

Planning

Growth & Development

Delegated officer report for planning application

Application no.	136416/AO/2023	
Date registered valid:	2 January 2024	
Proposal:	Erection of 1no. freestanding internally illuminated totem signs.	
Address:	Citylabs 1.0 , Citylabs Campus, Manchester, M13 9NQ	
Ward(s):	Ardwick	Ward
Applicant:	Bruntwood SciTech Ltd	
Agent (if any):	Mr Ollie Eyre Deloitte	
Case officer:	Max Tel: 0161 219 Email: maximillian.gibson@manchester.gov.uk	Gibson 6359
Recommendation:	Approve	
Date of recommendation:	21/02/2024	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 8 January 2024 Expired: 29 January 2024

Neighbour notifications

Printed: 8 January 2024 Expired: 29 January 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

The site relates to the Citylabs life science campus, specifically in the immediate vicinity of the Citylabs 1.0, to the rear of the building. The building itself is Grade II-listed with a modern extension, with its main elevation on Oxford Road. The building forms part of a group of listed buildings fronting onto Oxford Rd within the broader hospital site. This broader Manchester Joint Hospital site, located between Oxford Road and Upper Brook St, has been the subject of substantial remodelling over the past 7 years to allow for redevelopment to accommodate the Manchester Royal Infirmary, new children's hospital, expanded accident and emergency facilities, new maternity hospital and other specialist accommodation, along with improving access into and through the new eye hospital site, new car parking, and establishing a new Boulevard as a public open space, pedestrian corridor and vehicular and public transport spine.

Listed building: Not applicable

Conservation area: n/a

Tree Preservation Order: n/a

Description of area

The area relates to the Oxford Road corridor, a stretch of this Road leading southwards from the city centre, which is dominated by the University of Manchester, Manchester Metropolitan University and the hospital. The character of the area comprises several different uses in addition to educational and healthcare, including dining, drinking, retail, residential and ecclesiastical. The area does not fall within a conservation area.

Description of development

The development relates to the installation of 1no. digital totem sign to the rear of Citylabs 1.0, on the bend of The Boulevard before it joins Oxford Road.

Consultations & Notification Responses

Publicity - letters were sent to surrounding occupiers notifying them of the development. No representations have been received as a result of this publicity.

MCC Highways - no objections, condition controlling content and illuminance requested.

Environmental Health - no comment on the application

Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity, impact upon the adjacent Conservation Area and Public Safety. The main policies that relate to the assessment of the proposal are the Town and Country Planning (Control of Advertisements) Regulations 2007 and Core Strategy policies DM1 (Development Management), SP1 (Spatial Principles), EN3 (Heritage) and CC9 (Design and Heritage) the Saved Policies contained within the Unitary Development Plan for Manchester in particular DC14 (Shop fronts and Related Signs), DC15 (Advertisements, Hoardings and Posters) and DC19 (Listed Buildings) and the National Planning Policy Framework, in particular Section 12 (Achieving well-designed places) and Section 16 (Conserving and enhancing the historic environment).

Town and Country Planning (Control of Advertisements) Regulations 2007

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

Issues

The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. An assessment of the proposals under these criteria is outlined below.

Visual Amenity

The proposed digital advertisement totem, by virtue of its siting, illuminance and materiality, is not considered to be significantly detrimental to visual amenity. The totem would be located to the rear of the building on the corner of Nelson Street and the Boulevard. This location is off the adopted highway, inside the boundary of the campus and with a recess at the rear of the building, away from the edge of the footway.

The site for this totem is within the setting of the Grade II-listed building and would be read as a modern intervention, to the detriment of the building's character and appearance thereby leading to a small degree of less than substantial harm. However, on balance, the harm is considered acceptable by virtue of the less prominent location to the rear of the building, where the elevation is less significant. The siting within the campus, away from the adopted highway, ensures that the character of the building would not be overly diminished when viewed from any public vantage points, whilst providing a public benefit as it would aid wayfinding around the campus.

The totem would be of high-quality materiality, comprising a PPC aluminium body on a corten plinth. There would be an illuminated recess 400mm from the top of the totem. Lettering would either be fret cut, internally illuminated titles or applied matt vinyl directional content. The colour palette is restrained to black, white and the copper tone characteristic of Corten. Together with the low illuminance level of 200cd/m² stated by the applicant, this totem should not be overly obtrusive elements in the street scene.

The content of the screen would be limited to directional and informational content relating to Citylabs and its work. The limited nature of the content should help reduce the impression of advertisement clutter to a small degree. The nature of the content is supported pursuant to policy DC15.1 (c) as it relates properly and directly to the premises on which the totems would be situated.

Given the above, there are no visual amenity concerns that would warrant a refusal.

Public Safety

The totems would be set back from the public highway or within the Citylabs campus. The illuminance level would be controlled by condition to 300cd/m² during non-daylight and inclement weather, which is considered low enough to mitigate against driver distraction. No concerns regarding public safety have been raised by MCC Highways or Environmental Health. Given the above, it is considered that there are no public safety concerns that would warrant a refusal.

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

Article 35 Declaration

Not applicable

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 advertisement hereby approved shall be displayed in accordance with the following drawings and documents:

-Drawing - Proposed CITYLABS 1.0 CAMPUS MFT - 15734 SIGNAGE DETAILS received by the City Council, as Local Planning Authority, on 14/02/2024.

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to the Town and Country Planning (Control of Advertisements) Regulations 2007, Sections 12 and 16 of the National Planning Policy Framework, policies DM1, EN3, CC9 and SP1 of the Core Strategy (2012) and saved policies, DC15.1 and 15.2, and DC19.1 of the Unitary De

3) (a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.

(b) No individual advertisements shall be displayed for duration of less than 10 seconds.

(c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.

(d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.

- (e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.
- (f) The maximum luminance level of the advertisements displayed on the panel shall not exceed 300 cd/m² during non daylight hours / inclement weather

Reason - in the interests of amenity and public safety pursuant to policies DM1 and SP1 of the Manchester Core Strategy (2012)

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Diagnostic Suite, City Labs Old Building, Nelson Street, Ardwick, Manchester, M13 9NQ
Flat Above, The Oxford, 421 - 423 Oxford Road, Manchester, M13 9WG
Citylabs Old Building, Nelson Street, Ardwick, Manchester, M13 9NQ
The Lodge, Manchester Royal Infirmary, Oxford Road, Manchester, M13 9WL
Turing Tap, 421 - 423 Oxford Road, Manchester, M13 9WG

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) -
Area Team Boundary - Name: CENTRAL