MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	139683/AOH/2024
Date registered valid:	2 April 2024
Proposal:	Advertisement consent for the installation of individual letter building signage
Address:	Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
Ward(s):	Charlestown Ward
Applicant:	Mr Joe Williams P. Casey & Co
Agent (if any):	Jessica Ward Bernard Taylor Partnership Ltd
Case officer:	Katie Raw Tel: 0161 234 4164 Email: katie.raw@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	**24 May 2024**

Application details

Type of application: Advertisement Hoardings Consent

Development type: Advertisements

Date of site visit: 22 April 2024

Standard consultations:
Printed: 15 April 2024 Expired: 7 May 2024

Neighbour notifications
Printed: 15 April 2024 Expired: 7 May 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: No

Tree Preservation Order: No

Description of area

The application site relates to Clifford Lamb Court within the Charlestown ward of north Manchester. The application site relates to a high rise 12 storey development accessible from Hillingdon Drive and is characterised by an external wall insulation system- in an off-white colouration to the front and rear elevations and a yellow colouration to both gable elevations. The ground floor is clad in a brick slip system, the building benefits from balconies to the rear and gable elevations and solar panels are sited on the rear elevation of the building. Lettering displaying 'Clifford Lamb Court' is sited on the eastern gable elevation and the roof of the building is used as a telecommunications base station (see planning history for further details).

Description of development

This application seeks advertisement consent for the installation of individual letter building signage. This is required given the works that are proposed for the building in which the lettering will need to be removed and replaced in the same position (see details of the application currently pending consideration for further details: 139682/FO/2024).

The advertisement would show the lettering of the building names along the eastern elevation of the building. The lettering would run the height of approximately 3 storeys (as existing) and would read ‘Clifford Lamb Court’, as detached letters.

The lettering would have approximate dimensions of Height: 6.6 x Width: 0.57 x Depth: 0.15 metres. The lettering would have a maximum projection from the face of the building of 0.15 metres and any individual letter would have a height of 48cm.

The lettering would be in a grey/metal colouration.

All measurements and positioning would be the same as the existing circumstances on the building.

Planning applications currently pending consideration:

139682/FO/2024- Installation of external wall insulation following removal of existing and associated works.
Determination date 28 May 2024.

Planning History

129300/TEL/2021- Existing Telecommunications Base Station Clifford Lamb Court- Upgrade of an existing base station comprising the removal of 6 no antennas, together with the installation of 9 no. telecommunication antennas and 9 no antennas, together with internal works to the existing cabin together with ancillary development.
Approved 26 March 2021.

109628/JO/2015/N1- Variation of Condition no. 2 attached to planning permission 107948/FO/2015/N1 to allow the relocation of the photovoltaic panels previously approved from the eastern elevation to the southern elevation facing the car park.
Approved 14 October 2015.

107948/FO/2015/N1- Elevational alterations including installation of external wall insulation system, with render and brick finish, replacement windows, doors and balconies, alterations to entrance into building, including installation of anti climb metal work, and installation of photovoltaic panels to eastern elevation.
Approved 28 May 2015.

Further planning period exists prior to the current plan period of 2012.

Consultations & Notification Responses

Local Residents

Local residents were consulted and no responses were received.

Highway Services

Highway Services were consulted on the application and provided the following comments in relation to the signage:

Highways have no objections regarding the proposed works at Clifford Lamb Court. It is understood that the proposals would not have an impact on the approved pedestrian/vehicular access, parking, circulation or the external highway network, which is acceptable to Highways.

SIGNAGE
The proposed signage is not located on the adopted highway network. The proposed signage will not extend over the adopted highway, therefore, a projection over license will not be required. There is no proposed illumination of the proposed signage. The signage complies with headroom and carriageway clearance requirements.

The applicant should be advised that any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with MCC's Highway Network Management Teams via Email -highwaylicences@manchester.gov.uk
highwaynetworkmanagement@manchester.gov.uk

Issues

POLICY

The National Planning Policy Framework (December 2023)

The document sets out the Government's Planning Policies for England and how these are expected to be applied. At the heart of the Framework is a presumption in favour of sustainable development in terms, "For plan-making" and "For decision-taking", (paragraph 11).

Paragraph 8 - Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):
a) an economic objective
b) a social objective and
c) an environmental objective.

The following specific policies are considered to be particularly relevant to the proposed development:
i. Chapter 12. Achieving well-designed and beautiful places.

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:
(1)
(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 regulations state the factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

The Manchester Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012.

The Core Strategy is the key document in Manchester's Local Development Framework. It replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. Of relevance are:
Policy DM1 (Development Management),
Policy SP1 (Spatial Principles) and
Policy EN1 (Design Principles and Strategic Character Areas).

Unitary Development Plan Saved Policies

Large elements of the UDP have been superseded by the Core Strategy. The following saved policies are of relevance in the consideration of this application:

DC15 Advertisements, Hoardings and Posters
DC15.1 The Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In determining applications for free standing hoardings and wall mounted posters the Council will take account of the following matters in assessing these interests:
a. the general location of the proposed development and the effect on visual amenity;
b. the scope for posters and hoardings to make a positive contribution to the locality;
c. the design of the structures, and the relationship with any premises on which they are located;
d. the effect of the proposal on permanent redevelopment of the land;
e. public safety resulting from the positioning of the design of the display;
f. the ease with which the structure is capable of being satisfactorily maintained;
g. the use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;
h. the use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;
i. the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;
j. the number of advertisements in the locality and their cumulative effect on visual amenity.

DC15.2 In assessing the interests of amenity and safety the Council will take account of the following criteria:
a. developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
b. they should be in scale with the locality and relate properly to the site on which they stand;
c. they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
d. a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

DC15.3 Where, having regard to the preceding policies, the Council considers the proposed development to be acceptable in principle, conditions may be imposed in order to protect safety and amenity.

Places for Everyone (2022-2039)

Places for Everyone is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024.

The Plan and its policies are now a material planning consideration in the determination of planning applications. The Plan and its policies must therefore be given significant weight in the planning balance.

The following policies are relevant:
i.JP- S1- Sustainable development

ISSUES

According to the NPPF (Chapter 12) the main issues for consideration relate to the impact of the proposals on visual amenity and public safety.

Principle of Development

The development seeks advertisement consent for the installation of individual letter building signage. The application has been submitted given the accompanying FO application for the reclad of the building and therefore the existing signage would be removed for the duration of the reclad works and then replaced in the same position with the same lettering. As such, the principle of development is acceptable. The proposed signage would be viewed contextually with the building and would therefore be related to a context with a notable representation of advertising signage, by ensuring advertisement to the building is still possible after the implementation of works under the proposed FO application.

Visual Amenity

The advertisement would show the lettering of the building names along the east elevation of the building. The lettering would run the height of approximately 3 storeys (as existing) and would read ‘Clifford Lamb Court’, as detached letters.

The lettering would have approximate dimensions of Height: 6.6 x Width: 0.57 x Depth: 0.15 metres. The lettering would have a maximum projection from the face of the building of 0.15 metres and any individual letter would have a height of 48cm.

The signage would be visible from the neighbouring properties along Hillingdon Drive and properties to both sides of Charlestown Road. Views of the sign would also be possible from further east of the applicant site. As there is no level of proposed illumination (as is the same for the existing circumstances), the signage would not give rise to any adverse implications to the surrounding neighbours in terms of illumination. The letters to be installed would be those removed from the eastern gable as present. The lettering is considered to be appropriate in individual and cumulative size. Within the 12 storey building, the lettering is viewed as a well proportioned feature given the height of the building and would not give rise to architectural clutter to the surrounding residential setting.

The lettering would be in a grey/metal colouration and replace the existing. The use of metal lettering is considered appropriate to be read against the yellow external wall insulation system and mirrors the grey colouration of the proposed spandrel panels (see accompanying FO application for further details). As such, the materiality and colouration of the signage is therefore appropriate.

As such, the signs are considered to be sympathetic to the building and are considered acceptable in terms of size, amount, location and design of the signs, pursuant with part 2(a) of the Town and Country Planning (Control of Advertisements) Regulations 2007.

Public Safety

Each of the proposals comply with MCC recommendations, and Highway Services have confirmed that the siting of the proposed signage is acceptable, in highway and operational terms. No level of illumination is proposed within the plans and so a condition to restrict levels of illumination would not be required. Highway Services have requested a highways informative be attached to any approval granted to ensure safe working. As such, the proposal is considered pursuant with the Town and Country Planning (Control of Advertisements) Regulations 2007 part 2(b), related to public safety.

Conclusion

The proposed signage is considered suitably related to the streetscene and context, in terms of the advertisements' height and siting and are therefore considered to be commensurate with National Planning Policy Framework (NPPF), the Town and Country Planning (Control of Advertisements) Regulations 2007, saved policies DM1 and SP1 of the Manchester Core Strategy and saved policies DC15.1, DC15.2 and DC15.3 of the Unitary Development Plan for the City of Manchester.

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 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

Article 35 Declaration

N/A

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:

-Application Form, stamped as received by the City Council, as Local Planning Authority on 2 April 2024.
-Drawing- Proposed- 3D Views, numbered CL -BTP -00 -3D -DR - A -4321_142.B, stamped as received by the City Council, as Local Planning Authority on 2 April 2024.
-Drawing- Proposed- Elevation, numbered CL-BTP-00-E-DR-A-4321_140.B, stamped as received by the City Council, as Local Planning Authority on 2 April 2024.
-Drawing- Proposed- Elevation, numbered CL-BTP-00-E-DR-A-4321_141.B, stamped as received by the City Council, as Local Planning Authority on 2 April 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.

Informatives

1) The applicant should be advised that any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with MCC's Highway Network Management Teams via Email -highwaylicences@manchester.gov.uk
highwaynetworkmanagement@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services

31 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
57 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
55 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
53 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
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43 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
41 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
39 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
36 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
34 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
32 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
16 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
14 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
12 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
9 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
262 Charlestown Road, Manchester, M9 7DZ
24 Hillingdon Drive, Manchester, M9 7DA
2 Hillingdon Drive, Manchester, M9 7DA
3 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
2 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
8 Hillingdon Drive, Manchester, M9 7DA
6 Hillingdon Drive, Manchester, M9 7DA
4 Hillingdon Drive, Manchester, M9 7DA
22 Hillingdon Drive, Manchester, M9 7DA
20 Hillingdon Drive, Manchester, M9 7DA
18 Hillingdon Drive, Manchester, M9 7DA
1 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
16 Hillingdon Drive, Manchester, M9 7DA
14 Hillingdon Drive, Manchester, M9 7DA
12 Hillingdon Drive, Manchester, M9 7DA
10 Hillingdon Drive, Manchester, M9 7DA
264 Charlestown Road, Manchester, M9 7DZ
7 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
6 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
5 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
4 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
58 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB
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8 Clifford Lamb Court, Hillingdon Drive, Manchester, M9 7DB

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding - Not Affected
Coal Authority - Development High Risk - Name: DEVELOPMENT_HIGH_RISK_AREA
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
Historic Landfill Site 250m Buffer -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: NORTH AREA