

Planning

Growth & Development

Delegated officer report for planning application

Application nos. 133378/AO/2022 and 133380/LO/2022

Date registered valid: 30 March 2022

Proposal: Installation of various illuminated and non illuminated signage for a temporary period until 30 July 2023

Address: Castlefield Viaduct , Manchester, M3 4NF

Ward(s): Deansgate Ward

Applicant: Miss Jennifer Ingham National Trust Heelis, Kemble Drive, Rodbourne, Swindon, SN2 2NA

Agent (if any): Jennifer Ingham National Trust Heelis, Kemble Drive, Rodbourne, Swindon, SN2 2NA

Case officer: Eve Woolstencroft
Tel: 0161 234 4533
Email: eve.woolstencroft@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 23 May 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 22 April 2022 Expired: 13 May 2022

Neighbour notifications

No neighbour notifications have been printed and sent.

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: Castlefield Conservation Area 1979

Tree Preservation Order:

Description of Site/Area

The site is section of the Grade II listed 1892 Castlefield Viaduct that starts at the car park of Deansate Metrolink Station in the east and runs alongside the Metrolink line towards Cornbrook. The site is 330m long and straddles Castlefield Basin with its canal structures and rail viaducts below. The viaduct is supported on a series of cast iron columns that both sit within the canal and around it. The area has a variety of uses, including offices, residential and leisure.

Planning permission and listed building consent was approved temporary change of use to an urban park (F2(c)) for a period of 20 months under applications referenced 131621/FO/2021 and 131622/LO/2021.

Description of Development

The submitted application seeks advertisement consent and listed building consent for the installation of various illuminated and non-illuminated signage for a temporary period until 30 July 2023.

Consultations & Notification Responses

Local residents were notified an a site notice was posted for 21days. No responses were received as a result of this notification.

Highways - The proposed signage is not located on and will not project over the adopted highway network, as such, a Projection over License will not be required.

The only signage that is to be illuminated will be static and is confirmed as 75cd/m² which is considered acceptable as it is in line with MCC recommended maximum of 600cd/m².

The signage complies with headroom and carriageway clearance requirements.

During installation and maintenance operatives will be expected to comply fully with the relevant traffic laws, including any local parking and movement restrictions.

Environmental Health - The information submitted would suggest only one of the proposed signs is to be illuminated and the proposed light level stated is acceptable

Issues

The main issues to consider in assessing this application are the impact on visual amenity, public safety, whether the proposal would preserve or enhance the character and appearance of Castlefield Conservation Area and the impact it would have on the character and appearance of the listed structure. The application should be considered against the following policies: sections 6 Building a strong and competitive economy, 7 (Ensuring the Vitality of Town Centres), 8 (Promoting healthy and safe communities, 12 (Achieving Well-Designed Places) and 16 (Conserving and Enhancing the Historic Environment of the National Planning Policy Framework (NPPF); Core Strategy Policies SP1 (Spatial Principles), CC9 (Design and Heritage), CC10 (A Place for Everyone), T2 (Accessible Areas of Opportunity and Need), EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage) and DM1 (Development Management); and saved Unitary Development Plan (UDP) policies DC15 (Advertisements, hoardings and posters) DC18.1 Conservation Areas and DC19.1 Listed Buildings.

Visual Amenity

The proposed signage is temporary and considered to be acceptable and would not adversely affect the character and appearance of the listed structure or visual amenity within the area.

Impact on Listed Structure and Conservation Area

There are some instances of less than substantial harm relating to the visual impact of the new signage. However, all new additions are reversible, meaning should this temporary use not continue beyond the pilot then the viaduct could be returned to its extant state.

Any instances of harm are considered to be outweighed by the benefits of the scheme which include creating a better visitor experience which contributes to better understanding of the structure's significance to the public. The proposal is therefore considered to be in accordance with paragraph 202 of the NPPF, Core Strategy Policies EN3 and CC9 and Saved UDP policies DC18 and DC19.

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

In assessing the merits of a planning application officers worked with the applicant in a positive and proactive manner to seek solutions to problems arising in relation to dealing with the planning application.

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

133378/AO/2022

1) a) The express advertisement consent hereby granted is for a temporary period and shall expire on 30 July 2023.

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 advertisement hoarding(s) 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) The development hereby approved shall be carried out in accordance with the following drawings and documents:

Received by the City Council as Local Planning Authority on 30 March 2022:

-Location Plan drawing no. (PL)001 REV A

Received by the City Council as Local Planning Authority on 03 May 2022:

-Document Referenced 'Proposal for Advertisement Consent'

-Arrival Signage Masterplan drawing no. (DIA)021

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.

3) Any illuminated signage hereby granted consent shall have a luminance limit of 75cd/m2

Reason - In the interests of pedestrian/highway safety and visual amenity, pursuant to policy DM1 of the Manchester Core Strategy.

133380/LO/2022

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

3) The signage hereby approved shall be fully removed when no longer required, or on the 30 July 2022, whichever is sooner.

Reason : Because the proposed works affect a building which is included in the Statutory List of Buildings of Special Architectural or Historic Interest and careful attention to building work is required to protect the character and appearance of this building and to ensure consistency in accordance with policies CC9 and EN3 of the Core Strategy and saved policy DC19.1 of the Unitary Development Plan for the City of Manchester.

4) Prior to the removal of the signage a methodology for making good the damaged areas shall be submitted for approval to the City Council as Local Planning Authority.

The works shall then be carried out fully and only in accordance with the approved details.

Reason - To ensure that the appearance of the development is acceptable to the City Council as local planning authority in the interests of the visual amenity of the area within which the site is located, as specified in policies EN1, EN3, CC9, SP1 and DM1 of the Core Strategy and saved policies DC18.1 and DC19.1 of the Unitary Development Plan.

Informatives

1) The applicant should be advised that any requirements for licensing, hoarding /scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email - highwaylicenses@manchester.gov.uk

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Appendix 2 – Planning constraints

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 Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Conservation Area - Castlefield Conservation Area 1979
Flood Zones Type 2 (low to medium risk) -
Flood Zones Type 3 (high risk) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CITY1