

Planning

Growth & Development

Delegated officer report for planning application

Application no. 130951/AO/2021
Date registered valid: 5 July 2021
Proposal: Erection of 2 x individual letter illuminated signs (1 x east elevation and 1 x west elevation)
Address: Block 7 & 8 Circle Square , Oxford Road, Manchester, M60 7HB
Ward(s): Deansgate Ward

Applicant: Manchester Charles Street Residential Scottish Ltd Partnersh Saltire Court, 20 Castle Terrace, Edinburgh, EH1 2EN
Agent (if any): Mr David Bates Feilden Clegg Bradley Studios Carvers Warehouse, 77 Dale Street, Manchester, M1 2HG
Case officer: Angela Leckie
Tel: 0161 234 4651
Email: angela.leckie@manchester.gov.uk
Recommendation: Approve
Date of recommendation: 18-08-21

Application details

Type of application: Advertisement Consent
Development type: Advertisements
Date of site visit: 11 August 2021

Standard consultations:
No consultations have been printed and sent.

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

Description of site/building

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

The site is located within the rear of Circle Square between Buildings 10 and 11 and Symphony Park. The application relates to buildings 7 and 8 approved to operate under the 'Vita Living' Brand under application ref no 111027 as amended by 116418, 117610, 126165. These are being delivered as part of the development of the former BBC site now known as Circle Square. The wider site (known as the Masterplan Site) measures 4.68 hectares and is bounded by Oxford Road, Charles Street, Brancaster Road, Sorton Street, Cloak Street, Upper Brook Street and the River Medlock. The site was cleared in 2012 when vacated by the BBC and was subsequently used until July 2015 as a surface level car park.

Description of area

The site is located within part of the City Centre known as The Corridor which contains a high concentration of commercial, cultural and education facilities and is considered to be the geographical heart of Manchester's 'knowledge economy'. The Corridor is a key focus of investment within the City and represents a major opportunity to secure added-value economic growth.

Description of development

This application seeks consent to erect two number illuminated signs on the building, that display the operators corporate branding to enabling clear identification of the building entrances.

The illuminated signs are to be mounted on the curtain wall to the link bridge, measuring 330mm by 3500mm. Made up of individual letters spelling the words "Vita Living East". The sign letters will be finished in white, with a backing frame finished in a bronze PPC colour to match the façade.

Consultations & Notification Responses

NONE

Issues

The following policies within the Core Strategy are considered to be most relevant to the proposed development:

Policy DM1 (Development Management) – which states that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document:-

- 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.

The Unitary Development Plan for Manchester - For the reasons outlined below the following saved UDP Policies are of relevance to this application:

DC14 (Shop Fronts and Related Signs) which states that signs should normally be positioned at fascia level and should be in keeping with the character and scale of the frontage of the building.

Design Issues – The proposed signs would be located at fascia level and would be in keeping with the architectural features of the building and would not have an adverse impact on its appearance within the street scene.

In view of the above the proposals are considered to be consistent with Core Strategy policy DM and saved policy DC14 contained in 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:

Article 35 Declaration

Officers have worked with the applicant in a positive and proactive manner to seek solutions to problems arising in relation to dealing with the planning application. No such problems have arisen on this 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 and documents:

(a) 1808-PA-1000 and 1808-PA-1001; and

(b) CSAL-FCBS-ZL-XX-DR-A-0810-C01 GA Elevations - Signage, CSAL-FCBS-ZL-MZ-DR-A-1030-C01 GA Plan - Level MZ - Signage, CSAL-FCBS-ZL-GF-DR-A-3141-C01 Cladding Bay Study - GF - Signage and Vita Living East - Entrance Branding Signage Proposal V4 Detailed designs of the signage

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to Core Strategy SP1 and DM 1.

Appendix 1 – List of consultees & neighbours notified

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

Area Team Boundary - Name: CITY1