

Planning

Growth & Development

Delegated officer report for planning application

Application no. 127034/AO/2020

Date registered valid: 1 June 2020

Proposal: Installation of 2no. internally illuminated fascia signs to stair tower gable elevation.

Address: Greater Manchester Police Soch Building, Lawton Street, Manchester, M11 2NS

Ward(s): Clayton & Openshaw Ward

Applicant: Greater Manchester Police C/o Agent

Agent (if any): Mr Tom Hallett Q+A Planning Ltd The Stables, Paradise Wharf, Ducie Street, Manchester, M1 2JN

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

Recommendation: Approve

Date of recommendation: 2 July 2020

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Standard consultations:

Printed: 2 June 2020 Expired: 23 June 2020

Neighbour notifications

Printed: 2 June 2020 Expired: 23 June 2020

Site notice

No site notice has been produced

Site Visit – 1 July 2020

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The application site mainly consists of mainly bare ground that has become overgrown with vegetation and self-seeded trees together with areas of hardstanding which are used for ad-hoc vehicle parking. There is a soil mound along the western edge of the application site.

The site has planning permission for the erection for the erection of a three storey mixed use office and storage building (Sui Generis) with associated single storey outbuildings (including stores, kennels, and plant), new vehicular ramped access from Bessemer Street with associated car parking and landscaping

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of area

The application site is located in an area which is characterised by light industrial and industrial uses. To the north of the application site are several large scale distribution and warehousing units associated with New Smithfield Market which is located to the north east of the wider GMP Openshaw site. To the west of the site Bessemer Street which is a connecting road. To the east, is the wider GMP site, whilst to the south is a railway line.

Description of development

Advertisement consent is sought for the installation of 2no. internally illuminated fascia signs to stair tower gable, eastern elevation of GMP Police building following the approval in 2018 of a

three storey mixed use office and storage building with associated single storey outbuildings (Ref: 118695/FO/2017). The building has yet to be constructed.

The proposed signage comprises the GMP emblem measuring 1645mm x 2000mm, with the Manchester bee emblem below, measuring 1600mm x 1219mm. Both signs would project 75mm from the plane of the host wall.

The signs consist of powder coated coloured aluminium with acrylic faces, to be illuminated by white halo illumination with LED back-tray.

Consultations & Notification Responses

Local Residents/Occupiers – No representations received.

Environmental Health – The proposal is acceptable.

Highway Services - The proposed signage is contained within the private boundary of the site, which is acceptable to Highways.

The proposed signs will be at most 2m in height and shall typically be erected over 10m above ground level, this is acceptable to Highways.

The signs will not project over the adopted highway, therefore a projection over license will not be required.

The display will be static, with internal illumination of 700cd/m², luminance of the sign will be considered acceptable.

Policy

The primary legislation relates to the Town and Country Planning (Control of Advertisements) Regulations 2007. This is supplemented by saved policy DC14 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy.

Issues

Principle

The principle of business advertisements upon a commercial buildings within a commercial or mixed use setting is generally considered acceptable, subject to any adverse impact upon visual amenity and/or public safety.

Visual Amenity and Public Safety

It is believed that given the context of the site within an industrial location and with no residential properties situated nearby, together with the position, design, size and means of illumination the proposed signage, there is likely to be a negligible impact upon both visual amenity and public safety - the only relevant considerations for such proposals.

Due to surrounding built form and tree cover, the host building is relatively screened from the wider area and would be most visible from the highways that serves the site.

Given the above, the proposal accords with Town and Country Planning (Control of Advertisements) Regulations 2007, as well as relevant Development Plan policy.

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:

Article 35 Declaration

None Required

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

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2) 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.

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

Drawings numbered OCM-GDA-V1-ZZ-DR-A-05_20-3005/P02, OCM-GDA-V1-ZZ-DR-A-05_20-3002/WIP and associated signage drawings 1-3, received by the City Council as Local Planning Authority on

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.

4) The maximum luminance level of the signs displayed should not exceed 600 cd/m2.

Reason - In the interests of visual amenity, pursuant to saved policy DC14 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Unit 2, Excel Centre, Preston Street, Manchester, M18 8DB
Unit 4C, Excel Centre, Preston Street, Manchester, M18 8DB
Unit 4B, Excel Centre, Preston Street, Manchester, M18 8DB
Unit 4A, Excel Centre, Preston Street, Manchester, M18 8DB
Unit 4, Excel Centre, Preston Street, Manchester, M18 8DB
AST EXPRESS LIMITED, Unit 3, Excel Centre, Preston Street, Manchester, M18 8DB
Unit 1C, Excel Centre, Preston Street, Manchester, M18 8DB
Unit 1B, Excel Centre, Preston Street, Manchester, M18 8DB
BAG MAGIC UK LTD, Unit 1A, Excel Centre, Preston Street, Manchester, M18 8DB
Delta Industrial Estate, Preston Street, Manchester, M18 8DB
B4 GM Waste, Hammerstone Road Depot, Hammerstone Road, Manchester, M18 8EQ
B2 Factory Workshops, Hammerstone Road Depot, Hammerstone Road, Manchester, M18 8EQ
F14, New Smithfield Market, Whitworth Street East, Manchester, M11 2WJ
F13, New Smithfield Market, Whitworth Street East, Manchester, M11 2WW
F11-12, New Smithfield Market, Whitworth Street East, Manchester, M11 2WW
F10, New Smithfield Market, Whitworth Street East, Manchester, M11 2WW
F9, New Smithfield Market, Whitworth Street East, Manchester, M11 2WW
D4-7, New Smithfield Market, Whitworth Street East, Manchester, M11 2WP
Unit 12, Norbury Court, Welcomb Street, Manchester, M11 2NB
Unit 11, Norbury Court, Welcomb Street, Manchester, M11 2NB
Unit 5, Norbury Court, Welcomb Street, Manchester, M11 2NB

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - North Manchester 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
Historic Landfill Site 250m Buffer -

Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: NORTH2