

Planning

Growth & Development

Delegated officer report for planning application

Application no. 135347/AO/2022

Date registered valid: 2 November 2022

Proposal: Installation of non-illuminated high level fascia sign

Address: Energy Centre, Hulme, Manchester, M15 5RN

Ward(s): Hulme Ward

Applicant: Helen Hatcher, Manchester Metropolitan University Estate
Development, Bridgewater House, 7th Floor , 58-60 Whitworth Street ,
Manchester, M1 6LT

Agent (if any): Mrs Klaire Daggatt, The Fairhursts Design Group Ltd Fairhursts
Design Group, 5th Floor, 31 Dale Street, Manchester, M1 1EY

Case officer: Holly Wright
Tel: 0161 219 6381
Email: holly.wright@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 19 December 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 8 December 2022

Standard consultations: Printed: 15 November 2022 Expired: 6 December 2022

Neighbour notifications: Printed: 15 November 2022 Expired: 6 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/area

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The application relates to the Energy Centre, located in the Birley Fields campus of Manchester Metropolitan University in the Hulme ward of Manchester. It is bound to the east by Princess Road (A5103) and is situated in relatively close proximity to the Heineken UK brewery. The area is considerably varied and is characterised by a mixture of university buildings, businesses and commercial facilities as well as residential properties.

Description of development

The applicant is seeking permission for the installation of one non-illuminated high-level fascia sign.

Consultations & Notification Responses

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

Highways made the following comments:

- "The proposed sign is not located on the adopted highway network."
- "The proposed sign extends to a maximum projection of 0.1m over the private forecourt and does not extend over the adopted highway. As such, a Projection over License will not be required."
- "The proposed sign is not illuminated."
- "A sufficient headroom clearance of 7.2m, compliant with the 2.30m minimum, is noted and accepted by Highways."

- “The proposed sign complies with carriageway clearance requirements and is therefore compliant with MCC recommendations.”

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

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 installing a non-illuminated high level fascia sign to denote the building’s association with Manchester Metropolitan University is acceptable, however consideration must be given to the proposal’s impact upon existing levels of visual amenity as well as public safety.

Visual Amenity – The signage will be situated adjacent to Princess Road (A5103) within the grounds of Manchester Metropolitan University’s Energy Centre.

The high-level fascia sign will be mounted on the principal elevation of the building, facing east and will comprise of a flat cut aluminium panel sign displaying the Manchester Metropolitan University logo and lettering, which will complement the pre-existing signage on site. The proposed signage will include black text (RAL 9005, maximum: 290cm in height) on a steel/aluminium mesh background. The dimensions of the signage will be as follows: 2.9m in height, 7.6m in width and 0.05m in depth.

Considering the characteristics of the signage, combined with its clear relevance to the site and the pre-existing signage on site, the proposal is not considered to harm the visual or aural amenity of the area as it is relatively standard in design and scale for developments of this type and is in an acceptable position in regard to its distance and relationship with Princess Road. The proposed fascia sign is therefore considered to be well-designed and will have minimal detrimental impact upon the street scene and visual amenity.

Public Safety – The proposed sign is sited a reasonable distance away from the public highway and footpath, within the grounds of the Energy Centre, and will not include any illuminative features. Therefore, it is considered that the proposal 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 both visual amenity and public safety in accordance with policies SP1 and DM1 of the Core Strategy, saved policies DC14 and DC15 of the UDP and chapters 7 and 12 of the NPPF.

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 drawing labelled 'Sign 2 Energy Centre cut out aluminium lettering' and the document labelled 'Design and Access Statement', stamped as received by the City Council as Local Planning Authority on the 2nd November 2022.

Reason - To ensure 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

25 Birchall Way, Manchester, M15 6DU

9 Moran Walk, Manchester, M15 6GA

7 Moran Walk, Manchester, M15 6GA

5 Moran Walk, Manchester, M15 6GA

3 Moran Walk, Manchester, M15 6GA

1 Moran Walk, Manchester, M15 6GA

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

Area Team Boundary - Name: SOUTH AREA