

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134976/AO/2022
Date registered valid: 20 September 2022
Proposal: Installation of 20no. illuminated totem signs and 13no. non-illuminated building and pole mounted traffic signs.
Address: Icon Campus, Sunbank Lane, WA15 8XL
Ward(s): Woodhouse Park Ward

Applicant: Mr James Nichols, THG C/o Agent
Agent (if any): Ms Katie Daniels, Euan Kellie Property Solutions, Neo, 9 Charlotte Street, Manchester, M1 4ET
Case officer: David Lawless
Tel: 0161 234 4543
Email: david.lawless@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 1 November 2022



Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 30 September 2022

Standard consultations:

Printed: 22 September 2022

Expired: 13 October 2022

Neighbour notifications

Printed: 22 September 2022

Expired: 13 October 2022

Site notice

Posted: 30 September 2022

Expired: 21 October 2022

Press advert

No press advert had been published

Departure from Development Plan: No**Environmental Statement:** Not required**Description of site/building/area**

Various THG plots throughout the World Logistic Hub centred around Sunbank Lane, south of Manchester Airport.

Listed building: No**Conservation area:** No**Tree Preservation Order:** No**Description of development**

Installation of 20no. illuminated totem signs and 13no. non-illuminated building and pole mounted traffic signs throughout the THG campus.

Consultations & Notification Responses**Local Residents/Businesses** – No comments received.**Highway Services** – Have made the following comments:

- The proposed signs are not located on the adopted highway network.
- The proposed signs do not extend over the adopted highway, therefore, a projection over license will not be required.
- The proposed luminance of the Totem sign is noted as 800cd/m2. This level of luminance exceeds the MCC recommended maximum of 600cd/m2, therefore we do not accept the proposed luminance.
- The signs comply with headroom and carriageway clearance requirements.

Manchester Airport Aerodrome Safeguarding – No objections to the proposal.**HS2 Ltd** – No objection to the proposed advertisement in that location, particularly that no significant built development would be required in areas safeguarded for Phase 2b of HS2.**Policies**

The National Planning Policy Framework July 2021 (NPPF) – The National Planning Policy Framework sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally prepared plans for housing and other development can be produced. Planning law requires that applications for planning permission be determined in accordance with the development plan, i.e. the Core Strategy Development Plan

Document and accompanying policies, unless material considerations indicate otherwise. The National Planning Policy Framework is a material consideration in planning decisions.

Paragraph 11 states that plans and decisions should apply a presumption in favour of sustainable development, which for decision-taking means:

- approving development proposals that accord with an up-to-date development plan without delay; or
- where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

Core Strategy Development Plan Document – The Core Strategy Development Plan Document 2012 -2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long-term strategic planning policies for Manchester's future development.

A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents. Relevant policies in the Core Strategy are detailed below:

Policy SP1, *Spatial Principles* – Development in all parts of the City should make a positive contribution to neighbourhoods of choice including creating well designed places that enhance or create character and protect and enhance the built and natural environment.

Policy DM1, *Development Management* – This policy states that all development should have regard to a number of issues, in this instance the most relevant are considered as follows:-

- 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.
- Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Community safety and crime prevention.
- Vehicular access.

Saved UDP Policies – Policy DC14, *Shop Fronts and Related Signs* – This policy applies to all retail premises and to other commercial premises which have similar physical characteristics e.g. betting shops, banks, building society offices, opticians premises etc. The relevant elements are detailed below:

Policy DC14.1 states that 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 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

Issues

Under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 local planning authorities are required to exercise their powers under the Regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they relate to amenity and public safety, and any other relevant factors.

The definition of “amenity” includes both visual and aural amenity. Therefore as well as visual amenity, the noise generated by advertisements should be considered. “Public safety” is not confined to road safety. Crime prevention and detection are relevant; the obstruction of highway surveillance cameras, speed cameras and security cameras by advertisements is now included.

Amenity – It is not considered the proposed signage would have a detrimental impact upon either visual or aural amenity given that they are sited a considerable distance from the nearest dwellings.

Public Safety – The luminance of the proposed totem signage is 800cd/m², compared to the usual requirement of 600cd/m². Though it is not considered that the signage at that level of luminance would impact on amenity, it is felt prudent to limit its brightness to 600cd/m² for highway safety purposes. For this reason, condition no. 3 is suggested.

Given the location of the other signs, it has been determined that they would not have a detrimental impact upon the levels of pedestrian and highway safety enjoyed within the vicinity of the site. The siting of the signs would not compromise nor lead to a reduction in the levels of public safety in and around the site.

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

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 stamped as received on 20 September 2022:

- a) Drawing nos. 0001 to 0007

b) Drawing nos. 1000 and 1001

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies SP1 and DM1 of the Manchester Core Strategy.

3) The maximum luminance level of the advertisements hereby approved shall not exceed 600cd/m2.

Reason - In the interests of pedestrian and highway safety enjoyed within the vicinity of the site, pursuant to policy DM1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

High Speed Two (HS2) Limited

Manchester Airport Safeguarding Officer

Ringway Parish Council

Costa Drive Thru, 2A Sunbank Lane, Manchester, WA15 0AF

BP Airport City SF Connect, 2B Sunbank Lane, Manchester, WA15 0AF

9 Sunbank Lane, Manchester, WA15 0AF

Amazon, Airport City, 6 Sunbank Lane, Manchester, M90 5AA

2 Sunbank Lane, Manchester, WA15 0AF

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4

Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - Within Outer Area

Site of Biological Interest - Name: Sunbank Wood & Ponds

Green Belt Land - Green Belt Area (LDF)

Green Belt Land - Greater Manchester Green Belt Local Plan 1984

HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (October 2020)

HS2 Phase 2b Safeguarding Zones - HS2 Safeguarding Zones (June 2022)

Airport Noise Index Zone - Noise and Nuisance Index - 50-59

Airport Noise Index Zone - Noise and Nuisance Index - 40-49

Site of Special Scientific Significance - Site of Scientific Interest

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Area Team Boundary - Name: SOUTH AREA