

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134569/AO/2022

Date registered valid: 9 August 2022

Proposal: Installation of a frosted vinyl with internally illuminated individual letter sign and an internally illuminated projecting sign

Address: 6 Oldham Road, Manchester, M4 5DB

Ward(s): Ancoats & Beswick Ward

Applicant: Tesco Stores Ltd Shire Park, Kestrel Way, Welwyn Garden City, AL7 1GA

Agent (if any): Mr. Daniel Botten Rok Planning 16 Upper Woburn Place, London, WC1H 0AF

Case officer: Emily Booth
Tel: 0161 234 4193
Email: emily.booth@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 2 September 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 19 August 2022

Standard consultations:

Printed: 11 August 2022 Expired: 1 September 2022

Neighbour notifications

Printed: 11 August 2022 Expired: 1 September 2022

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: Ancoats Conservation Area 1989

Tree Preservation Order: Not applicable

Description of area

This application relates to the ground floor of a property located at 6 Oldham Road. The building is a modern mixed-use building that includes residential apartments and Class E uses. This application relates to the ground floor of the building.

The site is within the Ancoats Conservation Area. The Grade II* Listed Express Building, the Grade II listed Crown and Kettle Public House, the Grade II Listed Former Midland Bank and the Grade II Listed Victoria Square are close to the site.

The Ancoats Conservation Area is a densely developed conservation area that retains much of its Victorian grid iron street pattern which has shaped the siting of many of the buildings which followed. The building subject of this application is one of the few modern buildings within the Ancoats Conservation Area.

The site is within a mixed-use location and is sited on Oldham Road, which is a gateway route into the City Centre from North Manchester.

Other uses in the immediate area include offices, hotels, residential apartments, houses, creative industries, warehouses, shops, bars, live music venues, restaurants and car parking. There are residential properties within 6 Oldham Road.

Description of development

Advertisement Consent is sought for the following works:

1. A fascia level sign frosted vinyl installed on glazing with an internally illuminated individual letter sign consisting of built-up letters in aluminium with powder coated finish mounted on glazing.
2. A timber coated projecting sign.

Consultations & Notification Responses

Highway Services - 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

Issues

The main issues for consideration relate to the impact of the advertisement on visual amenity and the character and appearance of the Ancoats Conservation Area and surrounding listed buildings, and the impact on public safety. The main policies that relate to the proposals are Sections 12 (Achieving Well Designed Places) and 16 (Conserving and Enhancing the Historic Environment) of the National Planning Policy Framework, policies EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage), CC9 (Design and Heritage), SP1 (Spatial Principles) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester, and saved policies DC14 (Shop Fronts and Related Signs), DC18.1 (Conservation Areas) and DC19.1 (Listed Buildings) of the Unitary Development Plan for the City of Manchester, and the Regulatory Reform (Fire Safety) Order 2005.

Visual amenity, including the impact on heritage assets -

The advertisement would affect the setting of the surrounding conservation area and nearby listed buildings but are minimal and good quality signs that would be in keeping with the features of the building on which they would be located.

In this context it is therefore considered that the proposed advertisements are acceptable.

Given the above, the proposals are considered to be in accordance with policies Sections 12 and 16 of the National Planning Policy Framework, policies EN1, EN3, CC9, SP1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC14, DC18.1 and DC19.1 of the Unitary Development Plan for the City of Manchester.

Public Safety

No issues.

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

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 advertisement hereby approved shall be displayed in accordance with the following drawings and documents:

The location plan referenced 01_OLDH_01C received by the City Council as local planning authority on 1 August 2022

The drawings referenced:

03_OLDH_03J_R2
03_OLDH_03K
03_OLDH_03G_R4
02_OLDH_02L_R4

received by the City Council as local planning authority on 2 September 2022

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to policies DM1, EN1, EN3, CC9, and SP1 of the Core Strategy, paragraphs 2.10, 2.20, 12.6, 3.1 and 8.8 of the Guide to Development in Manchester SPD and saved policies E3.3, DC15.1 and 15.2, DC18.1 and DC19.1 of the Unitary Development Plan

Informatives

1) 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

Appendix 1 – List of consultees & neighbours notified

Highway Services

9 Great Ancoats Street, Manchester, M4 5AD
5 Luna Street, Manchester, M4 5LX
First Floor, 6 Oldham Road, Manchester, M4 5DE
Flat 40, Connect House, 1 Henry Street, Manchester, M4 5DA
Apartment 307, 5 Luna Street, Manchester, M4 5LX
Apartment 308, 5 Luna Street, Manchester, M4 5LX
Apartment 305, 5 Luna Street, Manchester, M4 5LX
Apartment 302, 5 Luna Street, Manchester, M4 5LX
Apartment 214, 5 Luna Street, Manchester, M4 5LX
Apartment 213, 5 Luna Street, Manchester, M4 5LX
Apartment 303, 5 Luna Street, Manchester, M4 5LX
Flat 10, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 1, Connect House, 1 Henry Street, Manchester, M4 5DA
Apartment 306, 5 Luna Street, Manchester, M4 5LX
Apartment 304, 5 Luna Street, Manchester, M4 5LX
Apartment 212, 5 Luna Street, Manchester, M4 5LX
Apartment 301, 5 Luna Street, Manchester, M4 5LX
Apartment 204, 5 Luna Street, Manchester, M4 5LX
Apartment 209, 5 Luna Street, Manchester, M4 5LX
Apartment 207, 5 Luna Street, Manchester, M4 5LX
Apartment 201, 5 Luna Street, Manchester, M4 5LX
Ground Floor, 9 Great Ancoats Street, Manchester, M4 5AD
Flat 405, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Flat 306, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Flat 205, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Flat 514, 6 Oldham Road, Manchester, M4 5DB
Flat 513, 6 Oldham Road, Manchester, M4 5DB
Flat 509, 6 Oldham Road, Manchester, M4 5DB
Flat 412, 6 Oldham Road, Manchester, M4 5DB
Flat 411, 6 Oldham Road, Manchester, M4 5DB
Flat 313, 6 Oldham Road, Manchester, M4 5DB
Flat 5, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 14, Connect House, 1 Henry Street, Manchester, M4 5DA
Apartment 206, 5 Luna Street, Manchester, M4 5LX
Apartment 203, 5 Luna Street, Manchester, M4 5LX
Flat 41, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 13, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 503, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Flat 510, 6 Oldham Road, Manchester, M4 5DB
Flat 505, 6 Oldham Road, Manchester, M4 5DB
Flat 502, 6 Oldham Road, Manchester, M4 5DB
Flat 310, 6 Oldham Road, Manchester, M4 5DB
Flat 306, 6 Oldham Road, Manchester, M4 5DB
Flat 302, 6 Oldham Road, Manchester, M4 5DB
Flat 301, 6 Oldham Road, Manchester, M4 5DB
Flat 211, 6 Oldham Road, Manchester, M4 5DB
Flat 206, 6 Oldham Road, Manchester, M4 5DB
Flat 201, 6 Oldham Road, Manchester, M4 5DB
Flat 37, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 28, Connect House, 1 Henry Street, Manchester, M4 5DA

Flat 17, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 45, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 36, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 33, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 29, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 20, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 11, Connect House, 1 Henry Street, Manchester, M4 5DA
8 Cable Street, Manchester, M4 5EG
Flat 505, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Flat 107, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Flat 102, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Unit B, 6 Oldham Road, Manchester, M4 5DE
Flat 511, 6 Oldham Road, Manchester, M4 5DB
Flat 508, 6 Oldham Road, Manchester, M4 5DB
Flat 504, 6 Oldham Road, Manchester, M4 5DB
Flat 501, 6 Oldham Road, Manchester, M4 5DB
Flat 404, 6 Oldham Road, Manchester, M4 5DB
Flat 207, 6 Oldham Road, Manchester, M4 5DB
Apartment 205, 5 Luna Street, Manchester, M4 5LX
Flat 205, 6 Oldham Road, Manchester, M4 5DB
Flat 26, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 21, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 9, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 43, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 24, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 304, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Flat 302, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Flat 507, 6 Oldham Road, Manchester, M4 5DB
Flat 413, 6 Oldham Road, Manchester, M4 5DB
Flat 410, 6 Oldham Road, Manchester, M4 5DB
Flat 408, 6 Oldham Road, Manchester, M4 5DB
Flat 407, 6 Oldham Road, Manchester, M4 5DB
Flat 401, 6 Oldham Road, Manchester, M4 5DB
Flat 311, 6 Oldham Road, Manchester, M4 5DB
Flat 203, 6 Oldham Road, Manchester, M4 5DB
Flat 30, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 19, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 6, Connect House, 1 Henry Street, Manchester, M4 5DA
4 Oldham Road, Manchester, M4 5FE
Flat 203, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Flat 202, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Flat 409, 6 Oldham Road, Manchester, M4 5DB
Flat 406, 6 Oldham Road, Manchester, M4 5DB
Flat 309, 6 Oldham Road, Manchester, M4 5DB
Flat 303, 6 Oldham Road, Manchester, M4 5DB
Flat 214, 6 Oldham Road, Manchester, M4 5DB
Flat 209, 6 Oldham Road, Manchester, M4 5DB
Flat 208, 6 Oldham Road, Manchester, M4 5DB
Flat 44, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 38, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 27, Connect House, 1 Henry Street, Manchester, M4 5DA
Ground Floor, 6 Oldham Road, Manchester, M4 5DE
Flat 312, 6 Oldham Road, Manchester, M4 5DB
Flat 308, 6 Oldham Road, Manchester, M4 5DB

Flat 204, 6 Oldham Road, Manchester, M4 5DB
Flat 35, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 32, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 23, Connect House, 1 Henry Street, Manchester, M4 5DA
Apartment 211, 5 Luna Street, Manchester, M4 5LX
Apartment 202, 5 Luna Street, Manchester, M4 5LX
Flat 34, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 7, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 42, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 303, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Flat 506, 6 Oldham Road, Manchester, M4 5DB
Flat 503, 6 Oldham Road, Manchester, M4 5DB
Flat 405, 6 Oldham Road, Manchester, M4 5DB
Flat 307, 6 Oldham Road, Manchester, M4 5DB
Flat 304, 6 Oldham Road, Manchester, M4 5DB
Flat 213, 6 Oldham Road, Manchester, M4 5DB
Apartment 208, 5 Luna Street, Manchester, M4 5LX
Flat 8, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 31, Connect House, 1 Henry Street, Manchester, M4 5DA
Unit A, 6 Oldham Road, Manchester, M4 5DE
Flat 16, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 406, Deluna House, 2 Cornell Street, Manchester, M4 5EF
Unit C, 6 Oldham Road, Manchester, M4 5DB
Flat 4, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 12, Connect House, 1 Henry Street, Manchester, M4 5DA
Apartment 210, 5 Luna Street, Manchester, M4 5LX
Flat 414, 6 Oldham Road, Manchester, M4 5DB
Flat 403, 6 Oldham Road, Manchester, M4 5DB
Flat 402, 6 Oldham Road, Manchester, M4 5DB
Flat 314, 6 Oldham Road, Manchester, M4 5DB
Flat 305, 6 Oldham Road, Manchester, M4 5DB
Flat 212, 6 Oldham Road, Manchester, M4 5DB
Flat 210, 6 Oldham Road, Manchester, M4 5DB
Flat 202, 6 Oldham Road, Manchester, M4 5DB
Flat 46, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 512, 6 Oldham Road, Manchester, M4 5DB
Flat 39, Connect House, 1 Henry Street, Manchester, M4 5DA
Serviced Apartment 3, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 25, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 22, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 2, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 18, Connect House, 1 Henry Street, Manchester, M4 5DA
Flat 15, Connect House, 1 Henry Street, Manchester, M4 5DA

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
Article 4 Direction - City Centre PD Restriction - Class B1(c) 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 - Ancoats Conservation Area 1989

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