MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	141065/AO/2024
Date registered valid:	4 November 2024
Proposal:	Installation of various non-illuminated signs and 1no internally illuminated sign.
Address:	151 Great Ducie Street, Manchester, M3 1FB
Ward(s):	Cheetham Ward
Applicant:	Mr Zhimin Lei SR Mailing Ltd
Agent (if any):	Mr Mohammad Ali, Subak Signs & Print Ltd
Case officer:	Jack Naven Tel: 0161 219 2095 Email: jack.naven@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**23 December 2024**

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 19 November 2024

Standard consultations:
Printed: 11 November 2024 Expired: 2 December 2024

Neighbour notifications
Printed: 11 November 2024 Expired: 2 December 2024

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/Area

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The site is an industrial complex located just outside the reach of the City Centre, which on this side is traditionally defined as being within the boundaries of Trinity Way. The site is question sits in Strangeways just a little beyond Trinity Way.

The site is bounded by Great Ducie Street to the east, Julia Street to the south, Mary Street to the west, and other industrial complexes to the north. The River Irwell lies just beyond Mary Street on the other side.

Great Ducie Street is a primary arterial route, it turns into Bury New Road and connects to the town of Bury to Manchester City Centre, running through various different areas along the way.

The immediate surrounding uses in Strangeways are predominantly industrial in nature. A hotel is located nearby and on the opposite side of Great Ducie Street, with the Manchester College located slightly further along.

In the other direction, on the other side of Great Ducie Street, is HM Prison Manchester (Strangways Prison). There are numerous Grade II heritage assets located nearby to the site, all associated with Strangeways Prison, including the Gatehouse of HMP Manchester, Former Synagogue, Block of HMP Manchester, the Tower of HMP Manchester, and Prison Block of HMP Manchester.

There are some new build residential uses across the River Irwell. This residential area is considered to be clearly separated from the industrial area by the River Irwell and is considered to be well screened from the industrial area by a line of trees abutting the river.

The site is not within a conservation area.

The site does sit within the Great Ducie Street Strategic Regeneration Framework (SRF), which itself wraps around the Former Boddington's Brewery Site Strategic Regeneration Framework.

Description of Development

The proposal seeks advertisement consent for the installation of various non-illuminated signs and 1no internally illuminated sign.

On the Great Ducie Street elevation, which would be considered to be the primary elevation as it faces out onto a main arterial route, there are three rectangular back plated signs, one for the name of the company, one describing the services provided, and one providing wayfinding to the packing store, which is down Julia Street.

On this elevation, there is also an internally illuminated circular shaped sign that displays the logo for the business.

On the Julia Street elevation, there are 3 rectangular logo signs interspersed along the elevation. Two located at either end of Julia Street to provide wayfinding and one located in the centre located in view of the gate towards the packaging store. There is then a smaller sign to provide wayfinding to the exact packaging store entrance.

On Mary Street, there are two logos at either end of the elevation.

Consultations & Notification Responses

Highway Services – Are satisfied that all signage complies with headroom clearance and carriageway clearance. Confirmed that projection over licenses would not be required for any signage.

Environmental Health – Requested that a condition be added to control luminance.

Publicity - Neighbour notification letters were sent to surrounding properties. At the time of writing this report, no representations have been received because of this publicity.

Policy

Town and Country Planning (Control of Advertisements) Regulations 2007

(1) A 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.

The Adopted Core Strategy for the City of Manchester (2012)

Adopted on 11th July 2012 and the Key Development Plan Document in the Local Development Framework. It states that all new developments should follow the 'Development Principles' and accord with the design guidance set out in the Supplementary Planning Documents.

DM1 (Development Management) states that new development should have regard to more specific issues for which more detailed guidance may be given within supplementary planning documents. Issues include: the appropriate siting and appearance of development, the impact upon the surrounding area, the effects on amenity, accessibility, community safety and crime prevention, health, the adequacy of internal accommodation and amenity space and refuse storage/collection.

SP1 (Spatial Principle) refers to the key spatial principles which will guide the strategic development of Manchester together with core development principles. It is stated that developments in all parts of the city should create well designed places which enhance or create character, make a positive contribution to the health, safety, and well-being of residents, consider the needs of all members of the community, and protect and enhance the built environment. Further, development should seek to minimise emissions, ensure the efficient use of natural resources, reuse previously developed land wherever possible, improve access to jobs, services and open space and provide good access to sustainable transport provision.

CC9 (Design and Heritage) advises that design of new buildings will need to be of the highest standard in terms of appearance and function. The standards and guidance explained in other LDF policies should be the basis for the approach to design, with particular attention to be given to the City Centre context and character.

Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments.

The Council will support high density and mixed-use development in the City Centre, but developers must recognise the specific design challenges that must be overcome to ensure complementarity of function and form. New development must support the range of uses the Council expects in the City Centre and contribute to a coherent and integrated physical environment.

EN1 (Design Principles and Strategic Character Areas) advises that developers will be expected to consider the City's heritage, including its listed buildings, conservation areas, archaeological remains and historic street pattern.

The Unitary Development Plan (UDP) for the City of Manchester (1995)

DC14.1 (Shops and Related Signs) states that in determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located.

DC14.5 (Shops and Related Signs) states that the Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies. The policies relevant to this application are:

a) signs should not normally be positioned other than at fascia level.
b) signs should respect the architectural form of buildings and shop frontages.
c) where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows.
d) projecting signs, or any other type of sign which projects significantly beyond the shopfront, should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted.
e) The Council will normally permit only one projecting box sign for each shop unit. On listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs.
f) fixed canopies mounted above fascia level or which obscure the fascia or shopfront will not normally be permitted, unless within a structural opening;
g) long canopies which ignore the architectural form of frontages will not normally be permitted.

Places for Everyone (2024)

The Places for Everyone Plan is a Joint Development Plan Document, providing a strategic plan and policies, for nine of the 10 boroughs which make up Greater Manchester.

The following policies are considered relevant to this application:

JP-Strat2 (City Centre) states that the role of the City Centre as the most significant economic location in the country outside London will be strengthened considerably. The City Centre will continue to provide the primary focus for business, retail, leisure, culture and tourism activity in Greater Manchester, but the increasingly important residential role of the City Centre will be expanded. It will be a priority for investment in development and infrastructure. This will include addressing current network capacity issues in the City Centre which will enable the future expansion of the rapid transit public transport network across Greater Manchester. Improvements in the public realm, walking and cycling facilities, and green infrastructure will help to enhance the local character and environmental quality of the City Centre so that it can rival city centres across the globe, enabling it to compete effectively at the international level for investment, businesses, skilled workers, residents and tourists. A broad range of commercial accommodation will be delivered, helping the City Centre to capture growth across key economic sectors. The new functions within the City Centre will be delivered in a way that complement, rather than displace the area's non-residential functions and will seek to protect and enhance the city centre's historic environment and assets.

Former Boddington's Brewery Site Strategic Regeneration Framework (SRF) (2015)

The SRF was adopted by the City Council's Executive Committee in November 2015. The documents' purpose is to provide a framework to guide future investment in the area which it envisages will be through the delivery of a mix of commercial and residential uses.

Whilst the site in question does not sit directly within the boundaries of the Former Boddington's Brewery Site, it is adjacent to the boundaries that this SRF effect and is situated within the boundaries of the Great Ducie Street SRF (see below), which is linked to this SRF.

Great Ducie Street Strategic Regeneration Framework (SRF) (2018)

The Great Ducie Street SRF wraps around the former Boddingtons Brewery SRF. The focus of this SRF is on the surrounding area but under pins the same principles regarding the regeneration of the area into a new, missed use neighbourhood. The SRF advocates the opportunity to facilitate greater synergies between existing businesses in the framework area and emerging development. The vision is to develop a strong sense of place and community, which reflects the principles of the Boddingtons SRF, to deliver residential accommodation balanced by non-residential uses. The vision also sets out that development should significantly increase the density within this area to something that is commensurate to the scale of development within the city centre.

National Planning Policy Framework (NPPF) (2024)

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development".

Section 12 (Achieving Well Designed Places) advises that the government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

Paragraph 141 states:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Issues

The main issues for consideration relate to the principle of the proposal, as well as, in accordance with the advertisement regulations, the acceptability of the proposal in terms of its impact upon visual amenity and upon public safety. In judging this, the provisions of the development plan and any other relevant factors, so far as they are material, must be taken into account.

The Principle of the Proposal

The principle of the proposal is considered to be acceptable in this case.

Signage is required in order to advertise an industrial premise such as this. Given the size of the premises, on multiple elevations and with different entrances they require wayfinding to, the amount of signage is considered to be acceptable for such a premises.

Visual Amenity

The proposals consist of 9no. signs to be installed across three elevations of the site.

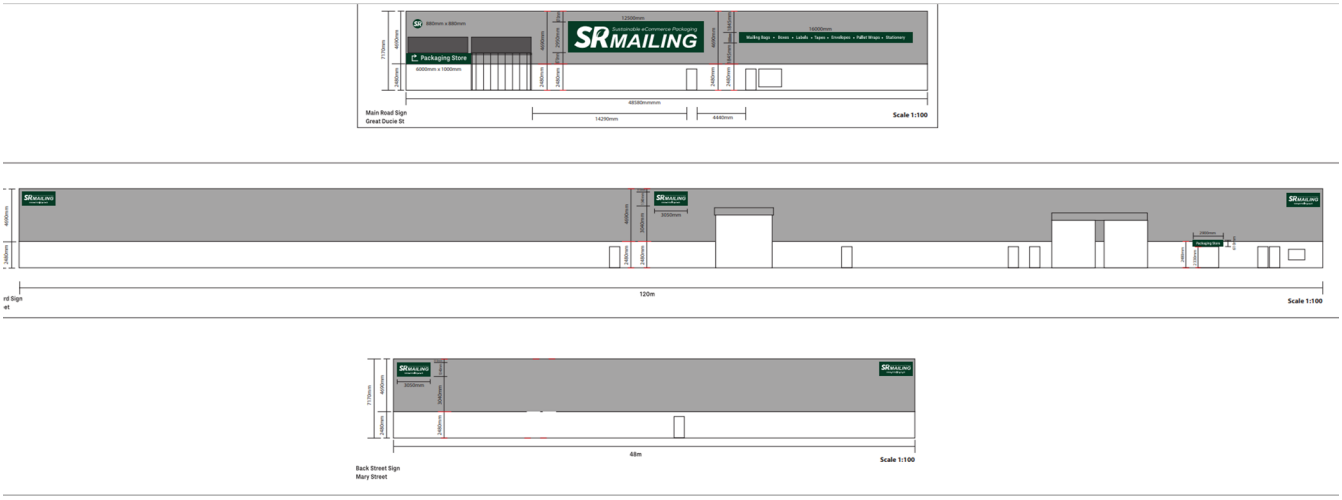
The adverts are modest in size and are not considered to be dominate or imposing on the external façade of the building.

Whilst the number of adverts is high compared most developments, the number of adverts proposed has been reduced. 5 signs in total have been removed from the scheme in order to reduce clutter.

Whilst having multiple signs on the elevation of a building are normally not allowed, the proposed signs have been deemed necessary and acceptable on account of the large nature of the building which features multiple long elevations and different entrances for different purposes, each of which requires its own wayfinding.

On the Julia Street elevation, the natural screening of the building by the tree lines is considered to have necessitated the need for the three wayfinding signs of this elevation.

Given the utilitarian design of the building, it is considered that the installation of these adverts would not cause a negative impact upon the visual amenity of the building. The green backing colour of the signs blends in well with the green colours of the upper elements of the elevations of the building.



Proposed Elevations

Similarly, given the primarily industrial nature of the immediate surrounding area, the buildings of which are similarly utilitarian in design, it is not considered that the proposed signs would have a negative impact upon the surrounding street scene.

Furthermore, there is already a significant proliferation of signage upon the building in question from the previous occupier. The proposed signage actually represents a significant reduction on the Great Ducie Street elevation, which is the primary elevation the building will be viewed from, so a reduction in signage here is considered to be a positive in terms of visual amenity.

Great Ducie Street elevation (July 2024)

This decision has been made before the majority of the schemes outlined in the Great Ducie Street Strategic Regeneration Framework (SRF) (2018) have been brought to fruition.

The building in question will likely be replaced in future under the SRF, so any alterations to this building have to be viewed in the context that the building may not form part of the long strategy for the area,

Taking all these aspect into consideration, the proposal can therefore be supported on visual amenity grounds.

Public Safety

The luminance levels of the one illuminated sign is 452 cd/m2 and are therefore within an acceptable range to not cause any distraction to passing pedestrians or road users, or to cause a disturbance to any nearby residents or commercial occupiers. A condition has been added to ensure that the proposed luminance levels are controlled and complied with.

All signage complies with headroom and carriageway clearance requirements.

A projection over licence is not required for any of the signage.

Overall, there are no public safety concerns with the proposed signage.

Conclusion

Given the above, the proposal is considered to be consistent with the Core Strategy for the City of Manchester, in particular DM1 (Development Management) and SP1 (Spatial Principles), the saved policies contained within the Unitary Development Plan for Manchester, in particular DC14.1 and DC14.5 (Shop fronts and Related Signs), and the National Planning Policy Framework, in particular Section 12 (Achieving Well Designed Places).

<u>Other Legislative Requirements</u>

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

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

Condition(s) to be attached to decision for approval

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 received by the City Council as Local Planning Authority on 20 September 2024:

- Location Plan
- Sign Details (1 of 2)
- Sign Details (2 of 2)

Received by the City Council as Local Planning Authority on 04 November 2024:

- Proposed Signage Section

Received by the City Council as Local Planning Authority on 28 November 2024:

- Proposed Elevations

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 of the 1no internally illuminated sign shall not exceed 452 cd/m2 in brightness at any time.

Reason - In the interests of visual and residential amenity pursuant to policies SP1 and DM1 of the Manchester Core Strategy and saved policies DC14.1 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Dental Department, HMP Manchester, Southall Street, Manchester, M60 9AH
153 Great Ducie Street, Manchester, M3 1FB
167 - 169 Great Ducie Street, Manchester, M3 1FF
82 Great Ducie Street, Manchester, M3 1LT
179 Great Ducie Street, Manchester, M3 1FF
181 Great Ducie Street, Manchester, M3 1FF
175 Great Ducie Street, Manchester, M3 1FF
177 Great Ducie Street, Manchester, M3 1FF
165 Great Ducie Street, Manchester, M3 1FF
24 Sherborne Street, Manchester, M3 1EF
3 Thompson Street, Cheetham, Manchester, M3 1LU
Unit 1 To 3, 18 Sherborne Street, Manchester, M3 1FE
16 - 18 Mary Street, Manchester, M3 1DZ
CROWN SPORTS & TRADING CO LTD, First Floor, 149 Great Ducie Street, Manchester, M3 1FB
Unit 1, 153 Great Ducie Street, Manchester, M3 1FB
Ground Floor, 149 Great Ducie Street, Manchester, M3 1FB
SP Casuals, 165 Great Ducie Street, Manchester, M3 1FF
All Star Costumes, 165 Great Ducie Street, Manchester, M3 1FF
22A Sherborne Street, Manchester, M3 1EF
22B Sherborne Street, Manchester, M3 1EF
12 Sherborne Street, Manchester, M3 1FE
Ground Floor, Domestos House, Mary Street, Manchester, M3 1DZ
June Almond House, Mary Street, Manchester, M3 1DZ
Second Floor, Domestos House, Mary Street, Manchester, M3 1DZ
Domestos House, Mary Street, Manchester, M3 1DZ
First Floor, Domestos House, Mary Street, Manchester, M3 1DZ
Travelodge, Great Ducie Street, Manchester, M3 1PT
Unit 3, 153 Great Ducie Street, Manchester, M3 1FB
173 Great Ducie Street, Manchester, M3 1FF
171 Great Ducie Street, Manchester, M3 1FF
Unit 4, 153 Great Ducie Street, Manchester, M3 1FB
Unit 2, 153 Great Ducie Street, Manchester, M3 1FB
HMP Manchester, Southall Street, Manchester, M3 1JL
149 Great Ducie Street, Manchester, M3 1FB
18 Sherborne Street, Manchester, M3 1FE
Unit 5, 153 Great Ducie Street, Manchester, M3 1FB
Manchester Chemist, Rear Of June Almond House, Sherborne Street, Manchester, M3 1FE
Flat, HMP Manchester, Southall Street, Manchester, M60 9AH
Healthcare Department, HMP Manchester, Southall Street, Manchester, M60 9AH
Unit 1, 163 - 165 Great Ducie Street, Manchester, M3 1FF
163 - 165 Great Ducie Street, Manchester, M3 1FF
Ground Floor, Sherboure Works, Barker Street, Manchester, M3 1EE
Ground Floor And First Floor, Sherboure Works, Barker Street, Manchester, M3 1EE
Offices Junction Great Ducie Street, Julia Street, Manchester, M3 1DQ
Unit 2, 163 - 165 Great Ducie Street, Manchester, M3 1FF
Unit 5, 18 Sherborne Street, Manchester, M3 1FE
Unit 4, 18 Sherborne Street, Manchester, M3 1FE
Unit 5, 163 - 165 Great Ducie Street, Manchester, M3 1FF

Unit 6B, 18 Sherborne Street, Manchester, M3 1FE
First Floor, 17 Mary Street, Manchester, M3 1NH
Unit 6A, 18 Sherborne Street, Manchester, M3 1FE
Unit 4, 163 - 165 Great Ducie Street, Manchester, M3 1FF
Unit 3, 163 - 165 Great Ducie Street, Manchester, M3 1FF
Basement Ground And Upper Floor, 17 Mary Street, Manchester, M3 1NH
Unit 6C, 18 Sherborne Street, Manchester, M3 1FE
69 Julia Street, Manchester, M3 1LN
Second Floor, 17 Mary Street, Manchester, M3 1NH
17 Mary Street, Manchester, M3 1NH

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
Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Flood Zones Type 2 (low to medium risk) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL