

Application Number/s: 133452/AO/2022

Applicant: Santander UK plc

Agent: None

**Location: Ground Floor, Alliance House, 30 Cross Street,
Manchester**

Proposal: Installation of signage scheme

Ward: Deansgate

Description of Site and Surrounding Area

The application relates to Alliance House, specifically the façade to the ground floor of the building to the St. Ann Street and Cross Street elevations. Alliance House is a four storey building with two stage turret. The building is to the northwest corner of the intersection of King Street and St. Ann Street in the city centre of Manchester. The surrounding area is predominantly midrise office buildings with ground floor retail or similar.

Historic Environment

The building is listed, with the entry at Historic England stating:

Life insurance company offices. 1901, by Heathcote and Rawle; altered. Sandstone ashlar, slate roof. Trapeziform plan on end-of-block site. Eclectic style with French Renaissance elements. Four storeys and attic plus 2-stage turret, with 6-bay facade to Cross Street and 3-bay facade to St Ann Street hinged on an octagonal corner turret, with cornices over the 2nd and 3rd floors and shaped-gable dormers to the attic with parapets and chimneys between them; ground floor altered. The 2nd and 6th bays to Cross Street, and the centre bay to St Ann Street, project slightly through the 1st and 2nd floors, with coupled windows to both floors, carved spandrels to the upper windows and balustraded parapets above; otherwise, all windows on these floors are single-light sashes without glazing bars, those at 2nd floor round-headed; the 3rd floor has coupled round-headed windows with diagonal shafts and recessed sashes, and the attic dormers have sashes with 2-pane lower leaves and enriched gables with finials. The corner has curved sashes set behind free-standing colonnettes, a balustraded parapet over the 2nd floor with carved cresting surmounted by a pedestalled statue displaying a shield; the turret rising behind her has single-light windows to the 2nd stage, a pierced parapet with finials, and a domed cupola. Interior not inspected.

The building is proximate to other listed buildings, including Grade II listed 'National House' to the south and Grade II* listed '25 St. Ann Street' to the west. The building is also located within the St. Ann's Square Conservation Area and adjacent to the Upper King Street Conservation Area

Description of Proposal

The application seeks advertising consent for:

- Two halo illuminated fascia signs measuring 0.7 metres high x 4 metres wide x 0.1 metres deep at a height of 3.3 metres above ground level.

- Two projecting hanging signs measuring 0.6 metres high x 0.1 metres wide x 0.6 metres deep at a height of 3.1 metres above ground level and with a 0.6 metre projection.
- One internal advertising screen within the window to St. Ann Street elevation measuring 2 metres high x 0.7 metres wide x 0.2 metres deep at a height of 0.8 metres above ground with no external projection (internal only).

The Planning Submission

The application is supported by the following information:

- Application Form dated 05 April 2022
- Location plan
- Plans setting out existing and proposed signage details

Publicity LBC

Site Notice/s Posted and Dates: No site notice was posted

Press Adverts Published and Dates: No advertisement was published

Neighbour Notification: No neighbours were consulted

Representations Received: None

Consultations

Highway Services

No objection in principle subject to a condition to control the proposed internal LED panel to St. Ann Street elevation.

- An informative will be required to ensure that any signs projecting over the highway benefit from a projection over licence.
- The proposed maximum luminance level of signage of 250cd/m2 and 500cd/m2 is accepted and in line with MCC requirements.

Policy

Town & Country Planning (Control of Advertisements) Regulations 2007

The LPA shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account:

(a) The provision of the development plan, so far as they are material; and

(b) Any other relevant factors

(2) Without prejudice to the generality of Paragraph 1(b) –

(a) factors relevant to the amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include –

- (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military)
 - (ii) whether the display of the advertisement in question is likely to obscure or hinder the ready interpretation of any traffic sign, railway signal or aid navigation by water or air;
 - (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle
- (3) In taking account of factors relevant to amenity, the LPA may, if it thinks fit, disregard any advertisement that is being displayed
- (4) Unless it appears to the LPA to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed

Manchester Core Strategy Development Plan Document (July 2012)

The Core Strategy contains no specific policies that relate to Advertising Consent.

Manchester Unitary Development Plan (1995) (Saved Policies)

15 – Advertisements, Hoardings and Posters – States that advertisements only be considered in the interests of amenity and public safety. In assessing the interests of amenity and safety, the Council will take account of the following criteria:

- Developments of this kind should not harm the character of architectural features of a building, nor interfere with its proper use.
- They should be in scale with the locality and relate properly to the site on which they stand;
- They should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value
- A proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size or design will not be permitted.

Upon having regard to the preceding policies, the LPA considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

National Planning Policy Framework (July 2021)

Section 16 – Achieving well-designed places – The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve.

Paragraph 136 states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to

control only in the interests of amenity and public safety, taking account of cumulative impacts.

National Planning Practice Guidance

Advertisements – Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development.

All advertisements are subject to the ‘standard conditions’ set out in Schedule 2 of the Regulations, as follows:

1. No advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
2. No advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
3. Any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
4. Any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
5. If an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

Even if express consent is not required, all advertisements must comply with any other relevant statutory provisions. For example, listed building consent may be required.

Light Pollution – Common causes of complaints to LPAs can include illuminated advertising. These installations may require particular attention.

Issues

Amenity

The proposed signage largely replaces similar signage and is being implemented due to the rebranding of the occupier of the ground floor of the building (Santander). The additional signage consisting of an internal LED advertising display to the St. Ann Street (south) elevation is of a scale and brightness that would not be expected to cause undue impact upon any users or occupiers of nearby buildings.

Historic Environment

The application building is listed, with the building also proximate to nearby listed buildings, within a conservation area and adjacent to another conservation area. The proposed signage to the St. Ann Street and Cross Street elevation is an evolution of the existing signage and is appropriate in terms of its appearance, with no undue impact on the appearance of the heritage assets identified.

The proposed LED screen to the St. Ann Street elevation would not be expected to have significant impact on the appearance of the heritage asset nor the historic environment, including character of conservation areas, given its small scale, brightness level or display. The proposed display can be further controlled by way of an appropriate condition.

Highway Safety

As part of the application consideration process, MCC's highway services team were consulted. No objection was received and the scheme was considered to be acceptable subject to a condition to control the LED display and upon information given to the applicant on how to apply for a projection over licence in relation to the proposed projecting signs.

Conclusion

The proposed signage scheme is acceptable and is consistent with the Town & Country Planning (Control of Advertisements) Act 2007, saved Policy DC15.1 of the Manchester Unitary Development Plan and Paragraph of 136 of the NPPF, subject to conditions.

Recommendation:

That advertising consent be given subject to the following conditions:

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.

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. No significant problems have arisen during the consideration of this application and the application has been determined in a timely manner, in accordance with the policies with the Development Plan.

For the avoidance of doubt, the advertising consent given relates to the following plans and documents:

- Location Plan and Block Plan (Drawing Manchester CS(28-34)-SP-LC Rev A dated 28/03/2022) - Received 06 April 2022*
- Existing and Proposed Cross Street Elevation (Drawing 34CS-FR-EL-EX-PR Rev A dated 05/04/2022) - Received 06 April 2022*
- Existing and Proposed St. Anne Street Elevation (Drawing 34CS-SI-EL-EX-PR Rev A dated 05/04/2022) - Received 06 April 2022*
- Proposed External Signage Hanging Sign (Drawing 'Sign Type P4 Construction Details' dated 2020) - Received 24 June 2022*
- Proposed External Signage Individual Letters (Drawing 'Sign Type L2 Construction Details' dated 2020) - Received 29 June 2022*