

Planning

Growth & Development

Delegated officer report for planning application

Application no.	137153/AO/2023	
Date registered valid:	2 June 2023	
Proposal:	1 x internally illuminated projecting sign.	
Address:	The Printworks, Withy Grove, Manchester, M4 2BS	
Ward(s):	Piccadilly	Ward
Applicant:	Discovery Adventure Golf Limited	
Agent (if any):	Mrs Heather Lindley-Clapp Nexus Planning	
Case officer:	Jack	
	Tel: 0161 219	Naven 2095
	Email: jack.naven@manchester.gov.uk	
Recommendation:	Approved	
Date of recommendation:	20/07/2023	

Application Details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 8 June 2023

Standard consultations:

Printed: 7 June 2023 Expired: 28 June 2023

Neighbour notifications

Printed: 7 June 2023 Expired: 28 June 2023

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

Listed building: Not applicable

Conservation area: Shudehill Conservation Area 1987

Tree Preservation Order: Not applicable

Description of Site/Area

The application relates to a building named the Printworks, which is bounded by Withy Grove, Garden Street, Well Street, Dantzic Street, Balloon Street and Corporation Street, and is located within the Shudehill Conservation Area. The property is a former printing works and is used as an entertainment complex with internal streets, night clubs, bars, restaurants and a cinema. It is a prominent fixture in the Shudehill Conservation Area.

Surrounding uses include the Arndale Shopping Centre, the Football Museum, Chetham's School of Music, Victoria Train Station, Shudehill transport interchange, a hotel, residential accommodation, offices, bars, restaurants and shops.

The application relates specifically to a unit on Dantzic Street which is in use for indoor sports and recreation, which is currently occupied by Treetop Adventure Golf.

Description of Development

The submitted proposal seeks consent for the installation of 1 no. internally illuminated projecting sign.

The projecting sign will provide 838mm out from the connecting wall in total. The projecting sign is round and will measure 429mm by 600mm, with a depth of 75mm.

Related Applications

Advertisement Consent application 135117/AO/2022 for the installation of 1 no. fascia sign and 1 no. projecting sign - Approved November 2022.

Consultations & Notification Responses

Highway Services - Have no objections. Signs comply with headroom and carriageway clearance requirements, no projection over licence is required. Informatives have been added at their request regarding highway licensing and working safely near the Metrolink.

Environmental Health - Recommend luminance condition.

Policy

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.

The Adopted Core Strategy for the City of Manchester

Adopted on 11th July 2012 and the Key Development Plan Document in the Local Development Framework. It states that all new developments should follow the 'Development Principles' and accord with the design guidance set out in the Supplementary Planning Documents.

The following policies within the Core Strategy are considered relevant:

Policy DM1 (Development Management) states that new development should have regard to more specific issues for which more detailed guidance may be given within supplementary planning documents. Issues include: the appropriate siting and appearance of development, the impact upon the surrounding area, the effects on amenity, accessibility, community safety and crime prevention, health, the adequacy of internal accommodation and amenity space and refuse storage/collection.

Policy SP1 (Spatial Principle) refers to the key spatial principles which will guide the strategic development of Manchester together with core development principles. It is stated that developments in all parts of the city should create well designed places which enhance or create character, make a positive contribution to the health, safety and well-being of residents, consider the needs of all members of the community and protect and enhance the built environment. Further, development should seek to minimise emissions, ensure the efficient use of natural resources, reuse previously developed land wherever possible, improve access to jobs, services and open space and provide good access to sustainable transport provision.

The Unitary Development Plan for the City of Manchester

DC14.1 (Shops and Related Signs) 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.

DC14.5 (Shops and Related Signs) 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. The policies relevant to this application are:

- 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. On listed buildings and on buildings within Conservation Areas, signs consisting of individually mounted letters will be preferred to box fascia signs.

Saved Policy DC18.1 (Conservation Areas) states that the Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering issues including the effect of signs and advertisements.

Saved Policy DC19.1 (Listed Buildings) advises that in determining applications for listed building consent the Council will have regard to the desirability of securing the retention, restoration, maintenance and continued use of such buildings and to protecting their general setting. The City Council will:

- Not permit any external or internal alteration or addition to a listed building where in its opinion, there would be an adverse effect on its architectural or historic character.

Other Legislation

Sections 16, 66 and 74 of the Listed Buildings and Conservation Areas Act 1990 requires that special consideration is given to the preservation of the significant fabric and setting of listed buildings and conservation areas

National Policy

Decisions should accord with the requirements of the NPPF in particular and to section 16 (Conserving and Enhancing the Historic Environment) and Paragraph 136 which states:

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.

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development". In order to meet this key planning objective, in this instance, the development should sustain and contribute to the stimulation of a thriving historic environment.

Issues

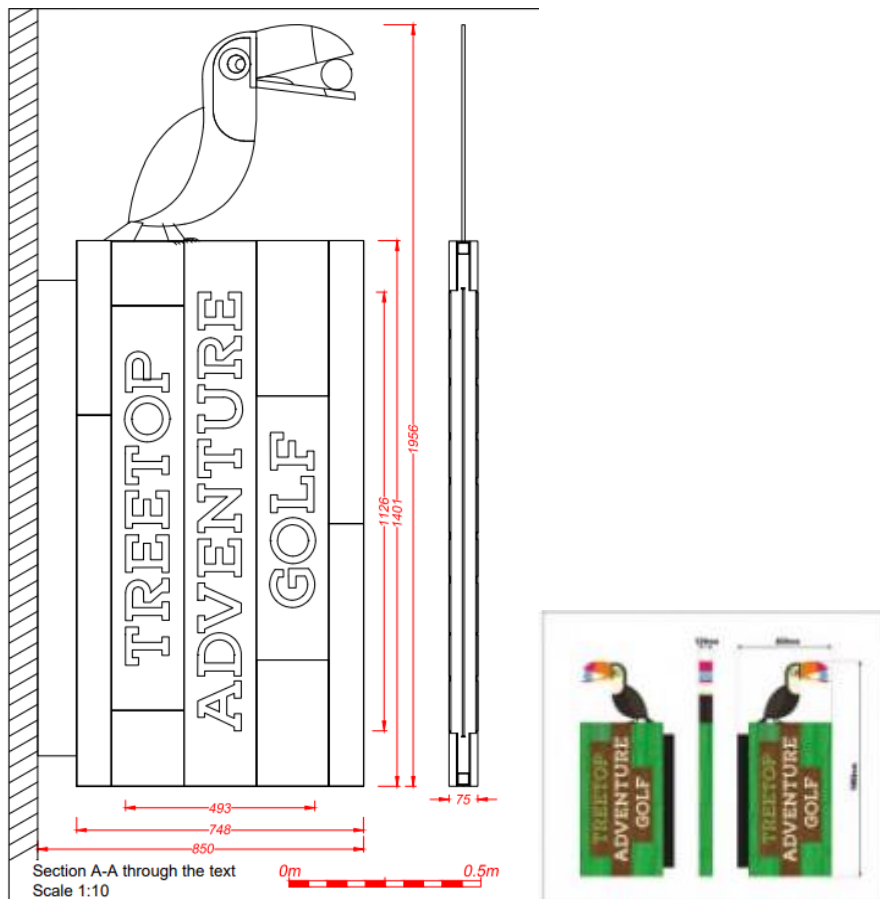
Principle

The main issues for consideration relate to the acceptability of the proposal in terms of its impact upon Visual Amenity as well as its impact upon Public Safety. The main policies that relate to the assessment of the proposal are the National Planning Policy Framework, in particular Section 7 (Requiring Good Design) and Core Strategy policies DM1 (Development Management) and SP1 (Spatial Principles) and the Saved Policies contained within the Unitary Development Plan for Manchester in particular policy DC14 (Shop fronts and Related Signs).

Visual Amenity

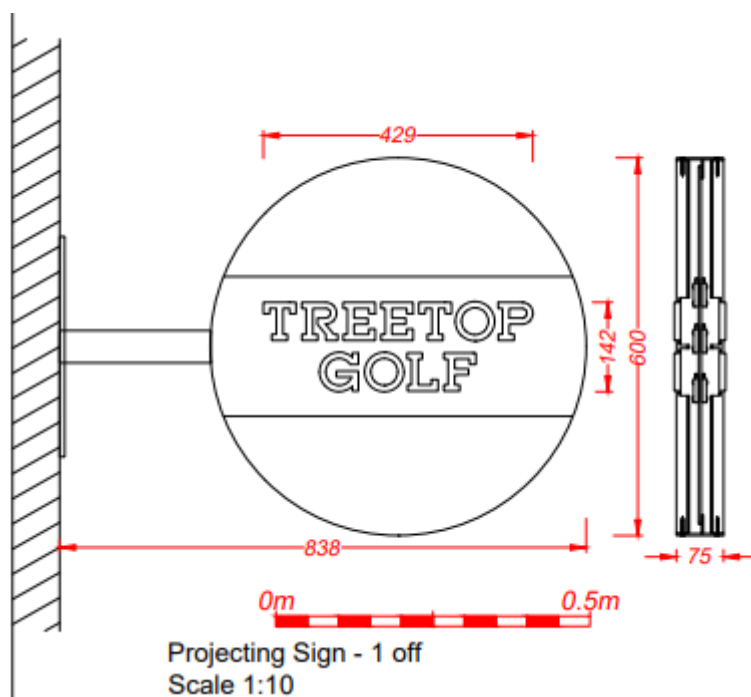
The proposal complies with the signage strategy for the Printworks in terms of the location and size of the advertisement. Projecting sign depths of 75mm are included as a part of the approved signage strategy, so the proposed depth of this projecting sign will match the visual amenity of other projecting signs across the exterior of The Printworks.

The clean and simple round design of the signage is considered to be of a sophisticated design that is in keeping with the visual amenity of the surrounding street and of similar external projecting signs in the area. This proposed signage will be installed in place of the projecting sign previously approved in this location under Planning Permission 135117/AO/2022. It is not considered that this newly proposed signage would be more harmful to visual amenity of either the Printworks development itself or the surrounding street scene than the previously approved signage. It should be clarified that this previously approved projecting sign was never actually implemented.



Previously Approved Signage

This previously approved signage was never implemented.



Currently Proposed Signage

The clean and round design is much more in keeping with other external projecting signs in the area.

In the vicinity of the site, the signage and buildings along Dantzic Street are varied in design and appearance and the proposal is not considered to have an adverse impact on visual amenity or views from within the Shudehill Conservation Area.

Public Safety

There are no public safety concerns with the proposed signage. All signage complies with headroom and carriageway clearance requirements. A condition will be applied to limit maximum luminance levels.

Conclusion

Given the above, the proposal is considered to be consistent with National Planning Policy Framework, in particular Section 7 (Requiring Good Design) and the Core Strategy for the City of Manchester, in particular policies DM1 (Development Management), and the Saved Policy contained within the Unitary Development Plan for Manchester in particular policies DC14 (Shop fronts and Related Signs).

Other Legislative Requirements

Equality Act 2010

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

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: Approved

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:

Received by the City Council as Local Planning Authority on 02 June 2023:

Site Plan 596532-3

Proposed Signage 596532-2

Received by the City Council as Local Planning Authority on 14 November 2022:

Proposed Signage ref. 596532-2 Rev B

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 maximum luminance level of the approved signage shall not exceed 400 cd/m².

Reason - In the interests of visual and residential amenity pursuant to policies SP1, EN3 and DM1 of the Manchester Core Strategy and saved policies DC14.1, DC18.1, DC19.1 and E3.3 of the Unitary Development Plan for the City of Manchester.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Next, 100 Corporation Street, Manchester, M4 3AJ
Kiosk, 18 - 20 Dantzic Street, Manchester, M4 2AE
Cafe Football Urbis, Cathedral Gardens, Corporation Street, Manchester, M4 3BG
Atana Aparthotel, 33 Withy Grove, Manchester, M4 2BJ
The Cooperative Food Store, Corporation Street, Manchester, M4 4BE
5 Well Street, Manchester, M4 2AG
Ground Floor, 1 Balloon Street, Manchester, M4 4BE
Second And Third Floor, 1 Balloon Street, Manchester, M4 4BE
Basement, 1 Balloon Street, Manchester, M4 4BE
Fourth And Fifth Floor, 1 Balloon Street, Manchester, M4 4BE
18 - 20 Dantzic Street, Manchester, M4 2AE
The Rabbit In The Moon Urbis, Cathedral Gardens, Corporation Street, Manchester, M4 3BG
National Football Museum Urbis, Cathedral Gardens, Corporation Street, Manchester, M4 3BG
Federation House, 2 Federation Street, Manchester, M4 4BF
31 Withy Grove, Manchester, M4 2BJ
Unit 10, The Printworks, Withy Grove, Manchester, M4 2BS
Tenpin, Withy Grove, Manchester, M4 2BS
Time Out, Withy Grove, Manchester, M4 2BS
Flat 403, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 402, The Works, 33 Withy Grove, Manchester, M4 2BJ
Ground Floor And First Floor, 5 Well Street, Manchester, M4 2AB
Basement, 5 Well Street, Manchester, M4 2AB
Basement To First Floor, 7 - 9 Thorniley Brow, Manchester, M4 2AB
Ground Floor, 7 - 9 Thorniley Brow, Manchester, M4 2AB
Treetop Adventure Golf, Unit 17A, The Printworks, 7 Dantzic Street, Manchester, M4 2AD
Unit 21 And 22, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 22 And 23, The Printworks, Withy Grove, Manchester, M4 2BS
T Mobile 66214, Communication Station On Roof Of, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 40, 8 Dantzic Street, Manchester, M4 2AD
Flat 601, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 604, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 801, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 702, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 603, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 802, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 901, The Works, 33 Withy Grove, Manchester, M4 2BJ
35 - 39 Withy Grove, Manchester, M4 2BJ
Units 11 And 12, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 16 To 17, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 23A, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 3A, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 33, 8 Dantzic Street, Manchester, M4 2AD
Flat 24, 8 Dantzic Street, Manchester, M4 2AD
Flat 18, 8 Dantzic Street, Manchester, M4 2AD
Flat 8, 8 Dantzic Street, Manchester, M4 2AD
Flat 203, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 103, The Works, 33 Withy Grove, Manchester, M4 2BJ
Second Floor, The Printworks, Withy Grove, Manchester, M4 2BS

Unit 20, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 39, 8 Dantzic Street, Manchester, M4 2AD
Flat 32, 8 Dantzic Street, Manchester, M4 2AD
Flat 31, 8 Dantzic Street, Manchester, M4 2AD
Flat 29, 8 Dantzic Street, Manchester, M4 2AD
Flat 25, 8 Dantzic Street, Manchester, M4 2AD
Flat 2, 8 Dantzic Street, Manchester, M4 2AD
Flat 602, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 501, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 106, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 401, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 302, The Works, 33 Withy Grove, Manchester, M4 2BJ
The Printworks, Corporation Street, Manchester, M4 2BS
Nuffield Health, Unit 4, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 17, 8 Dantzic Street, Manchester, M4 2AD
Service Apartment 9, 8 Dantzic Street, Manchester, M4 2AD
Flat 1, 8 Dantzic Street, Manchester, M4 2AD
10 Dantzic Street, Manchester, M4 2AD
Flat 803, The Works, 33 Withy Grove, Manchester, M4 2BJ
CARGO, Units 5 And 6, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 13, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 37, 8 Dantzic Street, Manchester, M4 2AD
Flat 27, 8 Dantzic Street, Manchester, M4 2AD
Flat 20, 8 Dantzic Street, Manchester, M4 2AD
Flat 305, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 34, 8 Dantzic Street, Manchester, M4 2AD
Flat 10, 8 Dantzic Street, Manchester, M4 2AD
Flat 6, 8 Dantzic Street, Manchester, M4 2AD
Flat 304, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 4, 8 Dantzic Street, Manchester, M4 2AD
Flat 703, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 503, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 101, The Works, 33 Withy Grove, Manchester, M4 2BJ
Unit 14, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 19, The Printworks, Withy Grove, Manchester, M4 2BS
Hard Rock Cafe, The Printworks, Corporation Street, Manchester, M4 2BS
Flat 30, 8 Dantzic Street, Manchester, M4 2AD
Flat 28, 8 Dantzic Street, Manchester, M4 2AD
Flat 22, 8 Dantzic Street, Manchester, M4 2AD
Flat 19, 8 Dantzic Street, Manchester, M4 2AD
Flat 15, 8 Dantzic Street, Manchester, M4 2AD
Flat 12, 8 Dantzic Street, Manchester, M4 2AD
Flat 11, 8 Dantzic Street, Manchester, M4 2AD
Flat 3, 8 Dantzic Street, Manchester, M4 2AD
Flat 504, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 303, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 404, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 104, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 102, The Works, 33 Withy Grove, Manchester, M4 2BJ
Kiosk, The Printworks, Withy Grove, Manchester, M4 2BS
Units 2 An 2C, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 18, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 1A, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 38, 8 Dantzic Street, Manchester, M4 2AD

Flat 36, 8 Dantzic Street, Manchester, M4 2AD
Flat 35, 8 Dantzic Street, Manchester, M4 2AD
Flat 23, 8 Dantzic Street, Manchester, M4 2AD
Flat 21, 8 Dantzic Street, Manchester, M4 2AD
Flat 16, 8 Dantzic Street, Manchester, M4 2AD
Unit 2C, The Printworks, Withy Grove, Manchester, M4 4BS
Unit 15, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 1, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 3, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 26, 8 Dantzic Street, Manchester, M4 2AD
Flat 14, 8 Dantzic Street, Manchester, M4 2AD
Flat 7, 8 Dantzic Street, Manchester, M4 2AD
Flat 902, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 701, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 205, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 5, 8 Dantzic Street, Manchester, M4 2AD
Flat 502, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 204, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 201, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 105, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 301, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 202, The Works, 33 Withy Grove, Manchester, M4 2BJ
29 Withy Grove, Manchester, M4 2BJ

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
Conservation Area - Shudehill Conservation Area 1987
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRAL