

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132645/AO/2022
Date registered valid: 21 January 2022
Proposal: 1no. 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: Refuse
Date of recommendation: 30 August 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 23 February 2022 Expired: 16 March 2022

Neighbour notifications

Printed: 23 February 2022 Expired: 16 March 2022

Site notice

Posted: 23 February 2022 Expired: 16 March 2022

Press advert

Published: 1 March 2022 Expired: 22 March 2022

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 "1no. fascia mounted illuminated sign". The new sign will be 1.4 metres wide and 380mm high and will be 80mm deep. The sign will be mounted above the entrance to a dessert store

Description of area

Description of development

Consultations & Notification Responses

The application has been advertised in the Manchester Evening News as affecting a Conservation Area and affecting a Listed Building. A site notice was displayed and the occupiers of nearby properties have been notified.

2 objections have been received as a result of this publicity

Objector 1 lives in the apartments above this unit. There are two food units already., which cause many problems re noise issues and environmental problems re disposal of waste food causing vermin problems within the apartments. As far as the illuminated signage proposed the objector doesn't think it is very fitting for the Castlefield heritage area and strongly objects to planning for this sign and a new restaurant

Objector 2 points out that this is a residential building. The objector live there and strongly object to a neon sign being given planning approval to be mounted on the building. The writer believes that it is totally out of keeping with the area (a conservation area of historic interest), the light pollution is disruptive for building residents and a large illuminated neon sign on the external wall of the building will look cheap and tacky on a majority residential building. Furthermore most signs in the area are muted and in keeping with the area.

Highways - have made the following comments

The proposed signs are not located on the adopted highway network, do not extend over the adopted highway and comply with headroom and carriageway clearance requirements. The proposed luminance of the signs is noted as 250cd/m² which is in line with MCC recommended maximum of 600cd/m² and is acceptable to Highways.

Highways have no objections to the signs.

The objector strongly objects to this application.

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) and 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

There is an existing fascia located above the windows of the ground floor retail units which has a height of approx. 0.437 metres and stretches right around the building.

The proposal is for a 1.4m wide, 0.414m high, 0.08m deep internally illuminated sign mounted box sign with a bracket which uses fixing bolts to attach it into the soffit above the fascia. This arrangement will result in a gap of 23mm at the front and side of the advertisement, between the top of the main box and the soffit. The distance between the bottom of the sign and the ground will be 3.5 metres. The lettering will be formed from red perspex which will be mounted on an aluminium backplate which is powder colour-coated grey to match the existing fascia. The sign will be mounted above the entrance to the dessert store.

The new advertisement will protrude out 0.08 metres from fascia. Although the base of the sign will line up with the bottom of the fascia this will not be the case at the top. There will be a gap at the front and sides between the top of the sign and the soffit which will mean that it does not line up with the top of the fascia.

The fact that there will be a gap between the soffit and the top of the sign and that it will protrude out 0.08 from the fascia will mean that the proposed advertisement will be an alien feature in the street scene. It will be a visually obtrusive and incongruous addition to the building, the overall street scene, the Castlefield Conservation Area and the following Grade II listed buildings and structures:

Power Hall Of Museum Of Science And Industry, Liverpool Road, Manchester,,
Museum Of Science & Industry - Air & Space Museum, Liverpool Road, Manchester, M3 4NG,
St Matthews, Liverpool Road, Manchester, M3 4NQ,
The Exhibition Hall Campfield Market, Liverpool Road, Manchester, M3 3NG,
322 - 330 Deansgate, Manchester, M3 4FN, 29 - 41 Liverpool Road, Manchester, M3 4NQ,
121 - 123 Liverpool Road, Manchester, M3 4JN,
125 Liverpool Road, Manchester, M3 4JN, Viaduct From Knott Mill Dividing At Castlefield North
Ending West River Irwell South End Dawson Street, Manchester, Manchester South Junction
And Altrincham Railway Viaduct, Manchester & Salford, Railway Viaduct Linking Bridge Over
Irwell To Liverpool Road Station, Water Street, Manchester, Manchester Museum Of Science
And Industry, Lower Byrom Street, Manchester, and the
Viaduct From Knott Mill Dividing At Castlefield North Ending West River Irwell South End
Dawson Street, Manchester
Manchester South Junction And Altrincham Railway Viaduct, Manchester & Salford
(the 2 Viaducts above can be viewed at 2 points within the street scene.)

and the

Grade I listed Remains Of Original Terminus Of The Manchester And Liverpool Railway
Liverpool Street Station, Liverpool Road, Manchester

The site is also part of the Castlefield Conservation Area and it can be viewed from the St John Street Conservation Area which is nearby.

For the reasons above the proposal is considered to be unacceptable. The applicant was made aware of this in March and again in August this year. It was suggested that to make the proposals more acceptable it would be necessary to modify them so their visual impact is reduced i.e. a sign consisting of individual letters of which there are examples nearby.

However, no amended plans have been received and, therefore, the recommendation is to refuse

Public Safety Highways have been consulted on this issue and have made the following comments

The proposed signs are not located on the adopted highway network, do not extend over the adopted highway and comply with headroom and carriageway clearance requirements. The proposed luminance of the signs is noted as 250cd/m² which is in line with MCC recommended maximum of 600cd/m² and is acceptable to Highways.

Highways have no objections to the signs.

The proposals are considered to be acceptable in terms of their impact on public 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: Refuse

Article 35 Declaration

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

1) The proposed sign (denoted as sign 2 on drawing number 101 rev B, received by the City Council as local planning authority on 31st January 2022) , by reason of its siting, scale, appearance and position in front of the existing fascia of the property, would fail to respond appropriately to the appearance and architecture of the property, and form an alien and incongruous feature. This would have a detrimental and harmful impact on the street scene along this part of Liverpool Road and the visual amenity and character of the local area including the Castlefield Conservation Area and the St John Street Conservation Area which both contain a number of listed buildings whose settings would be adversely affected.

The proposed development is therefore contrary to the provisions of 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Museum Of Science And Industry, Liverpool Road, Manchester, M3 4JP

St Mathews, Liverpool Road, Manchester, M3 4NQ

Ground Floor, 91 - 93 Liverpool Road, Manchester, M3 4JN

Flat 1, 91 Liverpool Road, Manchester, M3 4JN

Flat 26, 91 Liverpool Road, Manchester, M3 4JN

Unit 2, 73 - 83 Liverpool Road, Manchester, M3 4AQ

91 - 93 Liverpool Road, Manchester, M3 4JN

Unit 1, 73 - 83 Liverpool Road, Manchester, M3 4JN

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 20, 91 Liverpool Road, Manchester, M3 4JN

Flat 17, 91 Liverpool Road, Manchester, M3 4JN

Flat 15, 91 Liverpool Road, Manchester, M3 4JN

Flat 12, 91 Liverpool Road, Manchester, M3 4JN

Flat 9, 91 Liverpool Road, Manchester, M3 4JN

Flat 6, 91 Liverpool Road, Manchester, M3 4JN

Flat 4, 91 Liverpool Road, Manchester, M3 4JN

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
Flat 207, 73 - 83 Liverpool Road, Manchester, M3 4AQ
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
Flat 28, 91 Liverpool Road, Manchester, M3 4JN
Flat 27, 91 Liverpool Road, Manchester, M3 4JN
Flat 25, 91 Liverpool Road, Manchester, M3 4JN
Flat 24, 91 Liverpool Road, Manchester, M3 4JN
Flat 23, 91 Liverpool Road, Manchester, M3 4JN
Flat 22, 91 Liverpool Road, Manchester, M3 4JN
Flat 21, 91 Liverpool Road, Manchester, M3 4JN
Flat 19, 91 Liverpool Road, Manchester, M3 4JN
Flat 18, 91 Liverpool Road, Manchester, M3 4JN
Flat 16, 91 Liverpool Road, Manchester, M3 4JN
Flat 14, 91 Liverpool Road, Manchester, M3 4JN
Flat 13, 91 Liverpool Road, Manchester, M3 4JN
Flat 11, 91 Liverpool Road, Manchester, M3 4JN
Flat 10, 91 Liverpool Road, Manchester, M3 4JN
Flat 8, 91 Liverpool Road, Manchester, M3 4JN
Flat 7, 91 Liverpool Road, Manchester, M3 4JN
Flat 5, 91 Liverpool Road, Manchester, M3 4JN
Flat 3, 91 Liverpool Road, Manchester, M3 4JN
Flat 2, 91 Liverpool Road, Manchester, M3 4JN

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: CENTRL