

Planning

Growth & Development

Delegated officer report for planning application

Application nos. 135116/FO/2022 and 135117/AO/2022

Date registered valid: 4 October 2022

Proposal: Alterations to cladding around entrance

Address: Adventure Golf, Junction Of Dantzic Street & Well Street, The Printworks, Manchester

Ward(s): Piccadilly Ward

Applicant: Discovery Adventure Golf Limited C/o Agent

Agent (if any): Mr Euan Connolly Nexus Planning One Express, 1 George Leigh Street, Manchester, M4 5DL

Case officer: Eve Woolstencroft
Tel: 0161 234 4533
Email: eve.woolstencroft@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 9 November 2022

Application details

Type of application: Full Application Consent

Development type: Minor Other

Date of site visit:

Standard consultations:

No consultations have been printed and sent.

Neighbour notifications

Printed: 11 October 2022 Expired: 1 November 2022

Site notice

Posted: Expired:

Press advert

Published: 18 October 2022 Expired: 8 November 2022

Departure from Development Plan: No

Environmental Statement: Not required

Listed building: Not applicable

Conservation area: Shudehill Conservation Area 1987

Tree Preservation Order:

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.

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.

Description of Development

The submitted applications seek full planning permission for alterations to external cladding around entrance and advertisement consent for the installation of 1 no. fascia sign and 1 no. projecting sign.

Consultations & Notification Responses

Local residents were notified, and a site notice was posted for 21 days in relation to application 135116/FO/2022. No responses were received as a result of this notification.

Highways

The proposed luminance of the static signs is noted as 400cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways

The proposed projecting sign will project over the adopted highway network in excess of 0.35m and will therefore require a Projection over License. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicant's expense.

Policy

National Planning Policy Framework (2021):

Chapter 12 Achieving well-designed places

Paragraph 124 states that in 'the creation of high quality buildings and places is fundamental to what the planning and development process should achieve.' It further states that 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.'

Paragraph 132 states that the quality and character of places can suffer when advertisements are poorly sited and designed. It acknowledges that 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. Significantly, chapter 12 states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Local Development Framework Core Strategy Development Plan Document (Adopted 11 July 2012):

The Manchester Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012. The following policies are considered relevant to this application:

Policy DM 1 (Development Management)

Policy SP1 (Spatial Principles)

Policy EN1 (Design Principles and Strategic Character Areas)

Policy EN3 (Heritage)

Policy CC9 (Design and Heritage)

Saved Unitary Development Plan Policies - The UDP has been superseded by the Core Strategy Development Plan, of relevance are the following saved policy.

-Saved Policies DC14(Shop fronts and related signs) and DC15.(Advertisements, hoardings and posters)

As the proposed signage relates appropriately to its context in relation to the street and adjacent commercial properties thereby meeting the requirements of saved UDP policy DC15.

Visual Amenity and Impact on Heritage Assets

The submitted applications are resubmissions of withdrawn applications referenced 133316/FO/2022 and 134058/AO/2022. There were concerns with the application as it did not accord with the approved signage strategy for the printworks building (applications ref. CDN/20/0637 and CDN/20/0636) as the proposed fascia sign was not contained within the

extent of the signage area for this unit and would result in a uncoordinated appearance along Dantzic Street.

The proposed artificial green wall was also not considered acceptable as the proposed artificial planting would not be in accordance with the Council's biodiversity and climate change policies and would have a low-quality appearance and therefore have a negative impact on visual amenity.

The proposal now complies with the signage strategy for the Printworks in terms of the location and size of the advertisement which allows for one high level curved sign. The proposed sign and alterations to the entrance would include colour timber cladding, in varying widths, depths and colours. 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 issues with regards to public safety. A condition will be applied to limit maximum luminance levels

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 in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application, appropriate conditions have been attached.

135116/FO/2022

Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

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 04 October 2022:

Site Location Plan
Site and Block Plan ref. 596532-3
Proposed Signage ref. 596532-2 Rev A

Drawings referenced: JMDA_1630_20_001B and TTAGPWM, EXF, SK002

Document ref. Shopfront Technical Treatment

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.

Informatives

1) The proposed projecting sign will project over the adopted highway network in excess of 0.35m and will therefore require a Projection over License. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense

The applicant should be advised that any requirements for licensing, hoarding /scaffolding, skips and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highway Applications and Network Resilience teams via Email [-highwaylicences@manchester.gov.uk](mailto:highwaylicences@manchester.gov.uk)

135117/AO/2022

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:

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Site Location Plan

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Proposed Signage ref. 596532-2 Rev A

Drawings referenced: JMDA_1630_20_001B and TTAGPWM,EXF,SK002

Document ref. Shopfront Technical Treatment

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

Basement, 5 Well Street, Manchester, M4 2AB
The Cooperative Food Store, Corporation Street, Manchester, M4 4BE
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
Unit 21 And 22, The Printworks, Withy Grove, Manchester, M4 2BS
Atana Aparthotel, 33 Withy Grove, Manchester, M4 2BJ
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
Ground Floor And First Floor, 5 Well Street, Manchester, M4 2AB
T Mobile 66214, Communication Station On Roof Of, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 40, 8 Dantzic Street, Manchester, M4 2AD
35 - 39 Withy Grove, Manchester, M4 2BJ
Unit 22 And 23, The Printworks, Withy Grove, Manchester, M4 2BS
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
The Printworks, Withy Grove, Manchester, M4 2BS
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
Flat 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
Flat 601, The Works, 33 Withy Grove, Manchester, M4 2BJ
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 604, 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 4, 8 Dantzic Street, Manchester, M4 2AD
Flat 703, 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 503, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 304, 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 802, 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 901, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 5, 8 Dantzic Street, Manchester, M4 2AD
Flat 21, 8 Dantzic Street, Manchester, M4 2AD
Flat 16, 8 Dantzic Street, Manchester, M4 2AD
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

Unit 15, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 701, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 205, The Works, 33 Withy Grove, Manchester, M4 2BJ
Unit 2C, The Printworks, Withy Grove, Manchester, M4 4BS
Unit 1, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 3, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 23, 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