

Date: 27 May 2022

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Planning Department
Growth and Development
Manchester City Council
P O Box 532
Manchester
M60 2LA

Dear Sir/Madam,

APPLICATION BY TESCO STORES LTD FOR THE INSTALLATION OF EXTERNAL SIGNAGE AT UNIT 1, SKY GARDENS, 210 CHESTER ROAD, MANCHESTER, M15 4QG.

On behalf of our client, Tesco Stores Ltd, please find enclosed an application for Advertisement Consent at the above site. Tesco Stores Ltd proposes to occupy and operate Unit 1, Sky Gardens, 210 Chester Road, Manchester, M15 4QG - approved under permission 115211/FO/2017 - as a Tesco Express Store.

Site Context

The site is located to the north of Chester Road, east of Hulme Hall Road, south of Ellesmere Street and west of Bentinck Street. The site is located approximately 950 metres southwest of Deansgate Train Station.

The surrounding area is characterised by a range of uses, including retail and leisure, commercial and residential.

The site is not located within a Conservation Area or within an Area of Archaeological Importance.

Historic England's website identifies that the site is located approximately 20 metres north of a Grade II listed building at 215-219 Chester Road; and 60 metres southeast of the Former Albert Mill on the west corner of the junction at Hulme Hall Road and Ellesmere Street, which is Grade II listed. The proposed Advertisement would be visible from 215-219 Chester Road but would not be visible from the Former Albert Mill.

Local Policy Designations

The site is located within the City Centre (Policies CC1-CC10); the Regional Centre (Core Strategy Policy EC3); and the Manchester City Boundary.

Planning History

As identified above, Tesco Stores Ltd is seeking to occupy Unit 1 of the development approved under permission 115211/FO/2017, which was granted on 30 May 2017 for the *"Redevelopment of site with a mixed-use development comprising 174 dwellings (Use Class C3) and 4 commercial units (to include Use Classes A1, A2, A3, A4, B1a), with associated car parking and a landscaped public square"*.

Scope of Planning Application

Advertisement Consent is required for the following:

"Installation of external signage."

Please find enclosed the following documents in support of the application:

- Application form for Advertisement Consent;
- The appropriate Advertisement Consent application fee of £132 (paid via Planning Portal);

- Covering Letter;
- General Arrangement (Projecting+Sign+V2.1);
- Box Fascia_External Illumination Detail;
- Existing Plan_ADV (02_MANC_02L);
- Existing Site Plan_ADV (02_MANC_02K);
- Existing Elevations (03_2689_03E);
- Location Plan_ADV (01_MANC_01B);
- Proposed Plan_ADV (02_MANC_02M); and
- Proposed Elevations (03_2689_03F).

The specification for each signage component is contained within **Appendix A**.

Planning and Heritage Analysis

In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, planning applications are to be determined in accordance with the adopted development plan unless material considerations indicate otherwise.

At a national level, the National Planning Policy Framework 2021 (NPPF) and the National Planning Policy Guidance are material planning considerations in the decision-making process.

The development plan is comprised of the following documents:

- Core Strategy 2012-2017 (2012);
- Unitary Development Plan (saved policies) (1995);
- Greater Manchester Joint Waste DPD (2012); and
- Greater Manchester Joint Minerals DPD (2013).

Advertisements

The NPPF states that control of advertisements should be operated in a way which is 'simple, efficient and effective' (NPPF, Paragraph 136). It states that:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

Saved Policy DC14.1 states:

"In determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shopfronts, where appropriate, and of the area within which the premises are located."

Saved Policy DC14.5 states:

"The Advertisement Regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies:

A. In the interests of amenity,

a. signs should not normally be positioned other than at fascia level;

- b. signs should respect the architectural form of buildings and shop frontages;*
- c. where no obvious fascia level exists, signs above shopfronts should be in keeping with the scale of the frontage of the building and in particular should not fill the gap between ground floor shop windows and first floor windows;*
- d. projecting box signs, or any other type of sign which projects significantly beyond the shopfront, should line up with the associated fascia board. Where this is not the case, such proposals will not be permitted;*
- e. the Council will normally permit only one projecting box sign for each shop unit. On listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs;*
- f. fixed canopies mounted above fascia level or which obscure the fascia or shopfront will not normally be permitted, unless within a structural opening;*
- g. long canopies which ignore the architectural form of frontages will not normally be permitted.*

B. In the interests of public safety,

- h. any sign which is detrimental to the safety of pedestrians or motorists will be refused;*
- i. all canopies, blinds and awnings should provide a minimum clearance of 2.3 metres above the footpath”.*

Saved policy DC15.1 states:

“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”.*

Heritage

Paragraph 200 of the NPPF has regard to listed buildings and states:

“Any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- a) grade II listed buildings, or grade II registered parks or gardens, should be exceptional;*
- b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional”.*

Core Strategy Policy EN 3 relates to Heritage and states:

“Throughout the City, the Council will encourage development that complements and takes advantage of the distinct historic and heritage features of its districts and neighbourhoods, including those of the City Centre.

New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains.

Proposals which enable the re-use of heritage assets will be encouraged where they are considered consistent with the significance of the heritage asset”.

Summary

The consent sought with this application is for signage that is commensurate to the scale and nature of the proposals approved under permission 115211/FO/2017.

The illumination of the signage is considered to be appropriate to the building and area in general, and the provision of signage is appropriate to the size of the building and does not result in a cluttered effect.

The advertisement proposals have been sensitively designed, ensuring the appearance of the listed building south of the site is not harmed and there is no detracting from its setting.

In addition, the signage proposed is of high quality and will have no adverse effect on highway or pedestrian safety.

Collectively, the advertisement proposals are therefore considered to accord with the adopted development plan and the NPPF.

Conclusion

We trust that you have all the information you require to register this application. If you have any related queries on the application submission, please do not hesitate to contact either Mark Buxton or myself. We look forward to your formal acknowledgement of the application.

Our ref: MB/JT/25901



Yours sincerely,
for RPS Consulting Services Ltd

A handwritten signature in black ink, appearing to read 'JMTubb' with a horizontal line underneath.

Jake Tubb MRTPI
Senior Planner
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Appendix A

Signage Specification

Sign 1 – Fascia:

- Sign type: fascia
- Sign height: 0.85m
- Sign width: 6.52m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.8m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 0cm
- Material design of the sign: 2mm Formed Aluminium powder coated Blue RAL 5005
- Colour of sign text and background: Aluminium powder coated Blue RAL 5005, 30% Gloss with brown Arizona Oak woodtex strip to base
- Non illuminated

Sign 2 – Fascia:

- Sign type: fascia
- Sign height: 0.85m
- Sign width: 6.52m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.8m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 0cm
- Material design of the sign: 2mm Formed Aluminium powder coated Blue RAL 5005
- Colour of sign text and background: Aluminium powder coated Blue RAL 5005, 30% Gloss with brown Arizona Oak woodtex strip to base
- Non illuminated

Sign 3 – Fascia:

- Sign type: fascia
- Sign height: 0.85m
- Sign width: 4.57m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.8m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 50.2cm
- Material design of the sign: 2mm Formed Aluminium powder coated White RAL 9010

- Colour of sign text and background: Aluminum Powder coated white RAL 9010 with in Tesco opal 030 Avery 4509 Red 431, Express and blips -Opal 030-Avery 5600 LD/082A blue letters.
- Illuminated
- Illuminance levels: 350 cd/m2
- Illuminance type: static

Sign 4 – Fascia:

- Sign type: fascia
- Sign height: 0.85m
- Sign width: 0.98m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.8m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 0cm
- Material design of the sign: 2mm Formed Aluminium powder coated Blue RAL 5006
- Colour of sign text and background: Aluminium powder coated Blue RAL 5005, 30% Gloss with brown Arizona Oak woodtex strip to base
- Non illuminated

Sign 5 – Fascia:

- Sign type: fascia
- Sign height: 0.85m
- Sign width: 2.22m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.8m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 0cm
- Material design of the sign: 2mm Formed Aluminium powder coated Blue RAL 5006
- Colour of sign text and background: Aluminium powder coated Blue RAL 5005, 30% Gloss with brown Arizona Oak woodtex strip to base
- Non illuminated

Sign 6 – Fascia:

- Sign type: fascia
- Sign height: 0.85m
- Sign width: 3.63m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.8m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 0cm

- Material design of the sign: 2mm Formed Aluminium powder coated Blue RAL 5006
- Colour of sign text and background: Aluminium powder coated Blue RAL 5005, 30% Gloss with brown Arizona Oak woodtex strip to base
- Non illuminated

Sign 7 – Fascia:

- Sign type: fascia
- Sign height: 0.85m
- Sign width: 3.5m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.8m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 0cm
- Material design of the sign: 2mm Formed Aluminium powder coated Blue RAL 5006
- Colour of sign text and background: Aluminium powder coated Blue RAL 5005, 30% Gloss with brown Arizona Oak woodtex strip to base
- Non illuminated

Sign 8 – Fascia:

- Sign type: fascia
- Sign height: 0.85m
- Sign width: 7.65m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.8m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 10cm
- Material design of the sign: 2mm Formed Aluminium powder coated Blue RAL 5006
- Colour of sign text and background: Aluminium powder coated Blue RAL 5005, 30% Gloss with brown Arizona Oak woodtex strip to base; Store Address and Est. year vinyl lettering applied to new fascia.
- Non illuminated

Sign 9 – Fascia:

- Sign type: fascia
- Sign height: 0.75m
- Sign width: 7.65m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.8m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 0cm

- Material design of the sign: 2mm Formed Aluminium powder coated Blue RAL 5006
- Colour of sign text and background: Aluminium powder coated Blue RAL 5005, 30% Gloss with brown Arizona Oak woodtex strip to base
- Non illuminated

Sign 10 – Fascia:

- Sign type: fascia
- Sign height: 0.75m
- Sign width: 4.51m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.78m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 50.2cm
- Material design of the sign: 2mm Formed Aluminium powder coated White RAL 9010
- Colour of sign text and background: Aluminum Powder coated white RAL 9010 with in Tesco opal 030 Avery 4509 Red 431, Express and blips -Opal 030-Avery 5600 LD/082A blue letters.
- Illuminated
- Illuminance levels: 350cd/m2
- Illuminance type: static

Sign 11 – Fascia:

- Sign type: fascia
- Sign height: 0.85m
- Sign width: 7.65m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.74m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 0cm
- Material design of the sign: 2mm Formed Aluminium powder coated Blue RAL 5006
- Colour of sign text and background: Aluminium powder coated Blue RAL 5005, 30% Gloss with brown Arizona Oak woodtex strip to base
- Non illuminated

Sign 12 – Projecting Sign:

- Sign type: projecting sign
- Sign height: 0.65m
- Sign width: 0.8m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.94m
- Maximum projection of the sign from the face of the building: 0.8m

- Maximum height of individual letters and symbols: 20cm
- Material design of the sign: 2mm Formed Aluminium powder coated White RAL 9010
- Colour of sign text and background: Aluminium Powder coated white RAL 9010 with Tesco in opal 030 Avery 4509 Red 431, Express and blips in Opal 030-Avery 5600 LD/082A blue letters. Sides, top and bottom to be blue as per fascia.
- Illuminated
- Illuminance levels: 350cd/m2
- Illuminance type: static

Sign 13 – Projecting Sign:

- Sign type: projecting sign
- Sign height: 0.65m
- Sign width: 0.8m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.96m
- Maximum projection of the sign from the face of the building: 0.8m
- Maximum height of individual letters and symbols: 20cm
- Material design of the sign: 2mm Formed Aluminium powder coated White RAL 9010
- Colour of sign text and background: Aluminum Powder coated white RAL 9010 with Tesco in opal 030 Avery 4509 Red 431, Express and blips in Opal 030-Avery 5600 LD/082A blue letters. Sides, top and bottom to be blue as per fascia.
- Illuminated
- Illuminance levels: 350cd/m2
- Illuminance type: static

Sign 14 – Projecting Sign:

- Sign type: projecting sign
- Sign height: 0.65m
- Sign width: 0.8m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.97m
- Maximum projection of the sign from the face of the building: 0.8m
- Maximum height of individual letters and symbols: 20cm
- Material design of the sign: 2mm Formed Aluminium powder coated White RAL 9010
- Colour of sign text and background: Aluminium Powder coated white RAL 9010 with Tesco in opal 030 Avery 4509 Red 431, Express and blips in Opal 030-Avery 5600 LD/082A blue letters. Sides, top and bottom to be blue as per fascia.
- Illuminated
- Illuminance levels: 350cd/m2
- Illuminance type: static

Sign 15 – Projecting Sign:

- Sign type: projecting sign
- Sign height: 0.65m
- Sign width: 0.8m
- Sign depth: 0.125m
- Height from the ground to the base of the sign: 2.99m
- Maximum projection of the sign from the face of the building: 0.8m
- Maximum height of individual letters and symbols: 20cm
- Material design of the sign: 2mm Formed Aluminium powder coated White RAL 9010
- Colour of sign text and background: Powder coated white RAL 9010 with Tesco in opal 030 Avery 4509 Red 431, Express and blips in Opal 030-Avery 5600 LD/082A blue letters. Sides, top and bottom to be blue as per fascia.
- Illuminated
- Illuminance levels: 350cd/m2
- Illuminance type: static

Sign 16 – Vinyl

- Sign type: vinyl
- Sign height: 2.3m
- Sign width: 2.7m
- Sign depth: 0.01m
- Height from the ground to the base of the sign: 0.1m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 20cm
- Material design of the sign: 3mm vinyl
- Colour of sign text and background: New vinyls to be applied internally up to full height to the glazing. Avery 800-01 off white Chiffon Vinyl to be applied on reverse.
- Non illuminated

Sign 17 – Vinyl:

- Sign type: vinyl
- Sign height: 2.3m
- Sign width: 3.68m
- Sign depth: 0.01m
- Height from the ground to the base of the sign: 0.1m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 20cm
- Material design of the sign: 3mm vinyl

- Colour of sign text and background: New vinyls to be applied internally up to full height to the glazing. Avery 800-01 off white Chiffon Vinyl to be applied on reverse.
- Non illuminated

Sign 18 – Vinyl:

- Sign type: vinyl
- Sign height: 2.3m
- Sign width: 2.7m
- Sign depth: 0.01m
- Height from the ground to the base of the sign: 0.1m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 20cm
- Material design of the sign: 3mm vinyl
- Colour of sign text and background: New vinyls to be applied internally up to full height to the glazing. Avery 800-01 off white Chiffon Vinyl to be applied on reverse.
- Non illuminated

Sign 19 – Vinyl:

- Sign type: vinyl
- Sign height: 2.3m
- Sign width: 3.68m
- Sign depth: 0.01m
- Height from the ground to the base of the sign: 0.1m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 20cm
- Material design of the sign: 3mm vinyl
- Colour of sign text and background: New vinyls to be applied internally up to full height to the glazing. Avery 800-01 off white Chiffon Vinyl to be applied on reverse.
- Non illuminated

Sign 20 – Plain Frosting:

- Sign type: plain frosting
- Sign height: 2.8m
- Sign width: 2.17m
- Sign depth: 0.01m
- Height from the ground to the base of the sign: 0.1m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 0cm
- Material design of the sign: 2mm plain frosting
- Colour of sign text and background: new plain frosting to be applied

- Non illuminated

Sign 21 – Plain Frosting:

- Sign type: plain frosting
- Sign height: 2.7m
- Sign width: 3.53m
- Sign depth: 0.01m
- Height from the ground to the base of the sign: 0.1m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 0cm
- Material design of the sign: 3mm vinyl
- Colour of sign text and background: new plain frosting to be applied
- Non illuminated

Sign 22 – Plain Frosting:

- Sign type: plain frosting
- Sign height: 2.7m
- Sign width: 3.36m
- Sign depth: 0.01m
- Height from the ground to the base of the sign: 0.1m
- Maximum projection of the sign from the face of the building: 0m
- Maximum height of individual letters and symbols: 0cm
- Material design of the sign: 3mm vinyl
- Colour of sign text and background: new plain frosting to be applied
- Non illuminated

Sign 23 – Dibond Panel:

- Sign type: dibond panel
- Sign height: 2.3m
- Sign width: 1.04m
- Sign depth: 0.01m
- Height from the ground to the base of the sign: 0m
- Maximum projection of the sign from the face of the building: 0
- Maximum height of individual letters and symbols: 20cm
- Material design of the sign: 5mm Dibond panel
- Colour of sign text and background: 5mm dibond panel to be wrapped around ATM surround. Colour – Pantone 293, with print as per artwork. White spots on blue for vinyl panel. Blue header panel with white text to read 'Cash Machine'. Brushed aluminium kick plate to be installed at the bottom.
- Non illuminated

Sign 24 – Vinyl:

- Sign type: vinyl
 - Sign height: 1.7m
 - Sign width: 0.8m
 - Sign depth: 0.01m
 - Height from the ground to the base of the sign: 0.33m
 - Maximum projection of the sign from the face of the building: 0m
 - Maximum height of individual letters and symbols: 20cm
 - Material design of the sign: 3mm vinyl
 - Colour of sign text and background: Store Directory, glazing vinyl to be applied internally Blue
- Ref: TRU 35-A7
- Non illuminated

Sign 25 – Vinyl:

- Sign type: vinyl
 - Sign height: 2.3m
 - Sign width: 2.04m
 - Sign depth: 0.01m
 - Height from the ground to the base of the sign: 0.1m
 - Maximum projection of the sign from the face of the building: 0m
 - Maximum height of individual letters and symbols: 20cm
 - Material design of the sign: 3mm vinyl
 - Colour of sign text and background: New vinyls to be applied internally up to full height to the glazing. Avery 800-01 off white Chiffon Vinyl to be applied on reverse.
- Non illuminated