



Paul Butler Associates

Planning, Development & Heritage Consultants

18 November 2022

Mrs Julie Roscoe
Head of Planning
Manchester City Council
Town Hall
Albert Square
Manchester
M60 2LA

20.1462/ac

Dear Mrs Roscoe,

The Former Greenfinch Public House, 108 Palatine Road, Manchester M20 3ZA
Application for advertisement consent for the installation of signage

Introduction

On behalf of our client, Anchorbridge Developments Ltd, please find attached an application for Advertisement Consent for the installation of signage at the former Greenfinch Public House, 108 Palatine Road, Manchester, M20 3ZA. The proposal is for the installation of an illuminated logo and lettering on the south east, south west and north east elevations of the building. A vinyl printed logo and lettering is proposed on the door of the south east elevation, and A3 window display posters are proposed on the ground floor windows of the south east and north east elevations. A logo and lettering will be displayed on the existing advertising board at the front corner of the site, with the existing light above the advertising board being retained. The proposed signage will assist in identifying the company and the window display posters are necessary to enable the marketing of properties to attract potential clients.

In order to provide a clear understanding of the proposal, this letter provides a brief background to the application site and its surroundings; includes a description of the proposed signage; sets out the planning policy guidance of relevance to the proposal; and, assesses the proposed signage against the relevant planning policy context.

The Application Site and Surrounding Area

The application site relates to the former Greenfinch Public House, 108 Palatine Road, Manchester, M20 3ZA (see figures 1 and 2 below).

The building occupies the eastern part of the site on the junction of Palatine Road and Lapwing Lane. There are landscaped areas immediately adjacent to the building. Planning permission (Ref: 133740/FO/2022) was granted in August 2022 for 'change of use and conversion of the former Greenfinch Public House including selective demolition to provide office accommodation (use class E) and 3 apartments (use class C3), and redevelopment of site to provide 9 dwellings (use class C3) with associated works including landscaping and car parking. To the east of the site is West Didsbury tram stop and to the south and west the site is bounded by commercial and

residential developments. The ground floor of the existing building is to be used as an estate agents

and the application proposal relates to the installation of advertisements associated with the estate agents use.



Figure 1: Aerial view of the former Greenfinch Public House site



Figure 2: 3D Aerial view of the former Greenfinch Public House site

The existing building on the site is a detached former Victorian Villa named 'Summer Hill'. It was last used as The Greenfinch Public House in Mid-2020 but has since been vacant. The building originated as a roughly square double-pile house with the main frontage facing Palatine Road to the south east. An extension was added to the north west in the 19th century and further extensions were added in the 20th century. A covered outdoor seating area has also been erected. The building is mainly constructed in a buff-coloured brick in Flemish bond. All of the windows and doors are modern. The building is not nationally listed but is considered to have sufficient heritage merit to warrant consideration as a non-designated heritage asset.

The site is located in the Albert Park Conservation Area, which shares common boundaries to the east with the Ballbrook and Blackburn Road Conservation Areas. It is also situated in South Manchester. No other site specific planning policy designations apply.

Uses in the area are predominantly residential in character and includes historic buildings which have been converted to apartments; purpose-built apartment developments; and infill housing developments including townhouse, semi-detached and detached properties. The site is situated on key roads through the area. On the opposite side of the junction is West Didsbury Metrolink Station and a small parade of commercial premises including a Post-Office, pharmacy and food/drink establishments. Due to the location and context of the site, the proposed signage is considered appropriate in terms of the setting.

The Application Proposal

This application is for advertisement consent for the installation of signage, which will consist of illuminated logo and lettering on the façade of the south east, south west and north east elevations of the existing building. A vinyl printed logo and lettering is proposed on the door of the south east elevation, and A3 window display posters are proposed on the ground floor windows of the south east and north east elevations. A logo and lettering will be displayed on the existing advertising board at the front corner of the site. The figures below show the location areas of the proposed signage.



Figure 3: Existing south west elevation



Figure 4: Existing south east elevation



Figure 5: Existing north east elevation



Figure 6: Existing advertising board to the front corner of the site

North East and South West Elevations

Signage is proposed on the north east and south west elevations and at second storey level. The logo will measure 0.61m x 0.69m. The logo will be red 3D powder coated stainless steel with halo illuminated backwash onto the brick fascia.

The 'Wren Properties' lettering will measure 3.67m x 0.25m and. The lettering will be dark grey 3D powder coated stainless steel with halo illuminated backwash onto brick fascia.

Additionally, on the north east elevation illuminated A3 window display posters are proposed on the ground floor windows behind glass glazing.

South East Elevation

Signage is proposed on the south east elevation and at second storey level. The logo will measure 0.57m x 0.65m. The logo will be red 3D powder coated stainless steel with halo illuminated backwash onto the brick fascia.

The 'Wren Properties' lettering will measure 3.67m x 0.25m. The lettering will be dark grey 3D powder coated stainless steel with halo illuminated backwash onto brick fascia.

A vinyl printed logo and lettering is proposed on the door of the south east elevation. The logo and lettering will measure 0.82m x 0.33m. The logo itself will be red vinyl and the lettering will be dark grey vinyl. The proposed logo on the window above the entrance will measure 0.36m x 0.41m and will be a red vinyl. Illuminated A3 window display posters are proposed on the ground floor windows behind glass glazing.

Advertising Board to Front Corner

The existing advertisement board structure itself will remain unchanged. The existing hardwood external posts will be painted black and situated within concrete foundation, whilst the existing light above the advertisement board will be retained. The existing hardwood signage display will be refurbished, redecorated and a new 'Wren Properties' vinyl signage will be applied. The advertisement board measures 2.15m x 2.5m.

Planning Policy Context

Planning policy guidance of relevance to the proposal is contained within the Town and Country Planning (Control of Signage) (England) Regulations 2007; the National Planning Policy Framework (2021); National Planning Practice Guidance; Manchester's Core Strategy Development Plan Document (2012); Saved policies of the Unitary Development Plan for Manchester (July 1995); and, the Guide to Development in Manchester Supplementary Planning Document and Planning Guidance (2007).

Town and Country Planning (Control of Signage) (England) Regulations 2007

Government Circular 03/2007 Town and Country Planning (Control of Signage) (England) Regulations 2007 requires local planning authorities to exercise their powers in relation to impact on amenity or public safety only, taking into account relevant development plan policies so far as they relate to amenity or public safety.

National Planning Policy Framework (NPPF)

The NPPF sets out the Government's planning policies for England and is a material consideration in the determination of planning applications. A revised NPPF was published in July 2018 and updated most recently in June 2021. The document states that the purpose of the planning system is to contribute to the achievement of sustainable development. Of relevance to the application proposal it seeks to achieve this objective by:

- Setting out that there is a need for the planning system to perform a number of roles, including an economic role, social role and environmental role (paragraph 8).
- Requiring that planning decisions should ensure that developments: will function well and add to the overall quality of the area, not just for the short-term but over the lifetime of the development; are visually attractive as a result of good architecture; are sympathetic to local character and history including the surrounding built environment; maintain a strong sense of place; and, create places that are safe, inclusive and accessible (paragraph 130).
- The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts (paragraph 136).
- Section 16 of the NPPF deals with conserving and enhancing the historic environment. Paragraph 189 states that heritage assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.
- Paragraph 194 advises that 'In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the

assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance'.

- Paragraph 195 states that 'Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.'
- Paragraph 197 states 'In determining applications, local planning authorities should take account of:
 - a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
 - b) the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and
 - c) the desirability of new development making a positive contribution to local character and distinctiveness'.
- Paragraph 199 states 'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance'.
- Paragraph 200 states 'Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:
 - a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;
 - b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional'.
- Paragraph 201 states that 'Where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:
 - a) the nature of the heritage asset prevents all reasonable uses of the site; and
 - b) no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and
 - c) conservation by grant-funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and

d) the harm or loss is outweighed by the benefit of bringing the site back into use.

- Paragraph 202 states that 'Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use'.
- Paragraph 203 states that 'The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset'.
- Annex 2 of the NPPF provides a glossary of key terms which are relevant to the application. 'Significance' is defined as: 'The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting'.
- 'Setting of a heritage asset' is defined within Annex 2 as 'The surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral'.

National Planning Practice Guidance

The government published guidance on advertisements via the National Planning Practice Guidance website on 6 March 2014 (Reference ID: 18b).

The guidance states: 'Advertisements are controlled with reference to their effect on amenity and public safety only, so the regime is lighter touch than the system for obtaining planning permission for development'.

The guidance goes on to state that 'local planning authorities [should] control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors'.

The Core Strategy Development Plan Document (July 2012)

The Core Strategy was adopted in July 2012 and is the key Development Plan Document. Relevant policies within the Core Strategy include:

Policy SP 1 'Spatial Principles': states that development in all parts of the City should make a positive contribution to neighbourhoods of choice including protecting and enhancing the built and natural environment.

Policy CC 9 'Design and Heritage': states that development should preserve or enhance heritage assets, including conservation areas.

Policy EN 3 'Heritage': sets out that new developments must be designed so as to support the Council in preserving/enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance including conservation areas.

Policy DM 1 'Development Management': states that all development should have regard to the following specific issues:-

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding area 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.

Saved Policies of the Unitary Development Plan for Manchester (July 1995)

The Unitary Development Plan (UDP) was superseded by the Core Strategy. However, a number of UDP policies have been 'saved'. Extant policies contained within the UDP which are relevant to the proposed scheme include:

Policy DC18 'Conservation Areas' seeks to protect, preserve and enhance the character of the city's conservation areas.

Policy DC14 'Shop Fronts and Related Signs' seeks to ensure that the frontages and signage of commercial premises are in keeping with the character of the building and the surrounding area.

Policy DC15 'Advertisements, hoardings and posters': states that the Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. The Council will take account of the following matters in assessing these interests:

- a) The general location of the proposed development and the effect on visual amenity;
- b) The scope for posters and hoardings to make a positive contribution to the locality;
- c) The design of the structures, and the relationship with any premises on which they are located;
- d) The effect of the proposal on permanent redevelopment of the land;
- e) Public safety resulting from the positioning of the design of the display;
- f) The ease with which the structure is capable of being satisfactorily maintained;
- g) The use of hoardings to screen vacant sites or buildings during development, or where development is known to be imminent;
- h) The number of advertisements in the locality and their cumulative effect on visual amenity.

The Guide to Development in Manchester Supplementary Planning Document and Planning Guidance (2007)

Guidance contained within this document of relevance to the proposal includes:

Chapter 2 'Design': which states new development, whether for residential, industrial, commercial or retail purposes, should have a high standard of design making a positive contribution to the City's environment.

For the reasons identified below, it is considered that the proposal accords with the above planning policy guidance.

Planning and Heritage Appraisal

The key material considerations against which the proposed signage should be considered include: effect on amenity; and, effect on public safety. The relationship of the proposed signage with the building and its conservation area location are also important material considerations.

Principle of Signage

The application proposal involves the installation of lettering and logos on the south west, south east and north east elevations on the building. A3 window display posters are also proposed on the ground floor of the south east and north east elevations. An existing advertising board at the front corner of the site will also encompass the new signage. The lettering and logos on the south west, south east and north east elevations will mechanically fixed to the brickwork through a supporting fixing bar.

The proposed signage will market a new estate agents on the ground floor and the lettering on each of the proposed signage will read 'Wren Properties', with an illuminated backwash onto the elevations of the building. The signage on the door and window above the entrance will be in a vinyl format. A vinyl format will also be applied to the advertising board located at the front corner of the site with an existing light illuminating the signage. The overall aim of the signage is to promote the estate agents and to attract potential customers. Ensuring visibility of the signage from Palatine Road, which is a major route through the area, is an important consideration.

As noted previously the site is located in an area which is characterised by mainly residential dwellings however there are other commercial premises nearby. Existing businesses already display various types of signage, including posters, branding and lighting, thereby confirming that the principle of the proposed signage is acceptable in this location.

Design, Visual Appearance, and Effect on Amenity

In accordance with national and local planning policy it is necessary to consider the impact of the proposed signage in terms of design and visual appearance, whilst the potentially non-designated status of the building and its conservation area location further emphasises the importance of ensuring a proposal of high quality and sensitive design.

The proposed signage is considered appropriate with regard to its location on the building (refer to the Wren Properties Signage Details for full details). The location of the signage has been

carefully considered, taking into account the non-designated heritage asset status of the building and the conservation area location. An electrical connection will also be made to allow for illumination. This will pass internally from the building ensuring there is no wall mounted cabling.

The signage has been designed to match the proportions of the building façade, windows and door ensuring a visually pleasing appearance is achieved. The purpose of the design is to appear noticeable but fitting in with the character of the area. The lettering and logos are powder coated stainless steel with a halo illuminated backwash onto the brick fascia. The signage will be supported through a fixing bar which will be carefully installed to the facades of the building. The vinyl lettering and logos will be fixed to the door, window above the entrance and advertising board using a low solvent adhesive, causing no external harm to the materials. The advertising board uses the existing light therefore no new illumination is required.

The proposed illuminations for the signage will provide guidance to the building, making it more attractive and also improving safety. The signage on the building will be subtly illuminated between the hours of...

In summary, the proposed signage is of high quality, will complement the appearance of the building and will be consistent with relevant provisions of the NPPF; Core Strategy Policy SP 1, CC 9, and DM 1; Saved UDP policies DC14 and DC15; and, the Guide to Development in Manchester SPD.

Effect of Signage on Public Safety

Planning policy guidance states that new signage should not present any risk to highway or public safety.

The proposed signage will be installed on the external façades of the building, windows and door of the building as well as on the advertising board. As shown by the submitted drawing, the signs will be installed at a height / projection which will ensure there will be no obstruction to the footpath or highway.

There are numerous existing signs located on buildings / premises in the vicinity of the site and the proposed signage will not act as a distraction to any drivers travelling along Palatine Road or Lapwing Lane. The branding is subtle and the illumination from the lighting will be dim and will not represent a risk to highway safety. The provision of illumination around the building and site entrance is considered to be beneficial in terms of public safety.

For the above reasons the proposal will not have an adverse impact on public safety and is consistent with provisions of the NPPF and Core Strategy Policy DM 1.

Relationship of Proposed Signage to the Building and Albert Park Conservation Area

As noted previously, the proposed signage is of a carefully considered, high quality design and is appropriately positioned. The signage will respect the traditional character and significance of the building, and its location within the Albert Park Conservation Area. Similarly, the proposed signs will not have an adverse impact on the setting of any listed heritage assets in proximity to the site. The signage will be carefully installed to the building, ensuring that there will be no material adverse impact to the façade. The signage will be installed to the façade using a mechanically fixed

supporting bar with minimal fixing, whilst electricity connections will run internally ensuring no external cabling is required.

The overall purpose of the new signage is to market the estate agents on the ground floor. The signage will ensure that the entrance to the estate agents can be readily seen helping customers to locate the premises, as well as attracting passing potential customers. This will contribute to the overall success of the estate agents which in turn is associated with economic benefits.

In summary, due to the proposed location and design of the signage the proposal will not have an adverse impact on the building or the character and appearance of Albert Park Conservation Area. It will also not adversely affect the setting of any nearby listed buildings. The proposal is therefore consistent with provisions of the NPPF; Core Strategy Policies CC 9 and EN 3; Saved UDP Policy DC19 and, the Guide to Development in Manchester.

In conclusion, the proposed signage will not have an adverse impact on amenity or public safety. It will assist in marketing the new estate agents and ultimately contribute to its success by helping to attract customers. This will have a positive heritage impact for both the building itself, and the Albert Park Conservation Area. As a result, the proposal is in accordance with relevant national and local planning policy guidance.

Submission Information

The following information has been submitted in support of the applications:

- Completed Application Forms for Advertisement Consent

Drawing No.	Rev	Drawing Name	Scale	Papersize
AXI-800	00	Wren Properties Signage Details	Varied@A1	A1
AXI-002	00	Site Location Plan	1:1250@A1	A1
AXI-060	00	Existing Public House Elevations	1:100@A1	A1

The above information has been submitted alongside the application forms via the planning portal. The application fee (amounting to £132) will be paid during submission of the application.

We look forward to receiving confirmation that the application has been validated. In the meantime, if you require any further information in order to determine the application please do not hesitate to get in touch.

Yours sincerely

James Walkington

James Walkington BA (Hons) MSc
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