

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135457/AO/2022

Date registered valid: 14 November 2022

Proposal: Installation of 1no. individual letter fascia mounted illuminated sign

Address: Unit 3 , 73-83 Liverpool Road, Manchester, M3 4AQ

Ward(s): Deansgate Ward

Applicant: Ahmed Big Licks Unit 3 , 73-83 Liverpool Road, Manchester, M3 4AQ

Agent (if any): Mr Phill Armstrong Whitebox Architecture.com 8 Church Hill, WA16 6DH

Case officer: Gerry Reilly
Tel: 0161 234 4163
Email: gerry.reilly@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 15 December 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 22 November 2022

Expired: 13 December 2022

Neighbour notifications

Printed: 22 November 2022

Expired: 13 December 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

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.

Description of 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 letters will project from the fascia by about 80mm. Each letter will be 300mm high.

Description of area

Description of development

Consultations & Notification Responses

Publicity - The occupiers of nearby properties have been notified.

Highway Services - 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 Institute of Lighting Engineers.

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 recommendations.

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 "1no. 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. Each letter 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 proposals are considered to be acceptable in terms of their impact on visual amenity.

The proposal

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.

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:

Drawings

Signage Proposals 2658 101 Revision C received by the City Council as local planning authority on 14th November 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

St Mathews, Liverpool Road, Manchester, M3 4NQ
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 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 212, 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
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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 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 117, 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