

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135960/AO/2023
Date registered valid: 13 January 2023
Proposal: Installation of 4 no. high level internally illuminated letter signs
Address: 1 Archway, Manchester, M15 5QJ
Ward(s): Hulme Ward

Applicant: Mr Miles Allen, ANS Group
Agent (if any): Mr Jac Lloyd - Jones Astra Signs Limited
Case officer: Holly Wright
Tel: 0161 219 6381
Email: holly.wright@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 06 March 2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 03 February 2023

Standard consultations: Printed: 30 January 2023 Expired: 20 February 2023

Neighbour notifications: Printed: 30 January 2023 Expired: 20 February 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/area

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The application relates to No.1 Archway, an office building owned by ANS Group Ltd, located within the Hulme ward of Manchester. It is bound to the east by Princess Road (A5103) and is situated adjacent to a busy crossroads, opposite the Heineken UK brewery and Hulme retail park. The area is predominantly characterised by business and commercial facilities which border either side of Princess Road.



Figure 1. Photograph of No.1 Archway.

Description of development

The applicant is seeking permission for the installation of four high level internally illuminated letter signs.

Recent Planning History

102251/AO/2013/S1 - Installation of two internally illuminated fascia signs – **APPROVED** (19.06.2013)

103962/AOH/2013/S1 - Installation of LED advertisement hoarding to side of office building (elevation facing Greenheys Lane West) – **APPROVED** (01.03.2016)

115850/FO/2017 - Retrospective installation of metal slide to front of building – **APPROVED** (30.11.2017)

115891/FO/2017 - Erection of a single storey temporary building for a period expiring on 31st December 2017 – **APPROVED** (14.12.2017)

Consultations & Notification Responses

Local residents, as per appendix 1 – no comments or objections received.

Highways made the following comments:

- The proposals comprise two sets of illuminated letters and logo signs mounted to a projecting frame above the roofline of the existing building. 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 adopted footway and car park area to the rear of the site.
- 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.
- The dynamic RGB colour changing LED's will be programmed on a slow change cycle/sequence to coincide with change in digital screen content (already onsite).
- The proposed luminance of the static sign is noted as 1300cd/m². This is not in line with the MCC recommended maximum of 600cd/m² during non-daylight hours /inclement weather and should therefore be lowered.

Policies

The following policies are considered relevant in the consideration of this application.

Unitary Development Plan (UDP) – The UDP has been superseded by the Core Strategy Development Plan, but certain policies are still considered of relevance:

- Policy DC14 – Shop front and related signs
- Policy DC15 – Advertisements, hoardings, and posters

The Manchester Core Strategy – Development Plan Document 2012-2027 (“the Core Strategy”) was adopted by the City Council on the 11th of July 2012:

- Policy DM1 – Development Management
- Policy SP1 – Spatial Principles
- Policy EN1 – Design Principles and Strategic Character Areas

The National Planning Policy Framework (NPPF, 2021)

- Chapter 7 – Ensuring the Vitality of Town Centres
- Chapter 12 – Achieving Well-Designed Places

For reasons to be outlined below, it is considered that the proposal accords with the principles of these policy documents.

Issues

Principle – The principle of erecting four high level, internally illuminated letter signs to advertise and denote the name of a company is acceptable, however consideration must be given to the proposal’s impact upon existing levels of visual amenity and public safety.

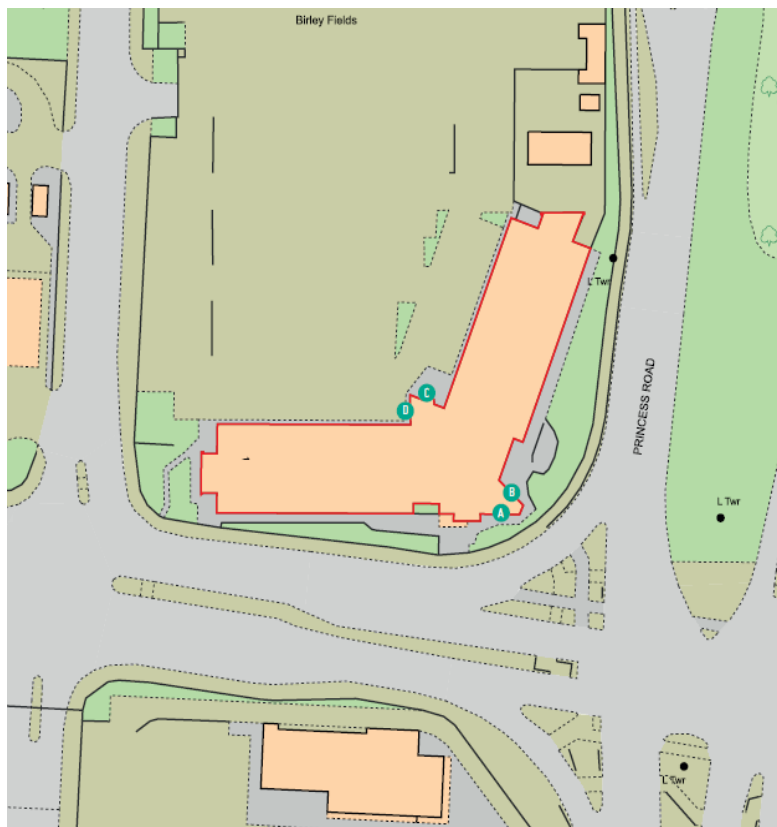


Figure 2. Plan of the proposed site of development, indicating the locations of the proposed signage, as submitted by the applicant’s agent.

Visual amenity – Signage A and B will be situated adjacent to the crossroads where Greenheys Lane West meets Princess Road.

These high-level letter signs will consist of two sets of built up, internally illuminated ‘ANS’ letters and logos which will be mounted onto a projecting carrier frame with fully welded base plates, allowing the signage to extend above the roofline of the building, facing south and northeast. The letter and logos are to be fabricated using rim and return aluminium with opal acrylic faces / lens in order to transmit illumination. They will be illuminated using DMX controlled RGB colour changing LEDs which will be programmed on an intermittent, slow change cycle / sequence so as to coincide with the changing digital screen content (already present on site). The proposed signage will therefore be constructed out of a combination of painted aluminium, acrylic, galvanised steel and RGB colour changing LEDs and will include a blue and pink logo alongside blue ‘ANS’ letters (maximum: 198.2cm in height). The base of these signs will be situated 16.4m above ground level with the signs themselves measuring to 1.982m in height, 4m in width and 0.1m in depth with an intermittent illuminance level of 1300 cd/m².



Figure 3. Proposed appearance of signage A and B, as submitted by the applicant's agent.

Signage C and D will be situated adjacent to the property's associated car park, located off Archway.

These high-level letter signs will consist of two smaller sets of built up, internally illuminated 'ANS' letters and logos which will be mounted to a horizontal support carrier frame which will be secured to the fabric of the building. The design of these signs is almost identical to that of signage A and B with the letters and logo being fabricated using rim and return opal acrylic faces / lens in order to transmit illumination. Signage C and D will also be illuminated using DMX controlled RGB colour changing LEDs programmed on an intermittent, slow change cycle / sequence to coincide with the changing digital screen content (already present on site). This signage will also be constructed out of a combination of painted aluminium, acrylic, galvanised steel and RGB colour changing LDDs with a blue and pink logo alongside blue 'ANS' letters (maximum: 120cm in height). The base of this signage will be situated 8m above ground level with the signs themselves measuring to 1.2m in height, 2.46m in width and 0.07m in depth with an intermittent illuminance level of 1300 cd/m².

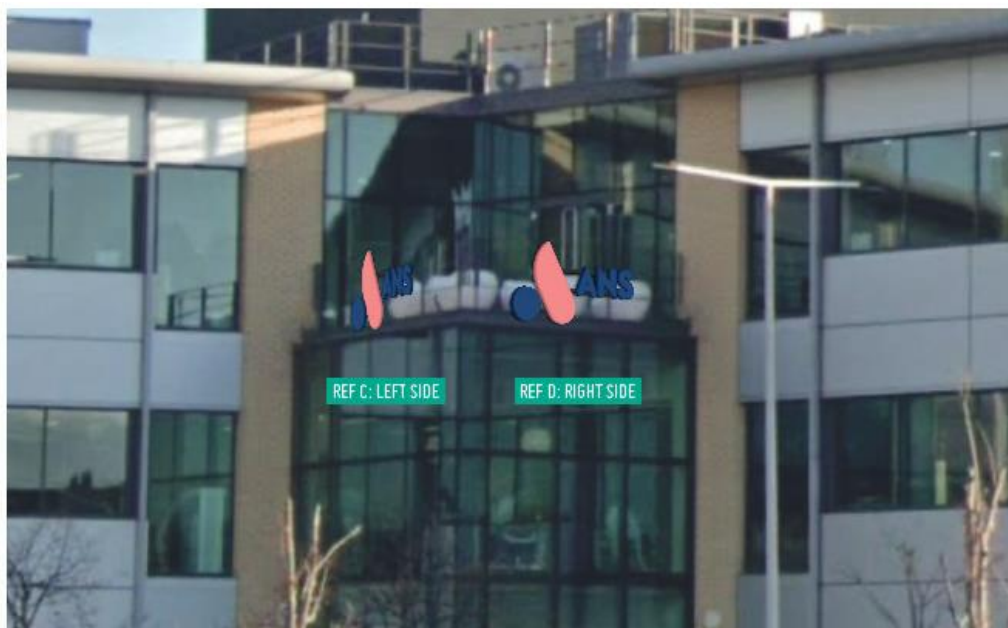


Figure 4. Proposed appearance of signage C and D, as submitted by the applicant's agent.

Considering the characteristics of the signage, combined with their clear relevance to the site and the fact that they would be replacing similar sets of built up, face illuminated letters reading 'UKFAST' installed in the same locations, the proposal is not considered to harm the visual or aural amenity of the area as the signage is relatively standard in terms of its design and scale and is in an acceptable position in regard to its distance and relationship with Princess Road and Greenheys Lane West. The proposed high-rise letter signs are therefore considered to be well-designed and will have minimal detrimental impact upon the street scene and visual amenity, thereby according with policies DM1 and EN1 of the Core Strategy and policies DC14 and DC15 of the UDP.

Public safety – The proposed signage is sited a reasonable distance away from the public highway and footpath, within the grounds of No.1 Archway, ANS Group Ltd.

It would have intermittent illuminance levels of 1300 cd/m², which has been highlighted by Highways as conflicting with Manchester City Council's recommended maximum of 600cd/m², during non-daylight hours / inclement weather. This concern will be mitigated through the attachment of a condition whereby the illuminance levels of the signage will be required to be lowered to 600cd/m², during non-daylight hours / inclement weather. Please note: Highways'

lighting engineers specify daylight hours as being the period of time between the published sunrise / sunset times. It is therefore understood that the proposal will adhere to the aforementioned condition and, as such, will not harm public safety in and around the site.

Conclusion – Given the above issues, it is considered that the signage is acceptable in terms of its impact upon visual amenity and public safety in accordance with policies SP1, DM1 and EN1 of the Core Strategy, policies DC14 and DC15 of the UDP and chapters 7 and 12 of the NPPF.

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 maximum luminance level of the advertisements hereby approved shall not exceed 1300cd/m².

Reason - In the interests of pedestrian/highway safety and residential amenity enjoyed within the vicinity of the site, pursuant to policy DM1 of the Manchester Core Strategy.

3) The development hereby approved shall be carried out in accordance with the drawing pack labelled: 'High Level Signage', stamped as received by the City Council as Local Planning Authority on the 13th January 2023.

Reason - To ensure the development is carried out in accordance with the approved plans, pursuant to Policies SP1 and DM1 of the Core Strategy.

4) (a) No individual advertisements displayed on the LED panel shall contain moving images, animation, video or full motion images or any images that resemble road signs, traffic lights or traffic signs.

(b) No individual advertisements shall be displayed for duration of less than 10 seconds.

(c) Controls shall be in place to ensure smooth uninterrupted transition of images displayed on the panel.

(d) The display panel shall be fitted with a light sensor, designed to adjust the brightness to changes in ambient light levels.

(e) A mechanism shall be in place so that if the installation breaks down, it defaults to a black screen to avoid any flashing error messages or pixilation.

(f) The maximum luminance level of the advertisements displayed on the panel shall not exceed 600 cd/m² during non daylight hours / inclement weather.

Appendix 1 – List of consultees & neighbours notified

Highway Services

KFC Restaurant, 97 Greenheys Lane West, Manchester, M15 5FG
Brewery, Denmark Road, Manchester, M15 6LD
Asda Filling Station, Greenheys Lane, Manchester, M15 5AQ
10 Hebden Walk, Manchester, M15 6WN
4 Hebden Walk, Manchester, M15 6WN
9 Carver Walk, Manchester, M15 6NH
4 Crowborough Walk, Manchester, M15 6ND
3 Archway, Manchester, M15 5QJ
12 Hebden Walk, Manchester, M15 6WN
8 Hebden Walk, Manchester, M15 6WN
6 Hebden Walk, Manchester, M15 6WN
2 Hebden Walk, Manchester, M15 6WN
7 Carver Walk, Manchester, M15 6NH
6 Crowborough Walk, Manchester, M15 6ND
2 Crowborough Walk, Manchester, M15 6ND
7 Carey Walk, Manchester, M15 6NL

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
Historic Landfill Site 250m Buffer -
Area Team Boundary - Name: SOUTH AREA