MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	129987/AO/2021
Date registered valid:	20 April 2021
Proposal:	Installation of internally illuminated, individual letter signage to main entry doors to all 3 units
Address:	2 Poland Street, Manchester, M4 6BR
Ward(s):	Ancoats & Beswick Ward
Applicant:	Samantha Fry J'adore Models 4 Cedarway, Macclesfield, SK10 5NS
Agent (if any):	Mr Peter Milburn Brown Workshop Design Studio limited 4 Cedarway, Bollington, SK10 5NS
Case officer:	Eve Woolstencroft Tel: 0161 234 4533 Email: eve.woolstencroft@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	4 June 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 23 April 2021 Expired: 14 May 2021

Neighbour notifications
Printed: 23 April 2021 Expired: 14 May 2021

Site notice
Posted: Expired:

Press advert
Published: 4 May 2021 Expired: 25 May 2021

Departure from Development Plan: No

Environmental Statement: Not required

Listed building: Not applicable

Conservation area: Ancoats Conservation Area 1989

Tree Preservation Order:

Description of Site/Area

The application site is located on the corner of Portugal Street and Poland Street in the Ancoats Conservation Area. The site is located to the south of Oldham Road, a major radial route into the City. The site is bound by the Crown industrial estate to the eastern side of Poland Street, a vacant site to the south of Silk Street, a single storey commercial building immediately to the west and three storey commercial buildings to the north which front Oldham Road.

Currently the existing building is a part four, part five storey building comprising 30 residential units at first - fourth floor levels with 528 sqm of vacant commercial floor space at ground floor level. Currently there are 24 car parking spaces provided at basement (80 percent) car parking. Access for the car park is from Silk Street.

Planning permission was granted in 2018 under planning permission reference 119090/FO/2018 for a change of use of the ground floor to create 1 x 3 bedroom, 4 x 2 bedroom and 3 x 1 bedroom apartments (Class C3), it would appear that this permission was never implemented.

Description of Development

The submitted planning application seeks advertisement consent for the installation of internally illuminated, individual letter signage to main entry doors to all 3 units.

Consultations & Notification Responses

Local residents were notified however no responses were received

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 will not be required. The proposed luminance of the signs is noted as 600cd/m2 which is in line with MCC recommended maximum of 600cd/m2 and is acceptable to Highways. The signs comply with headroom and carriageway clearance requirements.

Issues

Legislation

Town and Country Planning (Control of Advertisements) Regulations 2007
The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account:

(a)the provisions 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 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 to 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 local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.
(4) Unless it appears to the local planning authority 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.

Policy

The National Planning Policy Framework

The NPPF sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans for housing and other development can be produced.
The NPPF states that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways, these are:

a) an economic objective - to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

b) a social objective - to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and
c) an environmental objective - to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.
The following specific policies are considered to be particularly relevant to the proposed development.
-Chapter 6: Building a strong, competitive economy - stresses that significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. This chapter states that planning policies and decisions should recognise and address the specific locational requirements of different sectors.
- Chapter 12: Achieving well-designed places- Reflects upon the importance of design to the built environment and its contribution to sustainable development and making places better for people. With this in mind, the design of the substantive development has been assessed in relation to the quality and cohesion of its composite building, as well as the function and appearance of public and private spaces.
-Chapter 16: Conserving and enhancing the historic environment Paragraph 193 - 202- Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise.

Manchester Core Strategy (2012)

Relevant policies SP1, EN1 and DM1

Unitary Development Plan for the City of Manchester (1995)

Extant policy DC14, DC18

Issues

Principle

There is no objection to the principle of the signs being displayed at the application site. As required by the Town and Country Planning (Control of Advertisements) Regulations 2007, matters relevant to the consideration of this application are amenity and public safety.

Amenity
The proposed signs would consist of 3 no. internally illuminated, individual letter signage to main entry doors to the ground floor commercial units. The proposed signage would have dimensions of 350 x Width: 750 x Depth: 0.05 and made of black and pink Perspex. It is considered that overall the proposed signs would be proportionate to the existing building not have an adverse impact on its appearance within the street scene or the Ancoats Conservation area.

In view of the above the proposals are considered to be consistent with Core Strategy policy DM1 and saved policy DC14 contained in the UDP.

Public safety

It is not considered that the signage will give rise to any public safety concerns. No objections have been received from Highway Services and they have confirmed that the luminance levels of the sign does not exceed the maximum of 600 cd/m recommended.

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: 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:

-Location Plan drawing ref. 198 (00) 01 stamped as received by the City Council as Local Planning Authority, on 09 April 2021.
-Proposed Elevations A And C drawing ref. 198 (200) 01 P03 received by the City Council, as Local Planning Authority, on the 12 May 2021.
-Proposed Elevations drawing ref. 198 (200) 02 stamped as received by the City Council as Local Planning Authority, on 09 April 2021.
-Proposed Signage Details drawing ref. 194 (500) 01 P02 stamped as received by the City Council as Local Planning Authority, on 20 April 2021.

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) The maximum luminance level of the advertisements hereby approved shall not exceed 50cd/m2.

Reason - In the interests of pedestrian/highway safety and residential amenity enjoyed within the vicinity of the site, pursuant to policy DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

166 Oldham Road, Manchester, M4 6BQ
Flat 28, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 27, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 26, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 25, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 24, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 23, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 22, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Serviced Apartment 21, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 20, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 19, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 18, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 17, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 16, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 15, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 14, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 13, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 12, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 11, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 10, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 9, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 8, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 7, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Serviced Apartment 6, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Serviced Apartments 5, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 4, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 3, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 2, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
Flat 1, Popworks Building, 164 Oldham Road, Manchester, M4 6BQ
162 Oldham Road, Manchester, M4 6BQ
144 Oldham Road, Manchester, M4 6BG
142 Oldham Road, Manchester, M4 6BG
Flat Above, 144 Oldham Road, Manchester, M4 6BG
23 Portugal Street, Manchester, M4 6EP
Unit 6, Crown Industrial Estate, Poland Street, Manchester, M4 6BN
84 Silk Street, Manchester, M4 6BJ
82 Silk Street, Manchester, M4 6BJ
140 Oldham Road, Manchester, M4 6BG
150 Oldham Road, Manchester, M4 6BG
Flat, 146 Oldham Road, Manchester, M4 6BG
Ground Floor, 148 Oldham Road, Manchester, M4 6BG
16 Portugal Street, Manchester, M4 6BT
14 Portugal Street, Manchester, M4 6BT
Flat 30, 2 Poland Street, Manchester, M4 6BR
Flat 29, 2 Poland Street, Manchester, M4 6BR
Flat 28, 2 Poland Street, Manchester, M4 6BR
Flat 27, 2 Poland Street, Manchester, M4 6BR
Flat 26, 2 Poland Street, Manchester, M4 6BR
Flat 25, 2 Poland Street, Manchester, M4 6BR
Flat 24, 2 Poland Street, Manchester, M4 6BR

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Flat 19, 2 Poland Street, Manchester, M4 6BR
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Flat 16, 2 Poland Street, Manchester, M4 6BR
Flat 15, 2 Poland Street, Manchester, M4 6BR
Flat 14, 2 Poland Street, Manchester, M4 6BR
Flat 13, 2 Poland Street, Manchester, M4 6BR
Flat 12, 2 Poland Street, Manchester, M4 6BR
Flat 11, 2 Poland Street, Manchester, M4 6BR
Flat 10, 2 Poland Street, Manchester, M4 6BR
Flat 9, 2 Poland Street, Manchester, M4 6BR
Flat 8, 2 Poland Street, Manchester, M4 6BR
Flat 7, 2 Poland Street, Manchester, M4 6BR
Flat 6, 2 Poland Street, Manchester, M4 6BR
Flat 5, 2 Poland Street, Manchester, M4 6BR
Flat 4, 2 Poland Street, Manchester, M4 6BR
Flat 3, 2 Poland Street, Manchester, M4 6BR
Flat 2, 2 Poland Street, Manchester, M4 6BR
Flat 1, 2 Poland Street, Manchester, M4 6BR
156 - 160 Oldham Road, Manchester, M4 6BG
146 Oldham Road, Manchester, M4 6BG

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(c) To C3
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Ancoats Conservation Area 1989
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: NORTH1