

Planning

Growth & Development

Delegated officer report for planning application

Application no.	137158/AO/2023	
Date registered valid:	2 June 2023	
Proposal:	Erection of illuminated fascia signs, erection of illuminated advertisements on the hoardings to the Hathersage Road.	
Address:	City Labs 4.0 Hathersage Road 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:	20/09/2023	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 7 June 2023 Expired: 28 June 2023

Neighbour notifications

Printed: 7 June 2023 Expired: 28 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

Listed building: Grade II

Conservation area:

Tree Preservation Order:

Description of area

The area relates to Victoria Park, a suburban area lying between Longsight and Rusholme, just south of Manchester's City Centre. The character of the area comprises many different uses, including residential, student accommodation, commercial, medical, cultural and educational. The Manchester Royal Infirmary dominates the North side of Hathersage Road where the site is located. The area is not within a conservation area.

The site relates to a surface carpark serving the hospital on the south side of Hathersage Road. The site is surrounded by residential development, including student halls of residence to the west. Across the road sits Ronald McDonald House, with City Labs 2.0 just slightly further west.

Description of development

The development relates to rooftop signage and fascia signage for the as-yet-unbuilt City Labs 4.0 on Hathersage Road along with the installation of advertisements on the hoarding that will surround the building site.

The fascia signs would be monochrome, internally illuminated text. It will be constructed from an aluminium frame with a face made of opal acrylic. Illumination will be controlled to the hours of darkness. The sign above the door will be mounted on a rail, whilst the rooftop signs will be affixed to the rooftop plant screen.

The hoarding adverts will be vinyl mounted to the hoarding, with LEDs built into a light box to illuminate the City Labs logo. The lighting will be static and limited to 200cd/m2.

Consultations & Notification Responses

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

Highways - no objections, note Highways Licencing Team raised no concerns, fascia signs compliant with MCC recommendations

Environmental Health - no objections, condition suggested re: digital advertising screen - redundant now removed from

Issues

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon visual amenity 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) and SP1 (Spatial Principles), 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 the National Planning Policy Framework, in particular Section 12 (Achieving well-designed 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—

(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 this criteria is outlined below.

Visual amenity

Four permanent signs mounted on the building

The proposed fascia and rooftop signs will be installed on the City Labs 4.0 building which has not yet been constructed. Advertisement consent was granted for signs in the same positions in 2019 under app. ref. 125593/AO/2019. The signage proposed under this current application is therefore a revision of the designs that have already been granted consent.

The major difference between the previously approved signage and the proposed signage is the omission of the coloured logo on the new designs. The newly proposed signage will consist only of white, internally illuminated lettering. The new lettering will also be in block capitals and have a thicker profile in comparison to the approved signage.

It is considered that the alterations in the design signage will not have a significant impact on visual amenity. There will be a reduction in visual interest owing to the monochromatic colour palette that will result from the removal of the coloured logo. However, this is not considered significant enough to warrant a refusal.

The signage, by virtue of its siting, will not be in the setting of any designated heritage assets and so there would be no heritage impact created by the installation of the signage.

Given the above, the proposed building mounted signs are considered to be acceptable on visual amenity grounds.

Hoarding

The proposed hoarding advertisement would consist of a static advert mounted to the hoardings which will screen the building site from the road. The design consists of coloured type and visuals on a black background. The City Labs 4.0 logo will be a built-out lightbox illuminated by LEDs.

The installation of a hoarding is necessary on public safety grounds to preclude entrance to the building site by the public. The proposed design would provide greater visual interest than a blank hoarding. Whilst the illumination of the logo on the hoarding will make it more strident at nighttime, the illuminance will be controlled to the low level of 200 cd/m² by condition so as to protect the amenity of surrounding occupiers. Furthermore, there are no residential buildings directly opposite the site across Hathersage Road on to which the hoarding will face.

Furthermore, it would be temporary, only in situ for the duration of the development. Therefore, there will be no long-term impact on the visual amenity of the surrounding area. Given the above, the hoarding advertisements are considered acceptable on visual amenity grounds.

Public safety

Highways and Environmental Health were consulted about the proposals. No concerns were raised regarding the siting or illumination levels of the fascia and roof signs with regards to public safety.

Highways Services Licensing were consulted by the applicant prior to the submission of the application regarding the hoarding and Highways have stated no concerns were raised about the hoarding. This is confirmed by an email trail submitted to the City Council by the applicant (Correspondence HIGHWAYS EMAIL received by the City Council, as Local Planning Authority, on 02/06/2023). The advertisement panels subject to this approval were not considered to pose any risk to pedestrians or drivers. Likewise, the placement and illuminance levels of the lighting on the hoarding was accepted by Highways. No projecting over licence is required.

Therefore, it is considered that no risk to public safety is posed by the proposed signage.

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

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:

- Drawing - Proposed 6312-SRA-00-00-DR-A-70100 P03 ENTRANCE SIGNAGE
- Drawing - Proposed 6312-SRA-00-R1-DR-A-70101 P04 BUILDING SIGNAGE
- Drawing - Proposed 6312-SRA-XX-XX-DR-A-20200 P08 NORTH ELEVATION
- Drawing - Proposed 6312-SRA-XX-XX-DR-A-20201 P06 EAST ELEVATION
- Drawing - Proposed 6312-SRA-XX-XX-DR-A-20202 P08 SOUTH ELEVATION
- Drawing - Proposed 6312-SRA-XX-XX-DR-A-20203 P06 WEST ELEVATION
- Design & Access Statement APPROVED D&A P47
- Design & Access Statement REVISED D&A P47

received by the City Council, as Local Planning Authority, on 02/06/2023

- Supporting Information CITYLABS 4.0 PROPOSED FOOTPATH CLOSURE
- Supporting Information DESIGN DOCUMENT

received by the City Council, as Local Planning Authority, on 18/09/2023

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies EN3, CC9, SP1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5, Development Plan for the City of Manchester and Sections 12 and 16 of the revised National Planning Policy Framework (2019).

3) The maximum illuminance level of the fascia signage shall not exceed 400 cd/m².

Reason - To safeguard the amenities of the occupiers of nearby properties.

4) The maximum illuminance level of the fascia signage shall not exceed 200 cd/m².

Reason - To safeguard the amenities of the occupiers of nearby properties.

5) a) The express advertisement consent hereby granted for the erection of illuminated advertisements on the hoardings is limited to a temporary period until 10/04/2025.

b) On the date of the expiry of the express consent period on 10/04/2025 or on the date of completion of the relevant works; if that is earlier; the advertisement hoardings and all associated development shall be removed, any use of the land/building authorised by this consent shall be discontinued, and the land/building shall be reinstated.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisement hoardings at the site on the expiry of the period of express consent, having regard to visual amenity and changing circumstances in the locality in order to comply with policies DM1, EN1, CC10, T1 and SP1 of the Adopted Core Strategy for the City of Manchester DC15.1 and 15.2 of the Unitary Development Plan for Manchester

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Bus Shelters Junction Nelson Street, Oxford Road, Manchester, M13 9ZZ
Diagnostic Suite, City Labs Old Building, Nelson Street, Ardwick, Manchester, M13 9NQ
Citylabs New Building, Nelson Street, Ardwick, Manchester, M13 9NQ
Ko4, Manchester Royal Infirmary, Oxford Road, Manchester, M13 9WL
K20, Manchester Royal Infirmary, Oxford Road, Manchester, M13 9WL
W H Smith, Phase 2 Mri, Oxford Road, Manchester, M13 9WL
Phase 2 Mri, Oxford Road, Manchester, M13 9WL
K26, Manchester Royal Infirmary, Oxford Road, Manchester, M13 9WL
The Lodge, Manchester Royal Infirmary, Oxford Road, Manchester, M13 9WL
Unit 5, Manchester Royal Infirmary, Oxford Road, Manchester, M13 9WL
Manchester Royal Infirmary, Oxford Road, Manchester, M13 9WL

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
Area Team Boundary - Name: CENTRAL