



MANCHESTER
CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no. 140544/AO/2024

Date registered valid: 31 July 2024

Proposal: Installation of 1no. high-level identifier sign, 1no. mid-Level building graphic sign, and 2no. mid-level building identifier signs.

Address: Renold Building, 81 Sackville Street, Manchester, M1 3NJ

Ward(s): Piccadilly Ward

Applicant: n/a ID Manchester Limited

Agent (if any): Rachel Hopkins Deloitte LLP

Case officer: Danielle Cooper
Tel: 0161 234 1658
Email: danielle.cooper@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 23/09/2024

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 12 Aug 2024

Standard consultations:

Printed: 2 August 2024 Expired: 23 August 2024

Neighbour notifications

Printed: 2 August 2024 Expired: 23 August 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/building

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of site/area

The application relates to a building that is located within the former UMIST Campus/University of Manchester's North Campus named the Renold Building, which is an education building originally constructed for the Manchester College of Science and Technology in 1962. It is bounded by Altrincham Street, Sackville Street, the former bowling green and other areas of green public space.

The building is not listed and is not located within a conservation area. It is considered to be a non-designated heritage asset. The building was designed by W.A. Gibbon of Cruickshank and Seward as the centrepiece of the Manchester College of Science and Technology campus. It was the first entire building to house lecture theatres and seminar rooms in the UK.

The building's most striking external feature is the faceted east façade.

Nearby listed buildings include the Grade II Listed Institute of Science and Technology on Whitworth Street, Orient House and Granby House on Granby Row and Lass O Gowrie Public House on Charles Street. The site is located adjacent Whitworth Street Conservation Area.

The Site is within the Innovation District Manchester Strategic Regeneration Framework area, which aims to create a world-leading applied innovation district within Manchester City Centre.

The site is also within Corridor Manchester, which is home to numerous higher education institutions and knowledge-based industries.

Description of development

The application seeks advertisement consent for the installation of 1no. high-level identifier sign, 1no. mid-Level building graphic sign, and 2no. mid-level building identifier signs to the north and south elevations.

North side proposals:

A proposed high-levelled sign (Sister) will be installed to the sixth floor of the host building and will be internally illuminated measuring 5x5m in size. The sign will be mounted to the building via stand off rods fixed back to the concrete elevation. The luminance level of the sign will be 300cd/m

At street level, the existing entrance from Altrincham Street is to have aluminium 3D white lettering (Renold) to be mechanically fixed to on the existing canopy to a black rail.

South side proposals:

A painted sign (Renold) and brand logo (sister) will be painted to the concrete wall and the existing entrance canopy will have aluminium 3D lettering in white (Renold) mechanically fixed to a black rail.

Planning History

114268/FO/2016 - Proposed installation of a permanent galvanized steel guardrail with associated access ladder to the perimeter of the plant room – Approved 14.03.2018

115723/FO/2017 - Installation of galvanised metal tubular guardrail to all roof areas to form edge protection – Approved 14.03.2018

139124/FO/2024 - Change of use of the Renold Building from Education (Use Class F.1a) to Commercial (Use Class E) and introduction of associated plant – Approved 12.04.2024

CDN/24/0561 - Discharge of Condition 3 (Waste Management) attached to Planning Permission 139124/FO/2024 – Approved 01.08.2024

140885/FO/2024 - Upgrade of roof top telecommunications infrastructure, removal of satellite dishes and installation of new antennas – Pending consideration

Consultations & Notification Responses

Highways – no objection

Environmental Health – no objection.

The application was advertised by neighbour notification letters. No representations have been received.

Policy

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.

The Manchester Core Strategy – Development Plan Document 2012 – 2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy SP1 – Spatial Principles
- Policy CC9 – Design and Heritage
- Policy EN1 – Design Principles and Strategic Character Areas
- Policy EN3 – Heritage
- Policy DM1 – Development Management

The Unitary Development Plan for Manchester – For the reasons outlined below the following saved UDP Policies are of relevance to this application:

- Policy DC15 – Advertisements, Hoardings and Posters
- Policy DC18 – Conservations
- Policy DC19 – Listed Buildings

Other Material Considerations

National Planning Policy Framework (NPPF)

- Chapter 12 – Achieving well-designed places
- Chapter 16 – Conserving and Enhancing the Historic Environment

Planning (Listed Buildings and Conservation Areas) Act 1990

National Planning Practice Guidance (NPPG)

Places for Everyone

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.

Policy JP-P1 (Sustainable Places) aims to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy and varied places, each having the following key attributes that all development, wherever appropriate, should be distinctive, with a clear identity, visually stimulating, socially inclusive, resilient, adaptable, durable, resource efficient, safe, supported by critical infrastructure, functional and convenient, incorporating accessibility, legible easy to move around, well connected, comfortable and inviting, incorporating high quality and well managed green infrastructure and public realm, well served by local shops, services and amenities.

Policy JP-S1 (Sustainable Development) aims to help tackle climate change, development should aim to maximise its economic, social and environmental benefits simultaneously, minimise its adverse impacts, utilise sustainable construction techniques and actively seek opportunities to secure net gains across each of the different objectives. Preference will be given to using previously-developed (brownfield) land and vacant buildings to meet development needs. In bringing forward previously developed sites for development, particular attention will be paid to tackling land contamination and stability issues, ensuring that appropriate mitigation and remediation is implemented to enable sites to be brought back into use effectively.

Policy JP-P2 (Heritage) aims to proactively manage and work with partners to positively conserve, sustain and enhance its historic environment and heritage assets and their settings. Opportunities will be pursued to aid the promotion, enjoyment, understanding and interpretation of heritage assets, as a means of maximising wider public benefits and reinforcing Greater Manchester's distinct identity and sense of

place. The policy requires development proposals affecting a designated heritage asset (or an archaeological site of national importance) and a conservation area to conserve those elements which contribute to its significance including those identified in any conservation area appraisal as making a positive contribution to the area. Harm to such elements will only be permitted where this is clearly justified and outweighed by the public benefits of the proposal.

Issues

Impact on visual amenity

Considering the characteristics of the signage, combined with its clear relevance to the site and use of the commercial building, the proposed signage is not considered to harm the visual amenity of the host building or surrounding area. The design and scale of the proposed signage in relation to its location on the existing building is considered to be appropriate and raises no visual concern to the nearby listed buildings or adjacent conservation area.

The high-levelled sign will not be able to exceed a luminance level of 300cd/m².

The agent has confirmed that the existing concrete wall will be rubbed down and then painted in a white paint (Johnstones stormshield in brilliant white masonry paint), before the Renold sign and logo template is applied to the wall and roller panted in black (Black Zinsser allcoat exterior satin paint). To remove the black paint, two coats of the white paint used for the wall would be required. The LPA consider the method to install the painted signage to be acceptable and will be conditioned in line with their method statement provided via email.

The proposed signage is therefore considered to be well-designed and would have minimal detrimental impact on the street scene and visual amenity of the area and host building and are therefore in accordance with Core Strategy Policies SP1, CC9, EN1 and EN3, Saved Unitary Development Plan Policies DC15 and DC19, National Planning Practice Guidance and the National Planning Policy Framework.

Impact on public safety

The proposed high levelled sign (sixth floor) will be illuminated. The luminance level of the sign will be conditioned to be 300cd/m². Given the location of the signage there are no concerns to highway safety or residential amenity. The proposal therefore accords with Core Strategy Policy DM1 and the National Planning Policy Framework.

Conclusion

In light of the above, the proposal is considered to be acceptable in respect of both design and highway safety and is thus in accordance with Manchester Core Strategy Policies SP1, CC9, EN1, EN3 and DM1, Unitary Development Plan Policies DC15 and DC19, Places for Everyone Plan Policy JP-P2, Planning (Listed Buildings and Conservation Areas) Act 1990, the National Planning Policy Framework and National Planning Practice Guidance. The application is therefore recommended for approval.

Other Legislative Requirements

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 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

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:

- o PROPOSED NORTH ELEVATION, Ref: EXT-ST-00, (received 12/09/2024)
- o PROPOSED SOUTH ELEVATION, Ref: EXT-ST-01 (received 12/09/2024)
- o PROPOSED NORTH, WEST, EAST ELEVATIONS, Ref: EXT-ST-02b (received 12/09/2024)
- o PROPOSED SOUTH, WEST, EAST ELEVATIONS, Ref: EXT-ST-02b (received 12/09/2024)
- o PROPOSED GROUND FLOOR PLAN, Ref: S23380-RGF 01 (received 12/09/2024)
- o PROPOSED FIRST FLOOR PLAN, Ref: S23380-R1F 01 (received 12/09/2024)
- o PROPOSED 6TH FLOOR PLAN, Ref: S23380-R7F 01 (received 12/09/2024)
- o Paint method statement email (received 19/09/2024)

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 proposed paint installation and removal to the concrete wall shall be carried out in accordance with the information submitted to and approved by the City Council as Local Planning Authority within the email received 19/09/2024. The development shall proceed in accordance with the approved details.

Reason - To ensure that the appearance of the development is acceptable to the City Council as local planning authority in the interests of the visual amenity of the area within which the site is located, as specified in policies SP1 and DM1 of the Core Strategy for the City of Manchester.

4) The maximum luminance of signage shall not exceed 300 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, and E3.3 of the Unitary Development Plan for the City of Manchester.

Informatives

1) The applicant should be advised that any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements, including Section 50, will need discussion and agreement with the council's Highway Network Management teams via Email -

highwaylicences@manchester.gov.uk
highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Staff House Conference Centre, Sackville Street, Manchester, M1 3AL
Barnes Wallis Building, Altrincham Street, Manchester, M1 7JR
Flat H, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Paper Science Building, 79 Sackville Street, Manchester, M1 3NJ
Flat G, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Flat P, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Flat N, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Flat M, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Flat E, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Wardens Flat, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Pariser Building, 87 Sackville Street, Manchester, M1 3NJ
Flat L, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Flat O, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Flat J, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Flat K, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA
Flat F, Wright Robinson Hall, Altrincham Street, Manchester, M1 7JA

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL