

Planning

Growth & Development

Delegated officer report for planning application

Application no. 131472/AO/2021

Date registered valid: 24 August 2021

Proposal: Installation of two pairs of internally illuminated panel signs to east and west elevations of entrance canopy (4 signs in total)

Address: House Of Sport , Rowsley Street, Manchester, M11 3FF

Ward(s): Ancoats & Beswick Ward

Applicant: Mark Evans AHR Architects 55 Princess Street, Manchester, M2 4EW

Agent (if any): Mark Evans AHR Architects 55 Princess Street, Manchester, M2 4EW

Case officer: Jennifer Atkinson
Tel: 0161 234 4517
Email: jennifer.atkinson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 30 September 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 2 September 2021

Expired: 23 September 2021

Neighbour notifications

Printed: 2 September 2021

Expired: 23 September 2021

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

The application site relates to the National Squash Centre (NSC) located at the Etihad Campus. The building comprises of two arching shed structures within which are housed an indoor athletics track, squash courts with a show court and associated changing facilities. There are also many cellular office spaces located within the eastern shed that have over the years have been subject to many alterations. It also supports the adjacent regional athletics arena.

A small areas of car parking is located in front of the building for disabled users.

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of area

The NSC was constructed in 2002 for the Commonwealth Games. The building was constructed along with numerous other building, including the Etihad Stadium, which are now collectively known as the Etihad Campus. A new events arena has recently been granted planning permission at the campus which would add further to the offer at the campus as a sporting and events destination.

There are excellent public transport links in the area, notably the Etihad Campus Metrolink stop along with access to walking and cycling routes as well as the local bus corridor.

Vehicular access is gain via Rowsley Street via an access road that leads to a car parking that is shared by the NSC and Regional Athletic arena.

Description of development

Installation of two pairs of internally illuminated panel signs to east and west elevations of entrance canopy (4 signs in total)

Consultations & Notification Responses

Local residents/public opinion no comments received

Highway Services have no objection to the proposals. The signs are not located on the adopted highway network. The proposed signs extend to a maximum projection of 0.04m over the private forecourt and does not extend over the adopted highway. As such, a Projection over License will not be required. The proposed luminance of the signs are noted as 200 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers. A sufficient headroom clearance of 3.2m, compliant with the 2.30m minimum, is noted and accepted by Highways. The proposed signs comply with carriageway clearance requirements and is therefore compliant with MCC recommendations.

Town and Country Planning (Control of Advertisements) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

(a) the provisions of the development plan, so far as they are material; and

(b) any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

(i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;

(iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Manchester Core Strategy (2012)

Relevant policies SP1, EN1 and DM1

Unitary Development Plan for the City of Manchester (1995)

Extant policies DC14 and E3.3

Guide to Development in Manchester SPD (2007)

National Planning Policy Framework (2019)

Issues

Principle

There is no objection to the principle of the signs being displayed at the application site. As required by the Town and Country Planning (Control of Advertisements) Regulations 2007, matters relevant to the consideration of this application are amenity and public safety.

Planning permission in May 2021 for the installation of new entrance with associated canopy and elevational alterations (129921/FO/2021). This application is for signage to be installed to the new entrance.

Amenity

Four signs in total would be installed on the entrance canopy in two sign types:

Type 1 – 2 x 1596 x 965 mm rimless face illuminated letters with a depth of 40mm in brushed stainless steel stating 'ENGLAND RUGBY LEAGUE'. The faces of the sign are in opal acrylic with red translucent vinyl applied to the face of the sign. The sign would be internally illuminated by white LEDs (200 cd/m²) which would be fixed directly to the back of the cladding panels.

Type 2 – 2 x 1596 x 965 mm rimless face illuminated letters with a depth of 40 mm in brushed stainless steel stating 'RUGBY FOOTBALL LEAGUE'. The faces of the sign are in opal acrylic with red translucent vinyl applied to the face of the sign. The sign would be internally illuminated by white LEDs (200 cd/m²) which would be fixed directly to the back of the cladding panels.

Each type of sign would be fitted to either side of the entrance canopy.

The signs are considered to be acceptable. The individual letters and sporting emblems would have a high quality in appearance and materials.

Public safety

It is not considered that the signage will give rise to any public safety concerns. and given the position on the building will not cause to distract pedestrians or vehicles. Highway Services have raised no objections.

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

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. The application is therefore determined in a timely manner.

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 following drawings and documents:

HOS-AHR-00-ZZ-DR-A-20-110 Rev P5 and logo pack stamped as received by the City Council, as Local Planning Authority, on the 24 August 2021

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Sport City Visitors Centre, Ashton New Road, Manchester, M11 4ZZ

National Squash Centre, Rowsley Street, Manchester, M11 3FF

EASTLANDS TRUST LIMITED, Institute Of Sport, Rowsley Street, Manchester, M11 3FF

Sport City Visitor And Information Centre, Rowsley Street, Manchester, M11 3FF

Regional Athletics Arena, Rowsley Street, Manchester, M11 3FF

Manchester City Football Club Ltd, Etihad Stadium, Ashton New Road, Manchester, M11 3FF

Manchester Tennis And Football Centre, 9 Sportcity Way, Manchester, M11 3DU

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Aircraft Safeguarding Zone - Aircraft Safeguarding - Not Affected

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M

Coal Authority - Development High Risk - Name: DEVELOPMENT_HIGH_RISK_AREA

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Coal Authority - Surface Coal Resources - Name: Coal bearing strata at surface

Historic Landfill Site 250m Buffer -

Historic Landfill Site 250m Buffer -

Historic Landfill Site 250m Buffer -

Area Team Boundary - Name: NORTH2