

Planning

Growth & Development

Delegated officer report for planning application

Application no. 133403/AO/2022

Date registered valid: 3 May 2022

Proposal: Installation of directional finger post signage in various location within the City Centre for a temporary period until 31 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):

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

Recommendation: Approve

Date of recommendation: 14.07.2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 11 May 2022 Expired: 1 June 2022

Neighbour notifications

No neighbour notifications have been printed and sent.

Site notice

Posted: Expired:

Press advert

Published: 17 May 2022 Expired: 7 June 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:

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 for the installation of directional finger post signage in various location within the City Centre for a temporary period until 31 July 2023.

Consultations & Notification Responses

Highways – no objections providing the font on the signage does not exceed a height of 30mm

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 conservation area or visual amenity within the area. The design would be in keeping with existing directional way finding signage within the city centre and would be displayed for a temporary period only.

Public Safety

There are no concerns with regards to Public Safety associated with the adverts.

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) 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 advertisements 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.

3) 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 03 May 2022:

- Location Plan drawing no. CV101
- Fingerpost Signage Locations
- Arrival Signage Masterplan drawing no. (DIA)021
- Document referenced 'Proposal for Advertisement Consent' dated March 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.

4) Any lettering on the proposed signage should be a maximum of 30mm

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

Appendix 1 – List of consultees & neighbours notified

Highway Services

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: CENTRL