MANCHESTER CITY COUNCIL

Planning

Growth & Development

Delegated officer report for planning application

Application no.	127824/AO/2020
Date registered valid:	24 September 2020
Proposal:	Display of one internally illuminated individual letter sign to the Worsley Street elevation, four internally illuminated individual letter signs to the Mancunian Way elevation and LED lighting to the perimeter of the curtain wall glazing at the main entrance (south elevation).
Address:	The Pod , 4 Worsley Street, Manchester, M15 4NU
Ward(s):	Hulme Ward
Applicant:	Mrs Kara Ahmed The Pod, 4 Worsley Road, Manchester, M15 4NU
Agent (if any):	Mr Umayr Azam Northedge Architecture 10 Jasmine Close, Manchester, M23 9EY
Case officer:	Lucy Harrison Tel: 0161 234 5795 Email: lucy.harrison@manchester.gov.uk
Recommendation:	APPROVE
Date of recommendation:	17 November 2020

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 14 October 2020

Standard consultations:
Printed: 30 September 2020 Expired: 21 October 2020

Neighbour notifications
Printed: 30 September 2020 Expired: 21 October 2020

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: Castlefield Conservation Area 1979

Tree Preservation Order:

Description of area

The proposal relates to a structure at the eastern end of Worsley Street. The structure is a metal clad 21m long pod that was constructed as a marketing suite for the Urban Splash developments in St Georges. It sits within a landscaped area on the west side of Egerton Street and is in the Castlefield Conservation Area. The Grade I listed St George's Church lies to to the south of the site and the Grade II listed Worsley Mill lies to the east of the site across Egerton Street. The area is characterised largely by residential developments and some commercial uses, with the area being bisected by Egerton Street, which is a four lane carriageway with slip roads either side, and the elevated railway and tram lines to the north of the site.

Description of development

The proposal is for the display of five internally illuminated individual letter signs: one to the Worsley Street elevation; four to the Mancunian Way elevation, as well as LED strip lighting to the perimeter of the curtain wall glazing at the main entrance (south elevation).

Consultations & Notification Responses

Publicity – Occupiers of neighbouring properties have been notified of the application. No representations have been received.

Environmental Health - Recommends a lighting condition.

Issues

The main issues to consider in assessing this proposal are its impact on visual amenity and public safety. The application should be considered against the National Planning Policy Framework, in particular Sections 6 (Building a Strong Competitive Economy), 8 (Healthy and Safe Communities), 12 (Achieving Well Designed Places), the Core Strategy for the City of Manchester, in particular policies CC9 (Design and Heritage), EN3 (Heritage) and DM1 (Development Management) and the Saved Policies contained within the Unitary Development Plan for Manchester, in particular policies DC14 (Shopfronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) .

Visual Amenity

The proposed signs would be individual letters consisting of a main logo to each elevation and contact information on the additional signs on the Egerton Street elevation. The logo sign on the Egerton Street elevation would be located in the middle of the elevation, with the other signs at either end. The logo sign on the Worsley Street elevation would be displayed at one end of

the elevation. The size and design of the signs would be in proportion to the size of the pod, which is a long building. The signs would be positioned well, allowing the elevation of the building not to appear cluttered or dominated by the signs. The luminance of the signs should be controlled via a condition to avoid any loss of amenity to residents living opposite the site.

Public Safety

The signage would not cause an issue of public safety through its positioning, lighting or appearance. It is considered therefore that the signage would not have a detrimental impact on public safety.

Conclusion

Given the above it is considered that the signage would be acceptable in terms of visual amenity and public safety and would be in accordance with the above local and national policies. The application should therefore be approved.

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 polices 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 work in a positive and proactive manner to seek solutions to problems arising in relation to dealing with advertisement applications. The planning officer worked with the applicant to achieve a better impact on amenity.

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 relates to the following drawings and documents:

Drawings
The Location Plan showing the site edged in red received by the City Council as local planning authority on 24 August 2020;
20-45-20-002 Rev R5 Proposed Elevations
20-45-20-005 Rev R3 External Signage
20-45-20-007 Glazing Manifestation.

Email from Umayr Azam to Manchester City Council dated 24 September 2020.

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.

3) The luminance levels of the advertisements hereby approved shall not exceed 500cd/m2 during daylight hours and 300cd/m2 during non-daylight hours and the advertisements and their lighting shall be designed, installed and maintained so as to control glare and overspill onto nearby residential properties for the duration of the use of the illumination hereby approved. Should any illumination hereby approved cause glare or light spillage, which, in the opinion of the City Council as local planning authority, causes detriment to adjoining or nearby residential properties, within fourteen days of a written request, a scheme for the elimination of such glare or light spillage shall be submitted to the City Council as local planning authority and once approved shall thereafter be retained in accordance with details which have received prior written approval of the City Council as Local Planning Authority.

Reason - In interests of residential amenity in order to reduce disturbance from light pollution in accordance with policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Environmental Health

Urban Splash Sales Office, Worsley Street, Hulme, Manchester, M15 4LD
Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Serviced Apartment 85, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Worsley Mill, 4 Egerton Street, Manchester, M15 4NL
Flat 600, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 310, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 312, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 308, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
First Floor, 6 Arundel Street, Manchester, M15 4JZ
Ground Floor, 6 Arundel Street, Manchester, M15 4JZ
Flat 203, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 217, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 216, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 213, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 215, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 214, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 47, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 45, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 39, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 601, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 603, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 402, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 108, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 82, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 80, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 72, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 5, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 35, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 509, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 611, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 405, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 83, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 34, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 26, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 24, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 2, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 18, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 207, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 79, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 78, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 4, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 38, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 30, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 14, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 11, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 415, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 511, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 512, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 501, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 317, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU

Flat 206, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 8, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 75, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 64, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 49, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 412, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 306, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 9, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 66, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 61, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 58, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 56, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 23, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 21, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 314, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 411, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 73, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 407, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 210, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 107, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 70, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 106, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 204, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 101, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 76, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 71, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 68, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 55, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 54, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 46, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 44, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 31, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 25, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 15, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 1, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 602, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 608, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 610, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 506, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 316, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 208, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 77, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 67, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 36, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 309, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 315, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 607, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 301, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 201, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 74, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 65, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 62, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 6, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 27, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG

Flat 410, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 202, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 69, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 42, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 12, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 605, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 406, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 304, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 209, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 37, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 59, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 57, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 41, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 20, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 413, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 416, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 417, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 303, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 109, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 205, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 53, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 51, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 3, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 22, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 311, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 313, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 409, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 609, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 404, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 102, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 7, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 63, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 60, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 52, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 17, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 408, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 606, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 502, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 403, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 302, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 307, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 211, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 105, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 32, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 28, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 16, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 10, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 414, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 508, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 510, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 212, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 104, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 40, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 50, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG

Apartment 48, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 43, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 604, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Apartment 33, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 29, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Apartment 19, Worsley Mill, 10 Blantyre Street, Manchester, M15 4LG
Flat 503, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 507, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 401, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU
Flat 305, The Box Works, 4 Worsley Street, Hulme, Manchester, M15 4NU

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
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
Area Team Boundary - Name: CITY1