MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	134389/AO/2022
Date registered valid:	15 July 2022
Proposal:	Temporary installation of non illuminated fascia sign to shipping container and installation of internally illuminated circular double sided pole mounted sign
Address:	Park Place Car Park, Manchester, M4 4EY
Ward(s):	Cheetham Ward
Applicant:	AWMC Restaurants Ltd
Agent (if any):	Miss Victoria Welch WSP
Case officer:	Eve Woolstencroft Tel: 0161 234 4533 Email: eve.woolstencroft@manchester.gov.uk
Recommendation:	temporary approval
Date of recommendation:	23 January 2023

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:
Printed: 25 July 2022 Expired: 15 August 2022

Neighbour notifications
Printed: 25 July 2022 Expired: 15 August 2022

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

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of Site/Area
The site is located within Cheetham Hill, adjacent to the A665 Cheetham Hill Road, which links directly to the Manchester Ring Road to the south. The site is currently operated as part of a private car park.
The proposal relates to 2 4x 12m and 1x 6m containers with external seating area, awning and servicing area within the existing car park at Park Place.

Description of Development
The submitted application seeks advertisement consent for the installation of non-illuminated fascia sign to shipping container and installation of internally illuminated circular double sided pole mounted sign.

Consultations & Notification Responses

Highways – no objections

Issues

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main polices that relate to the proposal are Section 12 (Achieving well designed places) and Section 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, Polices SP1 (Spatial Principles), EN3 (Heritage), CC9

(Design and Heritage, EN1 (Design Principles and Strategic Character Areas) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policy, DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester.

Visual Amenity

The proposed red stencilled text is to be applied to the upper shipping container. The design of the proposed sign is considered to be acceptable given the temporary nature of the building and use and would not adversely impact on Visual Amenity within the wider area.

The double-sided projecting sign comprises a circular 800MM diameter sign, with powder coated aluminium RAL 3031 orient red (matt finish) frame and opal red Perspex face with opal white push through letters. The sign is 100mm thick and internally illuminated. Within the City Centre, projecting signage is usually required to be of a slimline appearance to maintain the areas appearance of the City Centre, in this instance as this relates to a temporary use in an emerging area of the City Centre, it is considered that the proposed sign is acceptable however only on a temporary basis.

The location is within the Great Ducie Street Framework area, which envisages a great amount of change and opportunities to support the continued expansion of Manchester City Centre. As the proposed use is a meanwhile use, it is considered that the proposed sign would be acceptable in this instance given that it would only have temporary permission. It is anticipated that as the area is redeveloped, any permanent signage would be required to be of a high-quality design.

Public Safety

There are no issues with regards to public safety.

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 polices 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:

Article 35 Declaration

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) a) The express advertisement consent hereby granted is for a temporary period and shall expire on 25 November 2025.

b) On the date of the expiry of the express consent period, as defined above (part a), the display of the advertisements shall be fully removed.

Reason - To enable the City Council to consider the acceptability of the continuance of the display of the advertisements 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 of the Core Strategy and saved Policy DC15 of the Unitary Development Plan for the City of Manchester.

2) 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.

3) The development hereby approved shall be carried out in accordance with the following drawings and documents:

-Proposed Signage Details drawing no. 12 received by the City Council as Local Planning Authority on 15 July 2022.
-Proposed Plan and Elevations drawing no. 01 received by the City Council as Local Planning Authority on 15 July 2022.

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.

4) The maximum luminance level of the approved signage shall not exceed 125cd/m2.

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1, DC18.1, DC19.1 and E3.3 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Flat 5, 4 Park Place, Manchester, M4 4EY
Flat 4, 4 Park Place, Manchester, M4 4EY
Flat 3, 4 Park Place, Manchester, M4 4EY
Flat 2, 4 Park Place, Manchester, M4 4EY
Flat 1, 4 Park Place, Manchester, M4 4EY
3A Park Place, Manchester, M4 4EZ
Christhouse Bible Church, 3 Park Place, Manchester, M4 4EZ
Basement, 3 Cowburn Street, Manchester, M3 1FS
17 Carnarvon Street, Manchester, M3 1EZ
1 Park Place, Manchester, M4 4EZ
D And P Data Systems Ltd, 15 Carnarvon Street, Manchester, M3 1HJ
Ground Floor, 12 Park Place, Manchester, M4 4EY
12 Park Place, Manchester, M4 4EY
6 Park Place, Manchester, M4 4EY
First Floor, 3 Cowburn Street, Manchester, M3 1FS
3 Cowburn Street, Manchester, M3 1FS
10 - 12 Park Place, Manchester, M4 4EY
8 Park Place, Manchester, M4 4EY
Ground Floor, 3 Cowburn Street, Manchester, M3 1FS
25 Cheetham Hill Road, Manchester, M4 4FY

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
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 - Not Affected
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: CENTRAL