

Planning

Growth & Development

Delegated officer report for planning application

Application no. 136120/AO/2023

Date registered valid: 1 February 2023

Proposal: City Council Development for the installation of 2 no. internally illuminated, individual letter signs to building

Address: Abraham Moss Centre, 140 Crescent Road, Manchester, M8 6UF

Ward(s): Crumpsall Ward

Applicant: Mr Neil Fairlamb, Manchester City Council

Agent (if any): Mr Michael Kavanagh, Ellis Williams Architects

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

Recommendation: Approve

Date of recommendation: 28 March 2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 7 March 2023

Standard consultations:

Printed: 15 February 2023 Expired: 8 March 2023

Neighbour notifications

Printed: 15 February 2023 Expired: 8 March 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 proposal seeks advertisement consent for the installation of two internally illuminated individual lettered signs. Planning permission was approved for the erection of the building under planning reference 125033/VO/201 and the building is currently under construction.

Abraham Moss is located in Crumpsall / Cheetham Hill district of north Manchester. The site is in a predominantly residential area and has a site ownership area of circa 18 acres. The Abraham Moss opened in 1973 as a multipurpose integrated centre with lower school, and upper school seamlessly joining to a FE college, a library, and a leisure centre.

The Proposal

City Council Development for the installation of 2 no. internally illuminated, individual letter signs to building with an illumination level of 300cd/m².

Relevant Planning History

131528/NMC/2021 Non material amendment to planning permission reference 125033/VO/2019 to amend the plant and equipment screen to include louvres at roof level. Approved.

125033/VO/2019 CITY COUNCIL DEVELOPMENT Demolition of existing Library and Leisure Centre and the erection of a new Library and Leisure Centre incorporating 2 swimming pools, sports hall, gyms, squash courts, dance and community space with changing facilities and associated car parking. Approved.

Consultations & Notification Responses

The occupiers of the surrounding properties were consulted, and three objections were received. The concerns relate to the illuminated signs being visible from bedroom windows and concerns over the need to have the signs illuminated after the building is closed were raised.

The issues raised by the objector will be addressed within the body of this report.

Environmental Health- Commented they had no adverse comments regarding the proposal.

The Highways Team- Raised no objection to the scheme as the proposed luminance of the signs is noted as 300cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways. Furthermore, both signs comply with headroom and carriageway clearance requirements.

Issues

POLICIES

UNITARY DEVELOPMENT PLAN SAVED POLICIES

E3.3 The council will upgrade the appearance of the city's major radial and orbital roads and rail routes. This will include improvements to the appearance of adjacent premises; encouraging new development of the highest quality; and ensuring that landscape schemes are designed to minimise litter problems.

DC14.5 The 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 shop fronts 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;
 - d) projecting box signs, or any other type of sign, which projects significantly beyond the shop front, should line up with the associated fascia board. Where there is not the case, such proposals will not be permitted;
 - e) the council will normally permit only one projecting box sign for each shop unit. On Listed Buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs;
 - f) fixed canopies mounted above fascia level or which obscure the fascia or shop front will not normally be permitted, unless within a structural opening;
 - g) long canopies which ignore the architectural form of frontages will not normally be permitted.
- B. In the interests of public safety,
 - h) any sign which is detrimental to the safety of pedestrians or motorists will be refused;
 - i) all canopies, blinds and awnings should provide a minimum clearance of 2.3m above the footpath.

NATIONAL PLANNING POLICY FRAMEWORK

Sets out the Government's Planning Policies for England and how these are expected to be applied. It states that the purpose of the planning system is to contribute to the achievement of sustainable development. It states that the planning system should perform:

- o An economic role - contributing to build a strong, responsive and competitive economy, by ensuring that sufficient land, of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and co-ordinating development requirements, including the provision of infrastructure;
- o A social role - supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations; and by creating a high quality built environment, with accessible local services that reflect the community's needs and supports its health, social and cultural well-being; and
- o An environmental role - contributing to protecting and enhancing our natural, built and historic environment; and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy

7. Requiring good design

67. Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Local Development Framework Core Strategy Development Plan Document (Adopted 11 July 2012)

Policy SP1 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

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:-

- 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.
- Design for health.

ISSUES

The submitted Advertisement Consent Application is for the installation of 2 x individually lettered internally illuminated fascia sign.

Highways consider the proposals to be acceptable, as the site is located wholly in private land and the adopted highway extends to the back of the footway and does not over-sail the adopted highway and as such there is no requirement for a highway license pursuant to section 177 of Highways Act 1980 and the illuminations level of 300 cd/m is below industry levels and is supported by environmental health and highways and there are no public safety issues.

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 fascia signage is internally illuminated and each individual letters is attached to a slim back bracket. Due to discreet fixings the architecture behind the signs can still be appreciated. The proposal is considered to be acceptable in terms of the amount , size, position, and design and they do not detract from within the street scene.

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.

Response to Objections

The signs are over 40 metres away from residential properties. The signs would be visible for some of the occupiers of the surrounding properties. However, given the distance, the low level of illumination and a restriction impose by the means of a condition to the time of illumination during the hours of operation is sufficient mitigation to protect the amenity for the occupiers of the surrounding properties.

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

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:

91435 P05, 91433 P05, 91434 P05, 91437 P05 and the Location Plan, stamped as received on the 1 February 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) The illuminance level of the signs hereby approved shall not exceed 300cd/m².

Reason - To safeguard the amenity of nearby occupiers, pursuant to saved policy DC14 of the Unitary Development Plan for the City of Manchester and policies DM1 and SP1 of the Manchester Core Strategy.

4) The signage hereby approved by this consent shall only be illuminated during the opening hours of the use of the premises and must be turned off outside the following hours:-

06:30 - 22:00 Monday to Friday

09:00 - 17:00 - Sunday and Bank Holiday

Reason - To safeguard the amenities of the occupiers of nearby accommodation, pursuant to core strategy policies SP1 and DM1 and saved UDP policy DC14.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Metrolink

138A Crescent Road, Manchester, M8 5UF
138 Crescent Road, Manchester, M8 5UF
122 Crescent Road, Manchester, M8 5UF
116 Crescent Road, Manchester, M8 5UF
11 Greenstead Avenue, Manchester, M8 0WR
106 Crescent Road, Manchester, M8 5UF
110 Crescent Road, Manchester, M8 5UF
104 Crescent Road, Manchester, M8 5UF
102 Crescent Road, Manchester, M8 5UF
100 Crescent Road, Manchester, M8 5UF
155 Crescent Road, Manchester, M8 5UE
153 Crescent Road, Manchester, M8 5UE
151 Crescent Road, Manchester, M8 5UE
9 Greenstead Avenue, Manchester, M8 0WR
7 Greenstead Avenue, Manchester, M8 0WR
39 Greenstead Avenue, Manchester, M8 0WR
37 Greenstead Avenue, Manchester, M8 0WR
25 Greenstead Avenue, Manchester, M8 0WR
23 Greenstead Avenue, Manchester, M8 0WR
15 Greenstead Avenue, Manchester, M8 0WR
13 Greenstead Avenue, Manchester, M8 0WR
Flat 2, 114 Crescent Road, Manchester, M8 5UF
Flat 1, 114 Crescent Road, Manchester, M8 5UF
Abraham Moss Library-Theatre, Crescent Road, Manchester, M8 5UF
Flat 4, 130 Crescent Road, Manchester, M8 5UF
Abraham Moss Adult Learning Centre, Crescent Road, Manchester, M8 5UF
St Annes Presbytery, Crescent Avenue, Manchester, M8 5UD
33 Greenstead Avenue, Manchester, M8 0WR
29 Greenstead Avenue, Manchester, M8 0WR
21 Greenstead Avenue, Manchester, M8 0WR
147 Crescent Road, Manchester, M8 5UE
8 Parslow Avenue, Manchester, M8 0WH
4 Parslow Avenue, Manchester, M8 0WH
St Annes RC Church, Crescent Road, Manchester, M8 5UE
Flat 3, 130 Crescent Road, Manchester, M8 5UF
Flat 2, 130 Crescent Road, Manchester, M8 5UF
Flat 1, 130 Crescent Road, Manchester, M8 5UF
5 Greenstead Avenue, Manchester, M8 0WR
35 Greenstead Avenue, Manchester, M8 0WR
31 Greenstead Avenue, Manchester, M8 0WR
27 Greenstead Avenue, Manchester, M8 0WR
19 Greenstead Avenue, Manchester, M8 0WR
17 Greenstead Avenue, Manchester, M8 0WR
136 Crescent Road, Manchester, M8 5UF
134 Crescent Road, Manchester, M8 5UF
132 Crescent Road, Manchester, M8 5UF
128 Crescent Road, Manchester, M8 5UF
126 Crescent Road, Manchester, M8 5UF

124 Crescent Road, Manchester, M8 5UF
120 Crescent Road, Manchester, M8 5UF
118 Crescent Road, Manchester, M8 5UF
112 Crescent Road, Manchester, M8 5UF
108 Crescent Road, Manchester, M8 5UF
149 Crescent Road, Manchester, M8 5UE
145 Crescent Road, Manchester, M8 5UE
4 Crescent Avenue, Manchester, M8 5UD
2 Crescent Avenue, Manchester, M8 5UD
6 Parslow Avenue, Manchester, M8 0WH
2 Parslow Avenue, Manchester, M8 0WH

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
Historic Landfill Site 250m Buffer -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: NORTH AREA