

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135681/AO/2022

Date registered valid: 22 December 2022

Proposal: Installation of illuminated fascia signage to all elevations of the proposed building, together with a non illuminated banner sign

Address: Land Off Ambrose Street, Manchester, M12 5DD

Ward(s): Gorton & Abbey Hey Ward

Applicant: Mr Marc Studholme, Storage World

Agent (if any): Mr Thomas O' Kane, P4 Planning Limited

Case officer: Sue Wills
Tel: 0161 234 4524
Email: sue.wills@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 24.10.2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Standard consultations:

Printed: 2 June 2023 Expired: 16 June 2023

Neighbour notifications

Printed: 2 June 2023 Expired: 16 June 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 site is currently occupied by a large double height warehouse unit which is proposed to be demolished, with the site subsequently proposed to be redeveloped with a five storey self-storage facility (Class B8) together with associated parking, circulation space and stores, landscaping, boundary treatment and roof mounted photovoltaic panels (planning application ref: 135680), which is currently under consideration.

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The site is located at the junction of Ambrose Street and Pottery Lane . The site is bounded by a rail line to the north with two colleges beyond the railway, warehousing and industrial uses to the south, west and east, and residential properties further to the south at the junction of Gorton Lane and Pottery Lane.

Description of development

Consent is sought for 5no. halo LED illuminated built up fascia signs and 1no. material style banner sign .

The details of the proposed signage is set out below.

- 1) Fascia sign 9 m(l) x 6.271m (h) x 0.1m (d) set 7.36m above ground level (lettering size 1.64m)
1no. set of built up Halo LED illuminated acrylic sprayed letters with 100mm returns

Opal / clear acrylic back trays on locators 300cd/m²
Located on the western elevation facing onto Pottery Lane .

- 2) Fascia sign 17 m(l) x 1.99m (h) x 0.1m (d) set 14m above ground level (lettering size 1.99m)
3no. set of built up Halo LED illuminated acrylic sprayed letters with 100mm returns
Opal / clear acrylic back trays on locators 300cd/m².
Display includes the Storage World logo.
One of these signs would be located on the north elevation facing the rail line, one on the southern elevation facing Ambrose Street, and the other on the eastern elevation .
- 3) Fascia sign 19 m(l) x 0.802m (h) x 0.1m (d) set 7.36m above ground level (lettering size 0.88m)
1 no. set of built up Halo LED illuminated acrylic sprayed letters with 100mm returns
Opal / clear acrylic back trays on locators 300cd/m²
This sign would be located on the western elevation facing Pottery Lane, and has 'Self storage and workspace' along one line.
- 4) Digitally printed material signage 9m(l) x 6m (h) x 0.1m (d) set 2.8m above ground level (non illuminated) . This signage would be located on the southern elevation of the proposed building. The planning agent has indicated that this signage would be temporary and rotated , and with the image in the signage schedule being an example of what the sign would look like, but acknowledging that the image displayed would change .

Consultations & Notification Responses

Local businesses/adjoining occupiers - No comments received.

Highways Services – 17.01.2023 - The proposed fascia signs located to the building's north, west and eastern elevations are located within the curtilage of the site and do not project over the adopted highway. The proposed fascia and banner signs to the building's southern elevation fronts on to Ambrose Street but do not extend greater than 350mm over the adopted highway. As such, a Projection Over License will not be required.

Headroom clearance above the Ambrose Street footway is in excess of the 2300mm requirement. Although signage across the remaining elevations is within the curtilage of the site, adequate headroom clearance is provided for any pedestrian movement associated with the proposed building.

Signage fronting Ambrose Street is set in excess of the 450mm minimum from the edge of the carriageway. The location of the signage is not considered to generate any adverse impact for vehicles travelling along the adjacent highways.

The luminance of the proposed fascia signage is noted as 300 cd/m² and is therefore below the 600cd/m² maximum stated by the Institute of Lighting Engineers and as such is considered acceptable by Highways.

Network Rail - 10.01.2023 - requests that the signage has any illumination facing away from the direction of the railway to ensure that the illumination does not impact train driver's ability to perceive signals.

Further comments 01.08.2023 – seek a drawing of the building facing the railway with illuminated signage shown, due to a potential of the external lighting overpowering the signal, which is within close proximity to the proposed location of the lights.

Further comments 21.08.2023 – concerns raised that there would be a serious risk of the sign causing a read across risk and proving to be a distraction to drivers due to the sign being positioned off to the right of the signal. The signal in question is AS892 and it is currently a filament style signal.

Further comments 24.10.2023 - following a review of the Ambrose Street documents, they have no concerns regarding this project affecting signal sighting now that the plans regarding lighting have been amended.

Environmental Health 31.02.2023 – request a condition in relation to the illumination of the signage

Policy

National Planning Policy Framework - This Framework came into effect on 27th March 2012 and was amended and updated in July 2021, and September 2023. It sets out the government's planning policies for England and how these are expected to be applied. It defines the government's requirements for the planning system 'only to the extent that it is relevant, proportionate and necessary to do so'. It provides a mechanism through which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities'.

The Framework re-iterates that planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The statutory status of the development plan remains as the starting point for decision making. However, paragraph 11 states that 'at the heart of the Framework is a presumption in favour of sustainable development' and, in 'decision-taking', this means that development proposals should accord with the development plan should be approved without delay unless: any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole or specific policies in this Framework indicate development should be restricted.

National Policy Framework has been related to the proposed development, with particular emphasis given to the following:

Core planning principles - Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan making and decision-taking with the following specific policies being particularly relevant to the proposed development:

Chapter 12 Achieving well-designed places

Chapter 12 'Achieving Well Designed Places' states that 'the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities. Being clear about design expectations, and how these will be tested, is essential for achieving this (paragraph 126). It further states that 'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions' (paragraph 134).

With regard to advertisement signage paragraph 136 states that 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.

On balance . it is considered that the proposed signage would be appropriate in terms of the proposed scale , and the context of the proposed building , and would not be visually intrusive in the streetscene , thereby according with the aspirations set out in Chapter 12.

Town and Country Planning (Control of Advertisements) Regulations 2007 - States that:

- (1) 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.

It is considered that the illuminated signage relates satisfactorily to the regulations.

Planning Practice Guidance- On March 2014 the Department for Communities and Local Government (DCLG) launches this planning practice guidance web-based resource. The PPG seeks to both simplify and clarify planning guidance easier and simpler. It is intended to be read in conjunction with the National Planning Policy Framework (NPPF) and is relevant to key planning issues of significance to applicants and local authorities . In considering this application consideration has been given to the following aspects of the PPG:

Advertisements – This section specifically refers to , among other things,

- i. Considerations affect public safety.
- ii. Considerations affecting amenity.

In this case it is considered that the display of signage would not be detrimental to highway safety and /or the amenity of the locality and thereby be appropriately related to the relevant aspects of the PPG

Places for Everyone Plan

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 to the Plan. The Examination of the 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 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.

Manchester's Local Development Framework: Core Strategy

The Core Strategy Development Plan Document 2012 -2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy 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.

A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.

Policy SP1 (Spatial Principles) identifies the City Council's Core Development Principles and states that development in all parts of the City should:-

Make a positive contribution to neighbourhoods of choice including:-

- Creating well designed places that enhance or create character
- Making a positive contribution to the health, safety and wellbeing of residents
- Considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income.
- Protect and enhance the built and natural environment

Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible.

Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

It is not considered that the appearance and specification of the illuminated signage would unduly impact upon the character or composition of the proposed building. The number of signs is proportionate to the scale of the proposed building and are appropriately positioned , and satisfactory related to the surrounding context . Policy SP1 would thereby be accorded with .

Policy EN1 relates to Design Principles and Strategic Character Areas. It states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes.

It is not considered that the signage departs from the character of the proposed building, or would be visually obtrusive and the level of illumination would be managed by conditions.

Policy DM 1 states that all development should have regard to the following specific issues for which more detailed

guidance may be given within a supplementary planning document:-

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.
- Effects on amenity, including privacy, light, noise, vibration, air quality and road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.
- Design for health.
- Adequacy of internal accommodation and external amenity space.
- Refuse storage and collection.
- Vehicular access and car parking.
- Effects relating to biodiversity, landscape, archaeological or built heritage.
- Green Infrastructure including open space, both public and private.
- Flood risk and drainage.
- Existing or proposed hazardous installation.

For the reason set out above, it is considered that the proposed signage would be satisfactorily related to policy DM1, as it would not harmfully affect the character of the site or commercial uses in the vicinity of the site.

Unitary Development Plan - saved policies

Saved Policy E3.3 (Environmental Improvement and Protection) is relevant as the application site is situated on a main radial route. Policy E3.3 confirms the council will upgrade the appearance of the city's major radial and orbital roads and rail routes.

This policy is relevant given views of the site from Pottery Lane, which is a major arterial route. It is considered that proposal would not adversely affect Pottery Lane due to the distance from the site boundary.

Policy DC14 – Shopfronts and related signs

Policy DC14.1 States 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. Policy DC14.5 States that 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:

A. In the interests of amenity,

- 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;
- B. In the interests of public safety,
- h. any sign which is detrimental to the safety of pedestrians or motorists will be refused.

It is considered that the illuminated signage has a limited visual impact and thereby accords with policy DC14.1 with regard to amenity . Furthermore, there are no apparent public safety issues associated with the display of the signage as its positioning would accord with policy DC14.5

Issues

Principle

The proposed signage has been appropriately related to the proposed self storage building . The signage is related to the use of the proposed use of the premises and is acceptable in principle.

Height and positioning

As stated the proposed signage would be appropriately related to the proposed use of the proposed building. Sufficient clearance above ground is proposed , thereby ensuring that there would be no impact on pedestrian movement . The height and positioning of the proposed signage is considered to be appropriate in this location.

Lighting

Confirmation from the planning agent has been received confirming the use of Halo signage lighting which is limited to around the letters/sign and is in white (unlike internally illuminated façade signage, which they acknowledge could cause confusion for train drivers if the sign/letter is illuminated in yellow next to a railway line). The applicant also proposes a restriction in luminance to 300 cd/m as set out in the application form, and it is recommended that this aspect of the scheme is conditioned.

Public Safety

The proposed advertisements are not considered to give rise to public safety concerns. The location of the signs together with the proposed levels of illumination are not considered to cause a distraction to road users or pedestrians , pursuant to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, The National Planning Policy Framework ; Core Strategy policy DM1.

Highways Issues

The positioning of the proposed signage would not affect pedestrian or vehicular visibility . It is not considered that the proposed development would affect the function of the external operation of the site. It is therefore considered that the proposed signage would be consistent with Core Strategy policies DM1 and SP1 and saved UDP policies E3.3, and DC14.5.

Residential amenity

The proposed building would be located within a mixed commercial area , with residential properties some distance to the south at the Gorton Lane junction with Pottery Lane. In order to reduce light pollution locally, it is proposed to attach a condition to require that the maximum luminance level of the illuminated signage to be displayed shall not exceed 300cd./m2 in accordance with the submitted details.

Subject to the proposed condition to control illumination levels, it is considered that the proposed design and illumination would not give rise to significance impact to residential and visual amenity .

Conclusion – It is considered that the proposed signage would be proportionate and appropriately related to the proposed building upon which it would be located and the wide locality.

The proposed signage , subject to illumination controls secured by condition , would not adversely impact on the visual amenity of the area. The advertisement signage would be appropriately and satisfactorily related to policies EN1 (Design Principles and Strategic Character Areas), DM1 (Development Management) and SP1 (Spatial Principles) in the Manchester Core Strategy, saved UDP policies E3.3 (Environmental Improvement and Protection) , and DC141 and 14.5 (Shopfronts and related signs) and the National Planning Policy Framework.

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

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1. The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2.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.

3. The development hereby approved shall be carried out in accordance with the following drawings and documents:

Location plan ref: MH1313-00 rev.A received 6th December 2022

Agent email regarding the proposed Halo illumination received 12th April 2023

Signage visual showing the halo illuminated letters during the day and night ref: 37968-3

Signage visual showing the halo illuminated letters during the day and night ref: 37968-4

Proposed site plan ref : MH1314-SK104 received 21st August 2023

Proposed elevations plan ref: MH1314-09 rev.D received 7th September 2023

Drawing no. 37968 – 2A pack received 6th October 2023

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Manchester Core Strategy (2012) .

4. The maximum luminance level of the illuminated signage to be displayed shall not exceed 300 cd/m².

Reason - In the interests of amenity and railway safety , pursuant to policy DM1 of the Manchester Core Strategy (2012).

Appendix 1 – List of consultees & neighbours notified

Network Rail
Environmental Health
Highway Services
Highway Services
Environmental Health
Network Rail

Units 1 To 2, Ambrose Street, Manchester, M12 5DD
Unit 8, Ambrose Street, Manchester, M12 5DD
Unit 7, Ambrose Street, Manchester, M12 5DD
Unit 6, Ambrose Street, Manchester, M12 5DD
Unit 5, Ambrose Street, Manchester, M12 5DD
Unit 4, Ambrose Street, Manchester, M12 5DD
Unit 3, Ambrose Street, Manchester, M12 5DD
2 Ambrose Street, Manchester, M12 5DD

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 Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface
Flood Zones Type 2 (low to medium risk) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (More) -
Area Team Boundary - Name: NORTH AREA