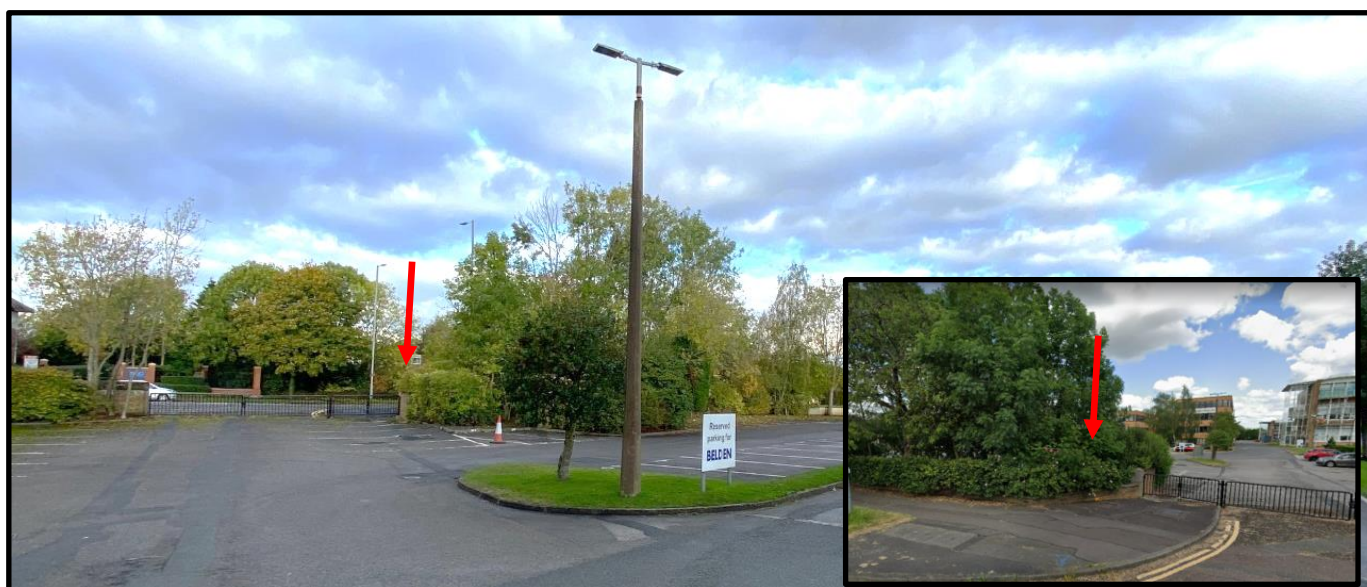


Planning

Growth & Development

Delegated officer report for planning application

Application no.	131336/AO/2021
Date registered valid:	12 August 2021
Proposal:	Installation of internally illuminated 9m High Totem Pole Sign
Address:	Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Ward(s):	Woodhouse Park Ward
Applicant:	Mr Liam MacCarthy, Infinity (MIOC) LLP MIOC, Styal Road, Manchester, M22 5WB
Agent (if any):	Mr Jamie Wood, Pozzoni Architecture Limited, Woodville House, 2 Woodville Road, Altrincham, WA14 2FH
Case officer:	David Lawless Tel: 0161 234 4543 Email: david.lawless@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	16/11/21



Application details

Type of application:	Advertisement Consent
Development type:	Advertisements

Date of site visit: 29 October 2021

Standard consultations:

Printed: 19 August 2021 Expired: 9 September 2021

Neighbour notifications

Printed: 19 August 2021 Expired: 9 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/area

This site is located to the front of the MIOC and Gateway House office buildings on Styal Road and consists of a modest planter that adjoins a vehicular access/egress point onto Styal Road.

To the north and south of the site lies the landscaped buffer and boundary treatment that separates the business park from Styal Road, while to the east there is an estate road and car parking spaces. To the west, on the opposite side of Styal Road, there are dwellings and an office block.

Listed building: No
Conservation area: No
Tree Preservation Order: No

Description of development

The applicant is proposing to install a 9 metre high internally illuminated totem sign, seen here on the right:

An application for the drive-thru unit has been submitted separately under ref: 131335/FO/2021.

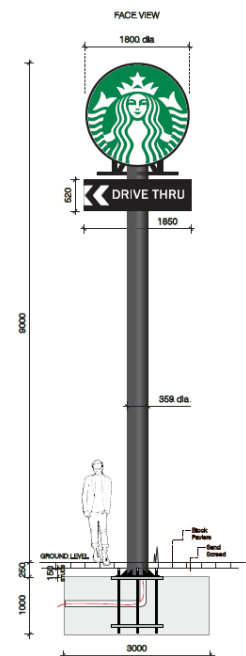
Consultations & Notification Responses

Local Residents/Businesses – One letter of objection has been received, the comments are summarised below:

- The application for a Totem Pole Sign is clearly a ruse, hiding the applicant's true intentions of a 24/7 restaurant and drive through.
- The other issues raised concern highway safety and the citing of incorrect accident and public transport data.

TREMAR Residents Association – No comments received.

Highway Services – Have made the following comments:



- The proposed sign is not located on the adopted highway network.
- The proposed sign does not extend over the private drive-thru car park or the adopted highway and as such, a Projection over License will not be required.
- The proposed luminance of the sign is noted as 1 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 6.4m, compliant with the 2.30m minimum, is noted and accepted by Highways.
- The proposed sign complies with carriageway clearance requirements and is therefore compliant with MCC recommendations.

In light of the above, Highways have no objections to the proposals.

Policies

Core Strategy Development Plan Document – The Core Strategy Development Plan Document 2012 -2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development.

A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents. Relevant policies in the Core Strategy are detailed below:

Policy SP1, *Spatial Principles* – Development in all parts of the City should make a positive contribution to neighbourhoods of choice including creating well designed places that enhance or create character and protect and enhance the built and natural environment.

DM1, Development Management – This policy states that all development should have regard to a number of specific issues for which more detailed guidance may be given within a supplementary planning document. The relevant specific issues are detailed below:-

- Appropriate siting, layout, scale, form, massing, materials and detail.
- Impact on the surrounding areas 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, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.

Saved UDP Policy 15, *Advertisements, Hoardings and Posters* – DC15.1 states that the Advertisement Regulations require that applications for advertisements be considered only in the interests of amenity and public safety. In determining applications for free standing hoardings and wall mounted posters 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 use of hoardings as part of a scheme to prevent access by unauthorised users onto land pending development;
- i) the use of hoardings to disguise or improve the appearance of unsightly features, operations or activities;
- j) the number of advertisements in the locality and their cumulative effect on visual amenity.

Policy DC15.2 states that in assessing the interests of amenity and safety the Council will take account of the following criteria:

- a) developments of this kind should not harm the character or architectural features of a building, nor interfere with its proper use;
- b) they should be in scale with the locality and relate properly to the site on which they stand;
- c) they should be unobtrusive and should not intrude into residential neighbourhoods and areas of high amenity value;
- d) a proposal which would be injurious to public safety or adversely affect the flow of traffic, by reason of its position, size, or design will not be permitted.

Issues

Under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 local planning authorities are required to exercise their powers under the Regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they relate to amenity and public safety, and any other relevant factors.

The definition of “amenity” includes both visual and aural amenity. Therefore as well as visual amenity, the noise generated by advertisements should be considered. “Public safety” is not confined to road safety. Crime prevention and detection are relevant; the obstruction of highway surveillance cameras, speed cameras and security cameras by advertisements is now included.

Amenity – Given its design and siting, it is not considered the proposal would have a detrimental impact upon the levels of visual and aural amenity enjoyed by the occupants of those dwellings closest to the site.

Public Safety – The sign does not raise any highway safety issues and this has been recognised by Highway Services

Accordingly, it is considered that the proposal complies with policies DM1 and SP1 in the Core Strategy Development Plan Document and saved policy DC15.1 of the UDP.

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 to resolve any 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

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 stamped as received on 12 August 2021:

- a) P5759_1100 A
- b) P5759_1200 A
- c) "Sheet 1"

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Manchester Core Strategy.

Informatives

Given the location of this property relative to the flight path, the applicant should be aware that the airport will take action against anyone found in contravention of the Air Navigation Order ("Order"). In particular in contravention of the following provisions under that Order:-

Part 10: 240: A person must not recklessly or negligently act in a manner likely to endanger an aircraft, or any person in an aircraft.

Part 10: 241: A person must not recklessly or negligently cause or permit an aircraft to endanger any person or property.

The applicant's attention is drawn to the new procedures for crane and tall equipment notifications, please see:

<https://www.caa.co.uk/Commercial-industry/Airspace/Event-and-obstacle-notification/Crane-notification/>

Appendix 1 – List of consultees & neighbours notified

Highway Services

TREMAR Residents Association

First Floor South, 500 Styal Road, Manchester, M22 5HQ
Second Floor, 500 Styal Road, Manchester, M22 5HQ
Ground Floor, 500 Styal Road, Manchester, M22 5HQ
Styal Road Service Station, Styal Road, Manchester, M22 5WX
Renold House, Styal Road, Manchester, M22 5WL
First Floor, 500 Styal Road, Manchester, M22 5HQ
Ground Floor South, 500 Styal Road, Manchester, M22 5HQ
Gateway House, Styal Road, Manchester, M22 5WY
4 Emerald Road, Manchester, M22 5WA
1 Emerald Road, Manchester, M22 5WA
3 Emerald Road, Manchester, M22 5WA
7 Emerald Road, Manchester, M22 5WA
6 Emerald Road, Manchester, M22 5WA
5 Emerald Road, Manchester, M22 5WA
2 Emerald Road, Manchester, M22 5WA
9 Maroon Road, Manchester, M22 5NB
8 Maroon Road, Manchester, M22 5NB
7 Maroon Road, Manchester, M22 5NB
6 Maroon Road, Manchester, M22 5NB
5 Maroon Road, Manchester, M22 5NB
4 Maroon Road, Manchester, M22 5NB
3 Maroon Road, Manchester, M22 5NB
2 Maroon Road, Manchester, M22 5NB
1 Maroon Road, Manchester, M22 5NB
44 Trenchard Drive, Manchester, M22 5NA
42 Trenchard Drive, Manchester, M22 5NA

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 Zone - Within Outer Area

Airport Noise Index Zone - Noise and Nuisance Index - 50-59

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: SOUTH