
Application Number	Date of Appln	Committee Date	Ward
128724/AOH/2020	8th Jan 2021		Deansgate Ward

Proposal Display of non-illuminated scaffolding advertising shroud on Mosley Street for a temporary period until 31 May 2021

Location 53-55 Mosley Street, Manchester, M2 3HQ

Applicant Mr Matthew Gittins , Astra Signs Ltd, Unit 1 First Avenue, Europa Village, Trafford Park, Manchester, M17 1JZ,

Agent Mr Matthew Gittins, Astra Signs Ltd, Unit 1 First Avenue, Trafford Park, Manchester, M17 1JZ

Description

The Site - This application relates to a building located at 53-55 Mosley Street within the City Centre. The building is not listed and is not in a conservation area, however 2 conservation areas abut the site - the George Street conservation area to the south and the Upper King Street conservation area to the west. The site is located adjacent to a Grade II* listed building which is currently in use as a public house on the lower levels and the Portico Library on the upper levels. There are other listed buildings nearby. The existing building has formerly been used as offices and a language school.

In 2019, planning permission was granted under application 123289 for Refurbishment and extension of existing office building to include elevational alterations and new 2 storey roof-top extension to provide additional office accommodation (Use Class B1).

The Proposal - Temporary advertisement consent is sought for the display of a non-illuminated mesh banner on the Mosley Street elevation until 31 May 2021. The banner would be located on the scaffold that would be put in place at the building in order to implement the works approved under the consent issued for application 123289. The banner would measure 7900mm x 9900mm.

Consultations

Publicity - The application was advertised in the local press and on site as one affecting a conservation area and listed buildings. No representations have been received as a result of this publicity.

Neighbours - Occupiers of properties surrounding the application site were notified of the proposal. No representations have been received.

Highway Services - The adopted footway extends to the building line of the property and therefore it should be ensured that all necessary scaffolding licensing is in place.

It is anticipated that the proposed advert will not give rise to driver distraction on the adjacent highway network given that there is no proposed illumination.

It has been confirmed the shroud will not cause any obstruction to the existing signage/traffic control signals on the adjacent highway.

The advert is to be located in excess of minimum headroom requirements and therefore adequate clearance for pedestrians has been accommodated.

The applicant should consider any vehicles that will be required within the installation process, as well as any possible closures to the adopted footway that may be required, therefore fit-out arrangements should be discussed and agreed with the MCC's Highways Applications and Network Resilience teams via Contact Manchester (Tel. 0161 234 5004).

The applicant should be advised of the details of working safely near Metrolink which can be found on the Metrolink Website at; <https://www.tfgm.com/public-transport/tram/workingsafely>.

This document provides contact details for the Metrolink Operator in order that the proposed method of erection can be discussed and relevant permits obtained.

Greater Manchester Police - No comments to make on this occasion.

Transport For Greater Manchester - Metrolink have no comments to make

Issues

Visual amenity - As the banner is only proposed for a temporary period of just over 3 months whilst scaffolding is at the site in order to implement the works approved under application 123289, it is considered that it is acceptable on this basis as it would not adversely affect visual amenity within the area as it would not be a permanent feature within the street scene.

Highways considerations - The scaffold would not result in any road closures and Metrolink have confirmed that they have no objections to the proposal (as there is a tram line adjacent to the site running along Mosley Street).

Manchester Core Strategy - The Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11 July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.

For the above reasons, the proposal is considered to be acceptable and consistent with policies SP1, EN3, CC9 and DM1 of the Core Strategy.

Negotiations - Officers have worked in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. Appropriate conditions have been attached to the approval.

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 the right to a fair hearing and to this end the Committee 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 approval of the application is proportionate to the wider benefits of approval and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

Recommendation TEMPORARY APPROVAL

Article 35 Declaration

Officers have worked in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. Appropriate conditions have been attached to the approval.

Conditions to be attached to the decision

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:

The site location plan

The 2 drawings by Astra Signs showing the dimensions of the proposed advert and the advert on the building in context,

all received by the Local Planning Authority on 26 November 2020

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) (a) The express advertisement consent hereby granted is limited to the period until 31 May 2021.

(b) On the date of the expiry of the express consent period in (a) above, the advertisement hoarding(s) and all associated development shall be removed, any use of the land authorised by this consent shall be discontinued, and the land/building shall be reinstated in accordance with a scheme previously approved.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoarding(s) at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with saved policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy.

Local Government (Access to Information) Act 1985

The documents referred to in the course of this report are either contained in the file(s) relating to application ref: 128724/AOH/2020 held by planning or are City Council planning policies, the Unitary Development Plan for the City of Manchester, national planning guidance documents, or relevant decisions on other applications or appeals, copies of which are held by the Planning Division.

The following residents, businesses and other third parties in the area were consulted/notified on the application:

**Highway Services
Greater Manchester Police
Transport For Greater Manchester**

Representations were received from the following third parties:

Highway Services
Greater Manchester Police
Transport For Greater Manchester

Relevant Contact Officer : Carolyn Parry
Telephone number : 0161 234 4022
Email : carolyn.parry@manchester.gov.uk