

Planning

Growth & Development

Delegated officer report for planning application

Application no. 128399/AO/2020

Date registered valid: 6 November 2020

Proposal: Installation of 4no. non-illuminated individual letter fascia signs and 1no. non-illuminated logo sign.

Address: 38 London Road, Manchester, M1 2PF

Ward(s): Piccadilly Ward

Applicant: Mr Mark Blanchard Designs Signage Solutions Innovation Drive, IPark Industrial Estate, Hull, HU5 1SG

Agent (if any): Mark Blanchard Designs Signage Solutions Innovation Drive, IPark Industrial Estate, Hull, HU5 1SG

Case officer: Christopher Smith
Tel: 0161 234 4529
Email: christopher.smith@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 18 December 2020

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 9 November 2020

Standard consultations:

Printed: 9 November 2020 Expired: 30 November 2020

Neighbour notifications

Printed: 9 November 2020 Expired: 30 November 2020

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The Piccadilly Area has undergone a significant transformation over the past decade involving significant levels of public and private sector investment. Major redevelopment schemes have taken place at Piccadilly Gardens, Piccadilly Basin and Piccadilly Station.

The proposal site comprises a three-storey building which has historically been occupied as a public house. The building is of some age and has a distinctive red brick façade with stone window detailing and string courses on the upper floors, however the ground floor unfortunately appears to have lost any historic character and distinction by virtue of being wholly rendered. The original fenestration on the ground floor appears to remain, although a number of windows are infilled with timber signage boards. The building is not listed, and the Whitworth Street Conservation Area is immediately to the south and west of the site.

The surrounding area comprises a mix of uses including drinking establishments, retail units' restaurants and cafes, offices hotels and residential apartments. The surrounding area has a dense urban character, given the city centre location. To the north of the application site is Motel One a modern part 7 part 14 storey purpose built hotel and 3 Piccadilly Place, a modern 12 storey office building, while to the south, on the opposite side of the Whitworth Street is London Road Fire and Police Station, a Grade II* listed building. Directly adjacent to the west, on Whitworth Street is an 8 storey residential building while further west along Whitworth Street is 5 Piccadilly Place, an 11 storey residential building. Despite this dense urban form and City

Centre location, advertisements on buildings are generally few and far between in the street scene giving an overall uncluttered appearance.

Relevant Planning History

No relevant planning history.

Description of Proposal

The proposal was originally submitted for a number of timber fascia signs. However, these proposals were amended following discussions with Officers regarding the design.

The revised proposals therefore now seek express advertisement consent to display 4no. non-illuminated individual letter fascia signs and 1no. non-illuminated logo sign.

Consultations & Notification Responses

Publicity - A total of 49 neighbour notifications were sent to adjoined and adjacent properties and no site notices or local press advert was produced. At the time of writing this report no representations have been received due to this publicity.

Environmental Health – Requested control of construction and any potential illumination.

Highway Services – No objection and requested informative notes to Applicant regarding Highway fitout and Metrolink safety.

Issues

Policy

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 12 (Requiring Good Design Achieving well-designed places) and Section 16 (Conserving and Enhancing the Historic Environment) of the revised National Planning Policy Framework (Feb 2019), Policies SP1 (Spatial Principles), EN3 (Heritage), DM1 (Development Management) and CC9 (Design and Heritage) of the Adopted Core Strategy for the City of Manchester (2012) and saved policies DC14 (Shopfronts and Related Signs), DC15 (Advertisements), DC18 (Conservation Areas) and DC19 (Listed Buildings) of the Unitary Development Plan for the City of Manchester (1995).

Visual & Residential Amenity and Heritage Impacts

The proposal would be fixed directly into the existing façade render via individual fixing points per individual letters and logo. The design of the signage is considered to be appropriate and of a high quality both in terms of materials and finish.

On balance, it is considered that the signage proposed would not be significantly out of character with other signage in the wider street scene. By virtue of the design and non-illuminated nature of the proposals they are considered to have no material impact on nearby identified heritage assets, thereby the proposals would seek to preserve such assets in this context.

As previously highlighted, the proposals were originally intended to be externally illuminated. However, following discussions with Officers the original design was amended and no illumination is now proposed. Environmental Health requested controls on illumination levels,

however as no illumination is proposed these controls regarding illumination are not required. A condition ensuring the signage is implemented without external illumination is recommended within this report for the avoidance of doubt and to protect amenity.

Environmental Health requested control of construction hours. These hours are to be included as an informative note to the Applicant.

Public Safety

Highway Services had no objections to the proposals. Transport for Greater Manchester requested a condition relating to a Construction Management Plan to ensure the implementation does not disrupt or cause public safety issues with the adjacent Metrolink operation. Such a condition is recommended in this report.

It is therefore considered that the signage would not be likely to cause any public safety concerns subject to the recommended conditions.

Conclusion

Given the above, it is considered that the proposals are acceptable in accordance with policies EN3, CC9, SP1 and DM1 of the Adopted Core Strategy for the City of Manchester (2012) and saved policies DC14, DC15, DC18 and DC19 Development Plan for the City of Manchester (1995) and the revised National Planning Policy Framework.

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

Officers have worked with the applicant / agent in a positive and proactive manner to guide the application through all stages of the planning process and resolve any issues that arose in dealing with the planning application. In this instance amendments were made to the proposals and appropriate conditions were attached in the interest of amenity and public safety.

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:

Site Location Plan, stamped as received by the City Council as local planning authority on 06 November 2020.

Existing and Proposed Drawing Pack No. GS109114-1, stamped as received by the City Council as local planning authority on 06 November 2020.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant policies DM1, SP1, CC9 and EN3 of the Manchester Core Strategy and saved policies DC14, DC15, DC18 and DC19 of the Unitary Development Plan for the City of Manchester.

3) No development shall take place, including any demolition works, until a construction Management Plan (CMP) with detailed method statements of construction and risk assessments, has been submitted to and approved in writing by the Manchester City Council (approval to be in consultation with Transport for Greater Manchester). The approved CMP shall include agreed safe methods of working adjacent to the Metrolink Hazard Zone and shall be adhered to throughout the construction period thereafter. The CMP shall provide for: -

- the retention of 24hr unhindered access to the trackside equipment cabinets and chambers for the low voltage power, signalling and communication cables for Metrolink during the works;
- pedestrian management proposals to ensure that a suitable footway width is retained and that pedestrians are not forced into the tramway path;
- loading and unloading of plant and materials;
- construction and demolition methods to be used; including the use of any lifting equipment (which must not oversail the tramway);
- the erection and dismantling of scaffolding, if applicable;

- the erection and maintenance of security hoarding, if used, at a minimum distance of 1.5m from the kerb which demarcates the tramway path, unless otherwise agreed with Transport for Greater Manchester; and
- measures to control the emission of dust and dirt during construction.

Reason - To safeguard the amenities of nearby residents and highway safety, pursuant to policies SP1, T1, EN19 and DM1 of the City of Manchester Core Strategy.

4) The hereby approved signage, as shown in the Existing and Proposed Drawing Pack No. GS109114-1, stamped as received by the City Council as local planning authority on 06 November 2020, shall be non-illuminated.

Reason - To safeguard the amenities of nearby residents and in the interest of public safety, pursuant to policies SP1, T1, EN9, EN19 and DM1 of the City of Manchester Core Strategy.

Informatives

1) The applicant is advised that the details of working safely near Metrolink can be found on the Metrolink Website at; <https://www.tfgm.com/public-transport/tram/working-safely>. This document provides contact details for the Metrolink Operator in order that the proposed method of erection can be discussed and relevant permits obtained.

2) The applicant is advised that any requirements for licensing, hoarding / scaffolding, building maintenance and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highways Applications and Network Resilience teams via Contact Manchester (Tel. 0161 234 5004)

3) Construction/demolition works should be confined to the following hours unless otherwise agreed in writing by the City Council:

- Monday - Friday: 7.30am - 6pm
- Saturday: 8.30am - 2pm
- Sunday / Bank holidays: No work

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester

Sixth Floor, 3 Piccadilly Place, Manchester, M1 3BN
Fifth Floor, 3 Piccadilly Place, Manchester, M1 3BN
Fourth Floor, 3 Piccadilly Place, Manchester, M1 3BN
Third Floor, 3 Piccadilly Place, Manchester, M1 3BN
Second Floor, 3 Piccadilly Place, Manchester, M1 3BN
First Floor, 3 Piccadilly Place, Manchester, M1 3BN
Starbucks, 3D Piccadilly Place, Manchester, M1 2AB
Pita Pit, 3C Piccadilly Place, Manchester, M1 3BN
Greater Manchester Police, Whitworth Street, Manchester, M1 3QW
Coffee Kiosk, Piccadilly Station, Piccadilly Station Approach, Manchester, M1 2BN
Fire Station Junction Fairfield Street, London Road, Manchester, M1 2PQ
Fire Brigade Buildings, 50 London Road, Manchester, M1 2PH
6 Whitworth Street, Manchester, M1 6QW
82 London Road, Manchester, M1 2PN
3 Piccadilly Place, Manchester, M1 3BN
Flat At, 38 London Road, Manchester, M1 2PF
First Floor And Second Floor, 6 Whitworth Street, Manchester, M1 6QW
First Floor To Third Floor, 6 Whitworth Street, Manchester, M1 6QW
Ground Floor, 6 Whitworth Street, Manchester, M1 6QW
4A Whitworth Street, Manchester, M1 6QW
Flat 21, 14 Whitworth Street, Manchester, M1 3BS
Flat 18, 14 Whitworth Street, Manchester, M1 3BS
Flat 16, 14 Whitworth Street, Manchester, M1 3BS
Flat 12, 14 Whitworth Street, Manchester, M1 3BS
Flat 9, 14 Whitworth Street, Manchester, M1 3BS
Flat 6, 14 Whitworth Street, Manchester, M1 3BS
Flat 4, 14 Whitworth Street, Manchester, M1 3BS
Flat 1, 14 Whitworth Street, Manchester, M1 3BS
34 London Road, Manchester, M1 2PF
14 Whitworth Street, Manchester, M1 3BS
Flat 26, 14 Whitworth Street, Manchester, M1 3BS
Flat 24, 14 Whitworth Street, Manchester, M1 3BS
Flat 25, 14 Whitworth Street, Manchester, M1 3BS
Flat 23, 14 Whitworth Street, Manchester, M1 3BS
Flat 22, 14 Whitworth Street, Manchester, M1 3BS
Flat 20, 14 Whitworth Street, Manchester, M1 3BS
Flat 19, 14 Whitworth Street, Manchester, M1 3BS
Flat 17, 14 Whitworth Street, Manchester, M1 3BS
Flat 15, 14 Whitworth Street, Manchester, M1 3BS
Flat 14, 14 Whitworth Street, Manchester, M1 3BS
Flat 11, 14 Whitworth Street, Manchester, M1 3BS
Flat 10, 14 Whitworth Street, Manchester, M1 3BS
Flat 8, 14 Whitworth Street, Manchester, M1 3BS
Flat 7, 14 Whitworth Street, Manchester, M1 3BS
Flat 5, 14 Whitworth Street, Manchester, M1 3BS
Flat 3, 14 Whitworth Street, Manchester, M1 3BS
Flat 2, 14 Whitworth Street, Manchester, M1 3BS
14 - 16 Whitworth Street, Manchester, M1 3BS

12 Fairfield Street, Manchester, M1 3GF

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(a) To C3

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (More) -

Area Team Boundary - Name: CITY2