

Planning

Growth & Development

Delegated officer report for planning application

Application no. 128764/LO/2020

Date registered valid: 2 December 2020

Proposal: Listed Building Consent for various retrospective external signage, including corten totem sign, illuminated signage to building entrance, deliveries signs and glass manifestation.

Address: 190 Cheetham Hill Road, Manchester, M8 8LW

Ward(s): Cheetham Ward

Applicant: Max Dunbar Manchester Jewish Museum 190 Cheetham Hill Road, Manchester, M8 8LW

Agent (if any): Candice Moore Citizens Design Bureau Ground Floor Units 01 & 03, 6 Westgate Street, London, E8 3RN

Case officer: Steven McCoombe
Tel: 0161 234 4607
Email: steven.mccoombe@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 7 July 2021

Application details

Type of application: Listed Building Consent

Development type: Listed building alteration

Date of site visit: 4 February 2021

Standard consultations:

Printed: 26 January 2021 Expired: 16 February 2021

Neighbour notifications

Printed: 26 January 2021 Expired: 16 February 2021

Site notice

Posted: 4 February 2021 Expired: 25 February 2021

Press advert

Published: 2 February 2021 Expired: 23 February 2021

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The application site comprises the Manchester Jewish Museum and newly constructed extension to the north.

The host building is Grade II* Listed was formerly the home to the Spanish and Portuguese synagogue, which has recently been converted to a Jewish Museum with an associated extension with corten exterior.

The building is located on Cheetham Hill Road, 1.5km north of Manchester city centre, just north of Broughton Street and approximately 300m south of Manchester Fort Shopping Park.

The application in this case relates to the new extension and associated grounds, as part of an overall signage strategy for use of the building.

Listed building: Grade II

Conservation area: No

Tree Preservation Order: No

Description of area

The application site is located within a predominantly commercial area to the north of the city centre and largely comprise commercial warehouses, cash and carry businesses, offices, small industrial uses and a small quantity of retail, large banquet style restaurants and other hot food options. The site is located close to the Manchester Fort Shopping Centre, located further north along Cheetham Hill Road.

Description of development

Listed Building Consent is sought for the installation of various external signage including corten totem sign, illuminated signage on building entrance, deliveries sign and glass manifestation.

The proposal comprises the following elements:

- A 3.5 metre high, externally illuminated totem sign made from perforated corten. The sign is positioned to the front left-hand corner of the building with illumination provided by 2 uplighter installed to the gravel below;
- Individual letter sign above the main entrance advertising 'Manchester Jewish Museum'. The signage is integrated within the corten façade. The sign is to be bottom lit in the same LED fittings used on the building façade;
- 3 rectangular notice signs comprising a delivery sign posted about the rear entrance door and two signs outside the learning room for wayfinding. The signs have been sized to fit on the existing building so that they fit on the existing pier space or between drainpipes and are constructed from metal with engraved lettering and coloured to complement the corten.

The signs do not have and specific lighting but will be ambiently lit either by wall lights or general landscape lighting.

The signs are off set from the plane of the external walls to incorporate a 5mm shadow gap.

The delivery sign measures 235mm x 60mm and the learning room signs 205mm x 120mm;

- Vinyl window manifestations to the main front windows consisting of dots and lines. They will ambiently lit through internal lighting and external lighting within the grounds.

All signs with the exception the window vinyls are produced in Corten steel, the same material used on the Museum's façade. The totem sign will also include the same pattern as the façade.

The application as originally submitted proposed a sign to the front boundary wall. However, due to concerns about the impact to the setting of the listed building, this element has been removed from the proposal.

The application has been accompanied by a separate application for advertisement consent (Ref: 128771/AO/2020).

Consultations & Notification Responses

Local Residents/Occupiers – No representations received.

Historic England – No comments to make.

Policy

The primary legislation relates to the Town and Country Planning (Control of Advertisements) Regulations 2007. This is supplemented in this case, by saved policy DC19.1 of the Unitary Development Plan for the City of Manchester and policies SP1, EN3 and DM1 of the Manchester Core Strategy.

In addition, the National Planning Policy Framework is also of relevance.

Section 16 relates to 'Conserving and Enhancing the Historic Environment' and states at paragraph 192 that:

'In determining applications, Local Planning Authorities should take account of:

- a) The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- b) The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- c) The desirability of new development making a positive contribution to local character and distinctiveness.*

Paragraph 193 goes on to state that:

'When considering the impact of a proposed development on the significance of a designated asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance'.

Paragraph 196 advises further that:

'Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including where appropriate, securing its optimum viable use'.

Issues

Impact to Heritage

The proposed signage in totality represents a modern, sympathetic design of a materiality, scale and colour that blends and complements the fabric and setting of the host listed building. Ambient lighting which provides the illumination for the signage ensures the signage is relatively low key and which allows for the building itself to be the main focus.

In an area which suffers a high degree of advertisement clutter associated with neighbouring commercial uses, along a busy stretch of Cheetham Hill Road, it is considered that the proposed signage has struck an appropriate balance between wayfinding, the impact to visual amenity and safeguarding the heritage features of the listed building.

It is believed that due to the position, design and means of illumination of the proposed signage, coupled with the commercial context of the site, there would not be any significant undue impact upon either visual amenity or public safety - the only relevant considerations for such proposals.

In terms of the impact to heritage, a conservation led approach has been adopted. The signage has taken cues from the main building extension sharing materiality (corten) and historical references (ie Moorish pattern design) whilst being sensitive to the listed context but competing with the hecticness of the street and neighbouring signage. On this basis, the impact to visual amenity is considered appropriate in this instance.

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 – None required

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The development hereby approved shall be carried out in accordance with the following drawings and documents:

Drawings numbered BHE/SKS14, 1 (delivery sign), 3 (learning sign), 5 (facade sign), 6 (glass manifestations), 1603-5-300/B and BHE/Totem/SKS154 received by the City Council as Local Planning Authority on 2 December 2020, 1603-5-130/I, together with the Design and Access Statement (Ref: 05/07/21/A) received by the City Council as Local Planning Authority on 5 July 2021 and drawings numbered 1603-5-330/E and 1603-5-523/D received by the City Council as Local Planning Authority on 6 July 2021.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to saved policy DC14 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

Informative

1) Please note, consent is hereby granted for the proposed signage only and for no other details shown on the submitted drawings.

Appendix 1 – List of consultees & neighbours notified

Historic England (North West)

202 - 208 Cheetham Hill Road, Manchester, M8 8LW

165 Cheetham Hill Road, Manchester, M8 8LG

186 - 188 Cheetham Hill Road, Manchester, M8 8LW

159 Cheetham Hill Road, Manchester, M8 8LG

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3

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 - Not Affected

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Historic Landfill Site 250m Buffer -

Historic Landfill Site 250m Buffer -

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: NORTH1