

Planning

Growth & Development

Delegated officer report for planning application

Application no.	134887/AO/2022
Date registered valid:	7 September 2022
Proposal:	Installation of two illuminated floor mounted directional signs (1.2 metres high), one illuminated fascia sign (lettering and logo) and twelve non-illuminated window vinyls
Address:	Ground Floor, Trident 3, Styal Road, Manchester, M22 5WN
Ward(s):	Woodhouse Park Ward
Applicant:	Jill Derrington Bupa Victory House, Trafalgar Place, Brighton, BN1 4FY
Agent (if any):	Miss Rebecca Morgan Lustedgreen 1-2 Hatfields, London, SE1 9PG
Case officer:	David Lawless Tel: 0161 234 4543 Email: david.lawless@manchester.gov.uk
Recommendation:	Approve
Date of recommendation:	12 October 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 12 October 2022

Standard consultations:

Printed: 13 September 2022 Expired: 4 October 2022

Neighbour notifications

Printed: 13 September 2022 Expired: 4 October 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/area

The application site relates to a ground floor office unit within the Trident 3 office block in the Trident Business Park and the associated parking area, situated just off Styal Road. This unit is situated at the back of the site and is adjoined on three sides by car parking.

Listed building: No

Conservation area: No

Tree Preservation Order: No

Description of development

Installation of:

- two illuminated floor mounted directional signs (1.2 metres high),
- one illuminated fascia sign (lettering and logo)
- twelve non-illuminated window vinyls

Consultations & Notification Responses

Local Residents-Businesses – No comments received.

Highway Services – The fascia sign exceeds the recommended maximum luminance of 600cd/m². There is no objection to the other signage proposed.

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.

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 – It is acknowledged that the luminance of the proposed fascia signage is 800cd/m², compared to the usual 600cd/m². However, as this sign is not adjacent to a public highway or close to residential properties, this level of luminance is considered acceptable.

Given the location of the other signs, it has been determined that it 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 and documents:

- a) 000 REV B
- b) 002 REV B
- c) 203 REV C
- d) 203.1 REV A
- e) 204 REV B
- f) 205 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 Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Manchester International Office Centre, Styal Road, Manchester, M22 5WB

First Floor, Trident 2, Styal Road, Manchester, M22 5XB

7 Emerald Road, Manchester, M22 5WA

6 Emerald Road, Manchester, M22 5WA

Second Floor 206C, Trident 1, Styal Road, Manchester, M22 5WN

Suite 2E, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

Suite 14, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

Suite 2D, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

LOKSYS SOLUTIONS LIMITED, Suite 5C, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

Suite 11C, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

Second Floor 209, Trident 1, Styal Road, Manchester, M22 5WN

Ground Floor Room 6, Trident 1, Styal Road, Manchester, M22 5WN

Bravura Solutions Ltd, Trident 1, Styal Road, Manchester, M22 5XB

Vitablend Ltd, Trident 1, Styal Road, Manchester, M22 5XB

Trident 1, Styal Road, Manchester, M22 5WN

8 Moss Nook Drive, Manchester, M22 5GY

Suite 3E, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

Second Floor 206B, Trident 1, Styal Road, Manchester, M22 5WN

Conference Room, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

Suite 2F, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

Suite 11A, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

Suite 15F, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

Ground Floor Room 15, Trident 1, Styal Road, Manchester, M22 5WN

First Floor Room 103, Trident 1, Styal Road, Manchester, M22 5WN

First Floor Room 114, Trident 1, Styal Road, Manchester, M22 5WN

Renold House, Styal Road, Manchester, M22 5WL

Trident 3, Styal Road, Manchester, M22 5XB

Second Floor 201, Trident 1, Styal Road, Manchester, M22 5WN

Suite 10, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

Suite 16E, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

Suite 15A, Manchester International Office Centre, Styal Road, Manchester, M22 5WB

Second Floor, Trident 3, Styal Road, Manchester, M22 5WN

First Floor, Trident 3, Styal Road, Manchester, M22 5WN

Second Floor, 500 Styal Road, Manchester, M22 5HQ

Ground Floor, 500 Styal Road, Manchester, M22 5HQ

5 Maroon Road, Manchester, M22 5NB

3 Maroon Road, Manchester, M22 5NB

9 Maroon Road, Manchester, M22 5NB
1 Maroon Road, Manchester, M22 5NB
10 Moss Nook Drive, Manchester, M22 5GY
Ground Floor, Hale House, 337 Styal Road, Manchester, M22 5LG
First Floor, Hale House, 337 Styal Road, Manchester, M22 5LG
Second Floor, Hale House, 337 Styal Road, Manchester, M22 5LG
7 Maroon Road, Manchester, M22 5NB
Suite 3A, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Second Floor 206A, Trident 1, Styal Road, Manchester, M22 5WN
Suite 12, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
HARRISON IP LIMITED, Suite 5D, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Second Floor 204, Trident 1, Styal Road, Manchester, M22 5WN
Second Floor 205A, Trident 1, Styal Road, Manchester, M22 5WN
Ground Floor And First Floor, Trident 1, Styal Road, Manchester, M22 5WN
Ground Floor Room 4, Trident 1, Styal Road, Manchester, M22 5WN
Ground Floor Room 7, Trident 1, Styal Road, Manchester, M22 5WN
Ground Floor Room 17, Trident 1, Styal Road, Manchester, M22 5WN
Ground Floor Room 19, Trident 1, Styal Road, Manchester, M22 5WN
First Floor Room 111, Trident 1, Styal Road, Manchester, M22 5WN
Second Floor, Trident 2, Styal Road, Manchester, M22 5WN
Second Floor 203, Trident 1, Styal Road, Manchester, M22 5WN
Suite 15G, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
First Floor Room 107, Trident 1, Styal Road, Manchester, M22 5WN
Ground Floor South, 500 Styal Road, Manchester, M22 5HQ
First Floor, Trident 1, Styal Road, Manchester, M22 5WN
Second Floor 207, Trident 1, Styal Road, Manchester, M22 5WN
Suite 4B, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Suite 5B, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Suite 15B, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Ground Floor, Trident 2, Styal Road, Manchester, M22 5WN
Suite 3, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Trident 2, Styal Road, Manchester, M22 5WN
Suite 8C, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Ground Floor Room 11, Trident 1, Styal Road, Manchester, M22 5WN
First Floor Room 101, Trident 1, Styal Road, Manchester, M22 5WN
Wesco Distribution International Ltd, Trident 1, Styal Road, Manchester, M22 5XB
Suite 1, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Suite 16A, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Suite 3B, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Suite 3D, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Second Floor 208, Trident 1, Styal Road, Manchester, M22 5WN
Suite 2A, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Suite 4C, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Suite 13, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Second Floor 202, Trident 1, Styal Road, Manchester, M22 5WN
Second Floor 211, Trident 1, Styal Road, Manchester, M22 5WN
First Floor Room 105, Trident 1, Styal Road, Manchester, M22 5WN
First Floor Room 106, Trident 1, Styal Road, Manchester, M22 5WN
First Floor Room 108, Trident 1, Styal Road, Manchester, M22 5WN
Suite 9, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
Ground Floor Room 5, Trident 1, Styal Road, Manchester, M22 5WN
First Floor Room 104, Trident 1, Styal Road, Manchester, M22 5WN
First Floor Room 109, Trident 1, Styal Road, Manchester, M22 5WN

First Floor, 500 Styal Road, Manchester, M22 5HQ
 Suite 15D, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 First Floor South, 500 Styal Road, Manchester, M22 5HQ
 Suite 7B, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Suite 16D, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Suite 11B, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Suite 3C, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Suite 6, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Suite 15E, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Suite 3G, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Suite 4A, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Suite 8B, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Hale House, 337 Styal Road, Manchester, M22 5LG
 Suite 16B And 16C, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Second Floor 205B, Trident 1, Styal Road, Manchester, M22 5WN
 Ground Floor Room 2, Trident 1, Styal Road, Manchester, M22 5WN
 Ground Floor Room 10, Trident 1, Styal Road, Manchester, M22 5WN
 First Floor Room 110, Trident 1, Styal Road, Manchester, M22 5WN
 First Floor Room 112, Trident 1, Styal Road, Manchester, M22 5WN
 First Floor Room 113, Trident 1, Styal Road, Manchester, M22 5WN
 Suite 7A, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Second Floor 206, Trident 1, Styal Road, Manchester, M22 5WN
 Second Floor 205, Trident 1, Styal Road, Manchester, M22 5WN
 Ground Floor Room 8, Trident 1, Styal Road, Manchester, M22 5WN
 Ground Floor Room 13, Trident 1, Styal Road, Manchester, M22 5WN
 Suite 15C (1), Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Ground Floor Room 3, Trident 1, Styal Road, Manchester, M22 5WN
 Ground Floor Room 12, Trident 1, Styal Road, Manchester, M22 5WN
 Suite 5A, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Ground Floor Room 16, Trident 1, Styal Road, Manchester, M22 5WN
 Ground Floor Room 18, Trident 1, Styal Road, Manchester, M22 5WN
 Amsel And Co, Trident 1, Styal Road, Manchester, M22 5XB
 Second Floor 210, Trident 1, Styal Road, Manchester, M22 5WN
 Suite 8A, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Ground Floor Room 9, Trident 1, Styal Road, Manchester, M22 5WN
 Ground Floor Room 14, Trident 1, Styal Road, Manchester, M22 5WN
 Suite 2B, Manchester International Office Centre, Styal Road, Manchester, M22 5WB
 Ground Floor Room 1, Trident 1, Styal Road, Manchester, M22 5WN
 Enterprise House, 341 Styal Road, Manchester, M22 5LG
 Prestbury House, 339 Styal Road, Manchester, M22 5LW
 Hexagon Services Ltd, Trident 1, Styal Road, Manchester, M22 5XB
 Hecny Transportation Ltd, Trident 1, Styal Road, Manchester, M22 5XB
 General Guarantee Collections, Trident 1, Styal Road, Manchester, M22 5XB
 Gateway House, Styal Road, Manchester, M22 5WY

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
 Airport Noise Index Zone - Noise and Nuisance Index - 40-49
 Airport Noise Index Zone - Noise and Nuisance Index - 50-59
 Area Team Boundary - Name: SOUTH AREA