

Planning

Growth & Development

Delegated officer report for planning application

Application no. 136561/AO/2023

Date registered valid: 23 March 2023

Proposal: Installation of replacement signs to include, 1 x double sided illuminated roundel to existing totem sign, 2 x illuminated amenity strips to existing totem sign. 2 x halo illuminated roundels, 3 x set of individual illuminated letters and logo, 5 x externally illuminated flexi face signs, 287m of white LED strip light

Address: Grosvenor G Casino Manchester, 2 Ramsgate Street, Manchester, M8 9SG

Ward(s): Cheetham Ward

Applicant: Mr Morton Grosvenor

Agent (if any): Mrs Gillian Shepley, Ashleigh Signs

Case officer: Janine Renshaw-Livesey
Tel: 0161 234 4555
Email: janine.renshaw-livesey@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 30 May 2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 3 May 2023

Standard consultations:

Printed: 11 April 2023 Expired: 2 May 2023

Neighbour notifications

Printed: 11 April 2023 Expired: 2 May 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: Not applicable

Conservation area: No

Tree Preservation Order: No

This application relates to Grosvenor Casino, which is bounded by Bury New Road and Ramsgate Street, Cheetham. The Casino is situated within an area of predominantly commercial uses, along a main arterial route.

Advertisement Consent is sought for the installation of one set of new internally illuminated lettering signage, to replace one set of existing internally illuminated lettering signage, to the Bury New Road frontage of the casino building, Broughton Lane and Ramsgate Street.

There are a number of lettering signs sited upon the casino building.

Advertisement Consent is sought for the installation of the installation of replacement signs to include 1 x double sided illuminated roundel to existing totem sign, 2 x illuminated amenity strips to existing totem sign. 2 x halo illuminated roundels, 3 x set of individual illuminated letters and logo, 5 x externally illuminated flexi face signs, 287m of white LED strip light.

History:

117346 Advertisement consent for the installation 3D Totem Signage and various internally illuminated fascia signage, panel signs and logo signs: Approved.

The totem is sited within the curtilage of the site, adjacent to the boundary fence opposite the junction of Bury New Road with Broughton Lane. Advertisement Consent (079004) was granted for these five metres high internally illuminated totem sign in July 2006).

Advertisement Consent was granted in 2006, and implemented, for signage upon the building including. 'Wave' style stainless steel features within the gable elements, with the word 'Casino' in internally illuminated letters. Entrance feature with stainless steel 'wave' style features, internally illuminated lettering as within gables, and circular internally illuminated signage features. (078994).

Advertisement Consent was granted in October 2011, and implemented, for the modification of the existing totem signage, and for modifications to the two circular high-level existing logo signs of the existing casino building, over the main entrance, including internally illuminated halos (097057).

(The totem is sited within the curtilage of the site, adjacent to the boundary fence opposite the junction of Bury New Road with Broughton Lane. Advertisement Consent (079004) was granted for this five metre high internally illuminated totem sign in July 2006).

Advertisement Consent was granted in 2006, and implemented, for signage upon the building including. 'Wave' style stainless steel features within the gable elements, with the word 'Casino' in internally illuminated letters. Entrance feature with stainless steel 'wave' style features, internally illuminated lettering as within gables, and circular internally illuminated signage features. (078994).

Consultations & Notification Responses

The occupiers of the surrounding properties were consulted, and no representations were received.

Highways services were consulted and made the following comment:

The proposed signs are located within the curtilage of the site and do not extend greater than 350mm over the adopted highway. As such, a Projection Over License will not be required.

Adequate headroom clearance is provided above the surrounding footways and associated car park area.

All signage 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.

All of the proposed signage is static with a proposed luminance of 250cd/m². which is considered to be in line with the 600cd/m² maximum stated by the Lighting Engineers with Institute of Lighting Professionals.

Environmental Health commented- The information submitted within the application form confirms the illumination level of 250cd/m² for the installations which we can accept and meets the above requirement that do not exceed 300cd/m².

Issues

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 7 (Requiring Good Design) of the National Planning Policy Framework, Policies SP1 (Spatial Principles), DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shop fronts and related signs) of the Unitary Development Plan for the City of Manchester.

Visual Amenity -

The proposed signage has been designed to be in keeping with the features of the building and the character of the surrounding area.

The replacement signs are individual lettered attached either to the fabric of the building or attached to a back panel in the form of an architecturally designed band attached to the fascia area of the building. The internally illuminated elements within the signs are considered to be acceptable along with the amount, size, position, and design.

The internally illuminated individually lettered signage that wraps around the front elevation of the building on Bury New Road and continues on the car park elevation to the southeast of the building are also considered to be acceptable, as the individual letters allow an appreciation of the building fabric underneath.

The proposed replacement of the monolith totem is also considered to be acceptable in terms of scale and design. Despite the robust form of the totem signage, it does not appear to be incongruous within the street scene nor does it detract from the architecture of the host building.

Given the above, it is considered that the proposals are acceptable in terms of visual amenity in accordance with policies EN3, SP1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 of the Development Plan for the City of Manchester and Sections 7 of the National Planning Policy Framework.

Public Safety - No issues

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) 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.

176108 (PL) C 1/11, 2/ 22, 3/22, 4/22, 5/22 and 6/11, stamped as received on the 23 March 2023.

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Unit 11 And 12 , Trafalgar Business Park, Broughton Lane, Salford, M8 9TZ
Unit 3, Choir Street, Salford, M7 1ZD
Amco Wholesale Tools, Unit 3, 92 Broughton Lane, Salford, M7 1UF
Feast By Ed Shaerf Ltd, 12-16 Choir Street, Salford, M7 1ZD
The Dutch Fishmen, Unit 7 , Trafalgar Business Park, Broughton Lane, Manchester, M8 9TZ
Eurocentre, 116 - 118 Bury New Road, Manchester, M8 8EB

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 Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 3 (high risk) -
Benefitting From Flood Defences -
Historic Landfill Site 250m Buffer -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: NORTH AREA