
Studio 3, 14 - 16 Faraday Street, Manchester, M1 1BE
Basement, 14 - 16 Faraday Street, Manchester, M1 1BE
Second Floor, 14 - 16 Faraday Street, Manchester, M1 1BE
Studio 2, 14 - 16 Faraday Street, Manchester, M1 1BE
Studio 1, 14 - 16 Faraday Street, Manchester, M1 1BE
Third Floor, 14 - 16 Faraday Street, Manchester, M1 1BE
14 - 16 Faraday Street, Manchester, M1 1BE
32 Lever Street, Manchester, M1 1DE
5A Stevenson Square, Manchester, M1 1DN
5 Stevenson Square, Manchester, M1 1DN
First Floor, 26 Lever Street, Manchester, M1 1DW
45 Lever Street, Manchester, M1 1FN
My Dentist, 43 Lever Street, Manchester, M1 1FN
Ground Floor, 26 Lever Street, Manchester, M1 1DW
11A Stevenson Square, Manchester, M1 1DB
Basement, 11A Stevenson Square, Manchester, M1 1DB
Second Floor, 11 Stevenson Square, Manchester, M1 1DB
11 Stevenson Square, Manchester, M1 1DB
Third Floor, 11 Stevenson Square, Manchester, M1 1DB
Third Floor, 8 Stevenson Square, Manchester, M1 1FB
Ground Floor And First Floor, 11 Stevenson Square, Manchester, M1 1DB
8 Stevenson Square, Manchester, M1 1FB
22 Little Lever Street, Manchester, M1 1HR

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
Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Stevenson Square Conservation Area 1987
Area Team Boundary - Name: CENTRL