

Planning

Growth & Development

Delegated officer report for planning application

Application no.	136061/AO/2023	
Date registered valid:	14 March 2023	
Proposal:	Installation of individual letter fascia mounted illuminated sign	
Address:	Unit 3, 73-83 Liverpool Road, Manchester, M3 4AQ	
Ward(s):	Deansgate	Ward
Applicant:	Ahmed Big Licks	
Agent (if any):	Mr Phill Armstrong Whitebox Architecture.com	
Case officer:	Gerry Tel: 0161 234 Email: gerry.reilly@manchester.gov.uk	Reilly 4163
Recommendation:	Approve	
Date of recommendation:	23 May 2023	

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 3 April 2023 Expired: 24 April 2023

Neighbour notifications

Printed: 3 April 2023 Expired: 24 April 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: Castlefield Conservation Area 1979

Tree Preservation Order:

The area is mixed use with residential, shops, restaurants, pubs, offices and the Museum of Science and Industry in nearby.

The proposal site is located within the Designated Castlefield Conservation Area (1979) and is directly adjacent to the Museum of Science and Industry (MOSI) which contains a number of listed heritage assets, from Grade I to Grade II, which are both nationally and internally significant. There are a number of other listed buildings in the wider area.

Site Description

The proposal site building is a mixed use modern 4 storey building, designed with ground floor shop/commercial fronts and contains residential apartments on the first to fourth floors. The external façade of the proposal site is principally glazed at ground floor with a predominantly red brick finish on the upper floors, although the Rice Street (south) elevation is largely glazed windows.

Recent advertisement application site history

135457/AO/2022 Installation of individual letter fascia mounted illuminated sign at Unit 3 , 73-83 Liverpool Road, Manchester, M3 4AQ Application Approved - 29.12.2022

132645/AO/2022 Description of Proposal 1no. fascia mounted illuminated sign, at Unit 3, 73 - 83 Liverpool Road, Manchester, M3 4AQ, Application Refused - 31.08.2022

088969/AO/2009/C1 Retrospective application for installation of individual lettered fascia signage, 1 No. signage panel and 1 No. menu board at Vicus Building, Liverpool Road, Manchester, M3 4AQ

083836/AO/2007/C3 Individually lettered name sign at Unit 4 Vicus Building, 73 - 83 Liverpool Road, Manchester, M3 4AQ Application Approved - 01.10.2007

079060/AO/2006/C3 Individually lettered illuminated name sign fixed to existing fascia at Unit 1 Vicus Building, 73 - 83 Liverpool Road, Manchester, M3 4AQ, Application Approved - 05.07.2006

Description of Current Proposal

Advertisement consent is sought for "Installation of 1no. individual letter fascia mounted illuminated sign". The new sign will have an overall width of 2.3 metres. The overall height will 300mm high and the individual letters will be 80mm deep. The signage will be mounted above the entrance to a dessert store

Description of area

Description of development

Consultations & Notification Responses

Environmental Health - The signage will need to be selected and installed to ensure it does not exceed 300cd/m²

The information submitted with application confirms the signage will not exceed the above requirement which we can accept

Highways - The proposed sign extends to a maximum projection of 0.08m over the adopted highway. As such, a Projection over License will not be required. Sufficient headroom clearance, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed luminance of the sign is noted as 250 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Lighting Engineers with Institute of Lighting Professionals.

The proposed signage is set back from the edge of the carriageway to a distance of more than 450mm and is therefore compliant with MCC recommendation.

Issues

The main issues for consideration relate to the acceptability of the proposals in terms of their impact on visual amenity and public safety. The main policies that relate to the assessment of the proposals are Sections 7 (Requiring Good Design) and 12 (Conserving and enhancing the historic environment) of the National Planning Policy Framework, policies EN3 (Heritage), CC9

(Design and Heritage) and DM1 (Development Management) of the Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shop Fronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Visual amenity - The proposal is for "Installation of individual letter fascia mounted illuminated sign". The new sign will have an overall width of 2.3 metres. The letters will project from the fascia by about 80mm. The overall height of the sign will be 300mm high. The signage is similar to that above the entrance to the restaurant located to the west which received consent in July 2006. The individual letters would provide a high quality finish to the appearance of the building and in keeping with the previous signage installed at the property. The red appearance of the site is not out of keeping with this modern building. It is acknowledged that the site is situated opposite a conservation area but it is not considered that the signage detracts from its significance or setting.

The proposals are considered to be acceptable in terms of their impact on visual amenity.

Highway Safety - Highways have stated that the proposed sign is compliant with MCC recommendations. The application is considered to be acceptable in terms of its impact on highway safety.

Amenity - Environmental Health have requested that the following condition is attached to any permission

Lighting from illuminated signage shall be designed and installed so as to control glare and overspill onto nearby properties.

The above condition will be attached to this permission.

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:

Signage Elevation 102 revision A

Signage Proposals 101 revision F

Both of the above received via the email from Phill Armstrong of Whitebox Architecture of 10th May 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.

3) Lighting from illuminated signage shall not exceed 300cd/m².

Reason - To safeguard the amenities of the occupiers of nearby properties pursuant to policy DM1 of the Manchester Core Strategy (2012).

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Museum Of Science And Industry, Liverpool Road, Manchester, M3 4JP

Unit 2, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Unit 1, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Unit 4, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 319, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 316, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 313, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 310, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 307, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 305, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 302, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 217, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 214, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 115, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 113, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 110, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 107, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 105, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 102, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 318, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 317, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 315, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 314, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 312, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 311, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 309, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 308, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 306, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 304, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 303, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 301, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 212, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 216, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 215, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 213, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 211, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 210, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 209, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 208, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 207, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 206, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 205, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 204, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 117, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 203, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 202, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 201, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 116, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 114, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Flat 112, 73 - 83 Liverpool Road, Manchester, M3 4AQ
Flat 111, 73 - 83 Liverpool Road, Manchester, M3 4AQ
Flat 109, 73 - 83 Liverpool Road, Manchester, M3 4AQ
Flat 108, 73 - 83 Liverpool Road, Manchester, M3 4AQ
Flat 106, 73 - 83 Liverpool Road, Manchester, M3 4AQ
Flat 104, 73 - 83 Liverpool Road, Manchester, M3 4AQ
Flat 103, 73 - 83 Liverpool Road, Manchester, M3 4AQ
Flat 101, 73 - 83 Liverpool Road, Manchester, M3 4AQ

Appendix 2 – Planning constraints

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 - Castlefield Conservation Area 1979
Area Team Boundary - Name: CENTRAL