MANCHESTER CITY COUNCIL

# Planning

## Growth & Development

## Delegated officer report for planning application

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| **Application no.** | 138276/AO/2023 |
| **Date registered valid:** | 9 October 2023 |
| **Proposal:** | Installation of painted advertisement mural and 2no non-illuminated steel plaque signs |
| **Address:** | 16 Blossom Street, Ancoats, Manchester, M4 5AW |
| **Ward(s):** | Ancoats & Beswick Ward |
| **Applicant:** | Mr Scott Newton |
| **Agent (if any):** | Mr Ralph Taylor Paul Butler Associates |
| **Case officer:** | Michael Pearson<br>Tel: 0161 219 2735<br>Email: michael.pearson@manchester.gov.uk |
| **Recommendation:** | Approve |

**Date of recommendation:** 22/11/2023

**Application details**

**Type of application:** Advertisement Consent

**Development type:** Advertisements

**Date of site visit:**

**Standard consultations:**
Printed: 17 October 2023 Expired: 7 November 2023

**Neighbour notifications**
Printed: 17 October 2023 Expired: 7 November 2023

**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 application relates to the rear elevation of no16 Blossom Street. Said building is a red brick four storey property that fronts out onto the junction where Henry Street intersects with Blossom Street. Its rear elevation features an access and rendered panel painted grey.

**Listed building:** Not applicable

**Conservation area:** Ancoats Conservation Area 1989

**Tree Preservation Order:** Not applicable.

**Description of area**

The neighbouring area forms that of the Ancoats Conservation Area. Ancoats is recognisable for its former mill buildings completed in red brick, with traditional warehouse windows. Blossom Street forms one of the principal entry points to the Ancoats Conservation Area, with it providing access to Cutting Room Square to the north. Gun Street is considered to be a secondary road that provides servicing space to the buildings that line Great Ancoats Street. Blossom Street has seen extensive redevelopment since the commencement of ongoing regeneration works within Ancoats, with the street's southern end being visually dominated by modern mixed use tower blocks at no11 and no13 Blossom Street and no57 Great Ancoats Street. Older more historic buildings are still present within the southern end of Ancoats in the form of no17 Blossom Street and no16 Blossom Street. Gun Street is then largely populated by modern buildings, with neighbouring uses comprising of a variety of residential flats (Class C3(a)) and commercial retail and office space (Class E). The materiality of both Gun Street and Blossom Street are varied, with red brick, grey brick and contemporary cladding being present within the street scene.

## Description of development

The application seeks consent for the installation of a painted mural and 2no non-illuminated steel plaque signs.

The proposed mural would have a height of 6.655m and a width of 12.72m. The designs would feature a company logo and name within the top lefthand corner, with the rest of the mural featuring an array of patterns and shapes displayed horizontally across it.

The 2no proposed plaques would be displayed to the east of the property's rear entrance. Both plaques would be completed in brushed steel with an external vinyl graphic applied over it, the plaques would then be secured via brass fixings. Said fixings would have a projection of 9mm leading the proposed plaques to stand proud of the host building's elevation. The first plaque would have a height and width of 0.41m, the sign would then display the wording "ada, National College for Digital Skills", and also feature 2no patterned squares. The second plaque would then have a height of 0.125m and a width of 0.41m, the sign would then display the wording "Greater Manchester Institute of Technology".

## Planning History

137419/FO/2023 - Provision of access ramp, hard and soft landscaping, bin and bike storage and associated works – Application pending consideration.

105355/JO/2014/N1 - Variation of condition 5 attached to previously approved application 104439/FO/2013/N1 to allow a variation in the approved hours of operation to 7.30 to 21.00 Monday to Friday and 10.00 to 17.00 on Saturdays – Approved May 2014.

106852/JO/2014/N1 - Application to vary condition 2 (specified plans) and remove condition 7 (gas membrane) attached to previously approved application 104439/FO/2013/N1 to allow for variation to previously approved entrance extension and canopy – Approved November 2014.

104439/FO/2013/N1 - Change of use from Use Class B8 to Use Class D1 (education and training) with ancillary offices (Use Class B1) together with associated works including extension to south west corner of building to create new student entrance and elevational alterations to include new vehicle loading bay and windows – Approved February 2014.

## Consultations & Notification Responses

Environmental Health – No objection.

Highways – No objection subject to an informative relating to highway hoarding.

Publicity – None 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 – Conservation Areas

**Other Material Considerations**

National Planning Policy Framework (NPPF)

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

National Planning Practice Guidance (NPPG)

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. Once the Places for Everyone Plan is adopted it will form part of Manchester's development plan.

To date, five consultations have taken place in relation on the Plan. The Examination of Plan, following its submission in February 2022, began in November 2022. Following the completion of the Examination of the Plan, main modifications have now been proposed which will now become the subject of further public consultation.

The City Council's Executive agreed the Main Modification on 4 October 2023 and endorsed an 8 week period of public consultation on the Main Modifications commencing no earlier than 9 October 2023.

Any representations will be forwarded to the Examination team managing the Plan. The Inspectors will consider all representations on the proposed Modifications before finalising the examination report.

Given the stage the Plan has reached, and level of public consultation and scrutiny it has received, the Plan and its policies is 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. Relevant policies to the proposal are show below:

- Policy JP-P2 – Heritage

**Issues**

Visual Amenity

The proposed advertisements would be installed on a prominent elevation within the Ancoats Conservation Area. Existing advertisements consist of projecting signs and vinyl advertisements set behind glass. It is acknowledged that a mural has previously been present on site for a number of years, albeit featuring a different design.

The proposed painted mural with regard to its materiality and design is considered to be sensitive to that of the neighbouring area. The use of paint, and the minimalistic colour pallet proposed is considered would allow the mural to sit comfortably within the street scene, without it appearing overly ornate, complex or garish. The proposed steel plaques with external vinyl would be set back from street and to the side of the property's entrance, it's small scale nature and inconspicuous positioning would lead to said signs having a negligible impact on the street scene, with uninterrupted views of the sign likely to only be possible from Gun Street.

Taking the above into account it is considered that the proposed development would have an acceptable impact on visual amenity in accordance with Core Strategy Policies CC9, EN1, EN3 and DM1, Save Unitary Development Plan Policies DC15 and DC18, Places for Everyone Plan Policy JP-P2, the National Planning Policy Framework and National Planning Practice Guidance.

Highway Safety

The application proposes 3no non-illuminated advertisements that would be situated on private land and would not overhang the public highway. Highways do not object to the proposal subject to an informative relaying information regarding highway hoarding should the development necessitate it. Subject to the attachment of such an informative in the event of an approval, it is considered the proposal is acceptable in this regard and therefore accords with Core Strategy Policies SP1 and DM1, Saved Unitary Development Plan Policy DC15, the National Planning Policy Framework and National Planning Practice Guidance.

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 DC18, Places for Everyone Plan Policy JP-P2, 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 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 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:

- Location Plan (Received 09/10/2023)
- Ground Floor Entrance - Gun Street Elevation Signage Proposal (Received 09/10/2023)
- Agreed Design - Signage Proposal Detail (Received 09/10/2023)
- Plaque Sign Elevations & Section (Prepared by Impact Signs; Received 09/10/2023)

Reason - 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.

**Informatives**

1) Any requirements for licensing, hoarding / scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Network Management teams via Email at highwaylicences@manchester.gov.uk or highwaynetworkmanagement@manchester.gov.uk

**Appendix 1 – List of consultees & neighbours notified**

Highway Services
Environmental Health

Flat 7, 13 Blossom Street, Manchester, M4 5AF
Flat 33, 13 Blossom Street, Manchester, M4 5AF
Flat 17, 13 Blossom Street, Manchester, M4 5AF
Flat 41, 13 Blossom Street, Manchester, M4 5AF
Flat 21, 13 Blossom Street, Manchester, M4 5AF
Flat 35, 13 Blossom Street, Manchester, M4 5AF
Flat 4, 13 Blossom Street, Manchester, M4 5AF
Flat 6, 13 Blossom Street, Manchester, M4 5AF
1 Cotton House, 21 Blossom Street, Manchester, M4 5EP
11 Cotton House, 21 Blossom Street, Manchester, M4 5EP
16 Cotton House, 21 Blossom Street, Manchester, M4 5EP
Apartment 403, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 505, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Flat 1, 13 Blossom Street, Manchester, M4 5AF
Flat 27, 13 Blossom Street, Manchester, M4 5AF
50 Henry Street, Manchester, M4 5DD
Flat 47, 13 Blossom Street, Manchester, M4 5AF
Flat 30, 13 Blossom Street, Manchester, M4 5AF
6 Cotton House, 21 Blossom Street, Manchester, M4 5EP
13 Cotton House, 21 Blossom Street, Manchester, M4 5EP
15 Cotton House, 21 Blossom Street, Manchester, M4 5EP
Apartment 406, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 409, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 501, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 413, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 506, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Flat 23, 13 Blossom Street, Manchester, M4 5AF
Flat 31, 13 Blossom Street, Manchester, M4 5AF
Flat 26, 13 Blossom Street, Manchester, M4 5AF
Flat 20, 13 Blossom Street, Manchester, M4 5AF
Flat 18, 13 Blossom Street, Manchester, M4 5AF
Flat 43, 13 Blossom Street, Manchester, M4 5AF
14 Cotton House, 21 Blossom Street, Manchester, M4 5EP
3 Cotton House, 21 Blossom Street, Manchester, M4 5EP
8 Cotton House, 21 Blossom Street, Manchester, M4 5EP
Apartment 404, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 407, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 405, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Flat 38, 13 Blossom Street, Manchester, M4 5AF
Flat 3, 13 Blossom Street, Manchester, M4 5AF
Flat 44, 13 Blossom Street, Manchester, M4 5AF
Flat 9, 13 Blossom Street, Manchester, M4 5AF
Flat 36, 13 Blossom Street, Manchester, M4 5AF
52 Henry Street, Manchester, M4 5DD
Flat 14, 13 Blossom Street, Manchester, M4 5AF
Flat 50, 13 Blossom Street, Manchester, M4 5AF
Flat 12, 13 Blossom Street, Manchester, M4 5AF
Flat 8, 13 Blossom Street, Manchester, M4 5AF
Flat 15, 13 Blossom Street, Manchester, M4 5AF

Squid Ink, 63 Great Ancoats Street, Manchester, M4 5AB
9 Cotton House, 21 Blossom Street, Manchester, M4 5EP
4 Cotton House, 21 Blossom Street, Manchester, M4 5EP
2 Cotton House, 21 Blossom Street, Manchester, M4 5EP
9 Cotton Street, Manchester, M4 5BF
Apartment 408, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 415, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 410, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Flat 48, 13 Blossom Street, Manchester, M4 5AF
Flat 22, 13 Blossom Street, Manchester, M4 5AF
Flat 34, 13 Blossom Street, Manchester, M4 5AF
Flat 40, 13 Blossom Street, Manchester, M4 5AF
48 Henry Street, Manchester, M4 5DD
Flat 39, 13 Blossom Street, Manchester, M4 5AF
Flat 11, 13 Blossom Street, Manchester, M4 5AF
23 Blossom Street, Manchester, M4 5EP
22 Cotton House, 21 Blossom Street, Manchester, M4 5EP
Apartment 504, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 401, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Flat 32, 13 Blossom Street, Manchester, M4 5AF
Flat 29, 13 Blossom Street, Manchester, M4 5AF
Flat 5, 13 Blossom Street, Manchester, M4 5AF
Flat 28, 13 Blossom Street, Manchester, M4 5AF
Flat 46, 13 Blossom Street, Manchester, M4 5AF
Flat 19, 13 Blossom Street, Manchester, M4 5AF
21 Cotton House, 21 Blossom Street, Manchester, M4 5EP
18 Cotton House, 21 Blossom Street, Manchester, M4 5EP
5 Cotton House, 21 Blossom Street, Manchester, M4 5EP
7 Cotton House, 21 Blossom Street, Manchester, M4 5EP
12 Cotton House, 21 Blossom Street, Manchester, M4 5EP
Apartment 503, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 412, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Flat 42, 13 Blossom Street, Manchester, M4 5AF
Flat 13, 13 Blossom Street, Manchester, M4 5AF
Flat 49, 13 Blossom Street, Manchester, M4 5AF
Flat 24, 13 Blossom Street, Manchester, M4 5AF
Flat 16, 13 Blossom Street, Manchester, M4 5AF
10 Cotton House, 21 Blossom Street, Manchester, M4 5EP
20 Cotton House, 21 Blossom Street, Manchester, M4 5EP
19 Cotton House, 21 Blossom Street, Manchester, M4 5EP
Apartment 502, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 416, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 411, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Flat 37, 13 Blossom Street, Manchester, M4 5AF
Flat 52, 13 Blossom Street, Manchester, M4 5AF
Flat 45, 13 Blossom Street, Manchester, M4 5AF
13A Blossom Street, Manchester, M4 5AF
Flat 10, 13 Blossom Street, Manchester, M4 5AF
Flat 2, 13 Blossom Street, Manchester, M4 5AF
Flat 51, 13 Blossom Street, Manchester, M4 5AF
Flat 25, 13 Blossom Street, Manchester, M4 5AF
16 Blossom Street, Manchester, M4 5AW
11 Cotton Street, Manchester, M4 5BF
19 Blossom Street, Manchester, M4 5EP

17 Blossom Street, Manchester, M4 5EP
17 Cotton House, 21 Blossom Street, Manchester, M4 5EP
Apartment 402, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH
Apartment 414, Fairbairn Building, 55 Henry Street, Manchester, M4 5DH

**Appendix 2 – Planning constraints**

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
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
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Ancoats Conservation Area 1989
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL