

Planning

Growth & Development

Delegated officer report for planning application

Application no. 133916/AO/2022

Date registered valid: 16 June 2022

Proposal: Installation of external signage

Address: Unit 1 , Sky Gardens , 210 Chester Road , Manchester, M15 4QG

Ward(s): Hulme Ward

Applicant: Tesco Stores Ltd C/o Agent

Agent (if any): Mr Jake Tubb RPS 20 Farringdon Street, London, EC4A 4AB

Case officer: Adam Mitchell
Tel: 0161 234 4165
Email: adam.mitchell@manchester.gov.uk

Recommendation: APPROVE

Date of recommendation: 22.08.2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 28 June 2022 Expired: 19 July 2022

Neighbour notifications

Printed: 28 June 2022 Expired: 19 July 2022

Site notice

Posted: Expired:

Press advert

Published: 5 June 2022 Expired: 26 June 2022

Departure from Development Plan: No

Environmental Statement: Not required

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of Site/Area

The application site relates to a newly completed building, known as Sky Gardens, on the north-west side of Chester Road. The building comprises residential apartments with ground floor commercial units. It is within the St Georges area and is bounded to the north east by another residential building (City Gardens), to the south west by a vacant site that has planning permission for an apartment building and to the north by an access road beyond which is a low industrial unit (for which planning permission has been minded to be approved subject to a S106 agreement for residential development).

The area contains a large number of residential buildings, along with an auto-repair centre and commercial uses. On the opposite side of Chester Road are offices with the majority of the area occupied by low level housing and a couple of high-rise apartment blocks.

Description of development

Advertisement consent is sought for the installation of:

- 2no. internally illuminated letter signs to be located above the entrances
- 2no. externally illuminated projecting signs located on front and rear elevation.
- 3no. plain frosting applied to north elevation frontage
- 1no. Vinyl located along the south elevation.

The signs would be applied to the north and south elevation of the ground floor commercial unit. The unit is a double frontage unit allowing entrance through Chester Road and Cawdor Street. The proposal has been revised from the original application in the interest of the visual amenity.

Planning History

115211/FO/2017 Redevelopment of site with a mixed-use development comprising 174 dwellings (Use Class C3) and 4 commercial units (to include Use Classes A1, A2, A3, A4, B1a), with associated car parking and a landscaped public square. *APPROVED 30.05.2017*

Consultations & Notification Responses

Local residents were notified and a site notice was displayed for 21 days however no response was received.

Highway Comments:

The proposed signs will not be located on the adopted highway network.

The proposed signs will not extend over the adopted highway and therefore do not require a projection over license.

The luminance of the proposed signs will not exceed 350cd/m². This is in line with the MCC recommended maximum of 600cd/m² and is therefore acceptable to Highways.

The proposed signs comply with headroom and carriageway clearance requirements.

Highways have no objections.

Environmental Health:

Have no objections, an external lighting scheme and verification report condition shall be attached to any approval.

Policy

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 12 (well-designed places) of the National Planning Policy Framework, Policies SP1 (Spatial Principles) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shopfronts and Related Signs) of the Unitary Development Plan for the City of Manchester.

Issues

Visual Amenity

The proposed signage is to be situated along the front (main) elevation and rear elevation of a non-listed building. Previous consent was granted for this building to occupy a commercial unit along the ground floor level (115211/FO/2017), therefore this will be the first external signage scheme on this building however there are plenty of similar signage schemes in the local vicinity. The size, scale and position of the signage would not be expected to cause undue impact to the amenity of users of the building nor surrounding residents/occupiers. The signage would have a maximum brightness of 350cd/m². It is not expected that the signage at this brightness and position would have undue amenity impact to the surrounding area.

The proposed quality and materials of the signage are acceptable and would have the appearance of a high quality and simple addition to the front and rear elevation of the building.

The proposed signage is thus consistent with saved policy DC14.1 and DC14.5 of the Manchester Unitary Development Plan, and Section 12 of the NPPF.

Public Safety

No issues as the proposed luminance of the signs are no greater than 350cd/m². This is in line with the MCC recommended maximum of 600cd/m² and is acceptable to Highways.

Conclusion

Given the above, it is considered that the signage is acceptable in terms of both visual amenity and public safety in accordance with policies SP1 and DM1 of the Manchester Core Strategy for the City of Manchester and saved policies DC14.1 of the Unitary Development Plan and Section 12 of the National Planning Policy Framework.

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, 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:

Drawing- Location Plan ref. 01 MANC 01B

Drawing- Site Plan ref. 02 MANC 02K

All stamped as received by the City Council as Local Planning Authority on 27 May 2022

Drawing- Proposed Plan ref. 02 MANC 02M R3

Drawing- Proposed Elevations ref. 03 2689 03F R3 stamped as received by the City Council as Local Planning Authority on 17 August 2022

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) Any illuminated signage hereby granted consent shall have luminance limit of 350cd/m²

Reason- In the interests of pedestrian/highway safety and visual amenity, pursuant to policy DM1 of the Manchester Core Strategy.

- 4) a) Before the use hereby approved commences external lighting shall be designed and installed in accordance with a scheme approved in writing by the City Council as local planning authority so as to control glare and overspill onto nearby residential properties.

b) Prior to occupation of the development a verification report will be required to validate that the work undertaken throughout the development conforms to the recommendations and requirements in the approved light consultant's report. The report shall also undertake post completion testing to confirm that acceptable criteria have been met. Any instances of non-conformity with the recommendations in the report shall be detailed along with any measures required to ensure compliance with the criteria.

Reason - To safeguard the amenities of the occupiers of nearby properties, pursuant to Policies DM1 and SP1 of the Manchester Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

St Georges House, 215 - 219 Chester Road, Manchester, M15 4JE

Flat 916, 7 Spinners Way, Manchester, M15 4UX
Flat 729, 7 Spinners Way, Manchester, M15 4UX
Flat 721, 7 Spinners Way, Manchester, M15 4UX
Flat 712, 7 Spinners Way, Manchester, M15 4UX
Flat 706, 7 Spinners Way, Manchester, M15 4UX
Flat 532, 7 Spinners Way, Manchester, M15 4UX
Flat 529, 7 Spinners Way, Manchester, M15 4UX
Flat 525, 7 Spinners Way, Manchester, M15 4UX
Flat 518, 7 Spinners Way, Manchester, M15 4UX
Flat 516, 7 Spinners Way, Manchester, M15 4UX
Flat 513, 7 Spinners Way, Manchester, M15 4UX
Flat 511, 7 Spinners Way, Manchester, M15 4UX
Flat 507, 7 Spinners Way, Manchester, M15 4UX
Flat 327, 7 Spinners Way, Manchester, M15 4UU
Flat 317, 7 Spinners Way, Manchester, M15 4UU
Flat 308, 7 Spinners Way, Manchester, M15 4UU
Flat 302, 7 Spinners Way, Manchester, M15 4UU
Flat 132, 7 Spinners Way, Manchester, M15 4UU
Flat 108, 7 Spinners Way, Manchester, M15 4UU
Flat 104, 7 Spinners Way, Manchester, M15 4UU
Flat 103, 7 Spinners Way, Manchester, M15 4UU
Flat 9, 7 Spinners Way, Manchester, M15 4UU
Flat 8, 7 Spinners Way, Manchester, M15 4UU
Flat 5, 7 Spinners Way, Manchester, M15 4UU
Flat 909, 7 Spinners Way, Manchester, M15 4UX
Flat 905, 7 Spinners Way, Manchester, M15 4UX
Flat 901, 7 Spinners Way, Manchester, M15 4UX
Flat 733, 7 Spinners Way, Manchester, M15 4UX
Flat 722, 7 Spinners Way, Manchester, M15 4UX
Flat 718, 7 Spinners Way, Manchester, M15 4UX
Flat 716, 7 Spinners Way, Manchester, M15 4UX
Flat 713, 7 Spinners Way, Manchester, M15 4UX
Flat 709, 7 Spinners Way, Manchester, M15 4UX
Flat 707, 7 Spinners Way, Manchester, M15 4UX
Flat 705, 7 Spinners Way, Manchester, M15 4UX
Flat 702, 7 Spinners Way, Manchester, M15 4UX
Flat 521, 7 Spinners Way, Manchester, M15 4UX
Flat 514, 7 Spinners Way, Manchester, M15 4UX
Flat 508, 7 Spinners Way, Manchester, M15 4UX
Flat 314, 7 Spinners Way, Manchester, M15 4UU
Flat 313, 7 Spinners Way, Manchester, M15 4UU
Flat 311, 7 Spinners Way, Manchester, M15 4UU
Flat 304, 7 Spinners Way, Manchester, M15 4UU
Flat 301, 7 Spinners Way, Manchester, M15 4UU
Flat 130, 7 Spinners Way, Manchester, M15 4UU
Flat 129, 7 Spinners Way, Manchester, M15 4UU
Flat 118, 7 Spinners Way, Manchester, M15 4UU
Flat 115, 7 Spinners Way, Manchester, M15 4UU

Flat 109, 7 Spinners Way, Manchester, M15 4UU
Flat 7, 7 Spinners Way, Manchester, M15 4UU
Flat 920, 7 Spinners Way, Manchester, M15 4UX
Flat 914, 7 Spinners Way, Manchester, M15 4UX
Flat 908, 7 Spinners Way, Manchester, M15 4UX
Flat 904, 7 Spinners Way, Manchester, M15 4UX
Flat 727, 7 Spinners Way, Manchester, M15 4UX
Flat 724, 7 Spinners Way, Manchester, M15 4UX
Flat 717, 7 Spinners Way, Manchester, M15 4UX
Flat 704, 7 Spinners Way, Manchester, M15 4UX
Flat 515, 7 Spinners Way, Manchester, M15 4UX
Flat 510, 7 Spinners Way, Manchester, M15 4UX
Flat 328, 7 Spinners Way, Manchester, M15 4UU
Flat 323, 7 Spinners Way, Manchester, M15 4UU
Flat 316, 7 Spinners Way, Manchester, M15 4UU
Flat 312, 7 Spinners Way, Manchester, M15 4UU
Flat 125, 7 Spinners Way, Manchester, M15 4UU
Flat 124, 7 Spinners Way, Manchester, M15 4UU
Flat 123, 7 Spinners Way, Manchester, M15 4UU
Flat 10, 7 Spinners Way, Manchester, M15 4UU
Flat 922, 7 Spinners Way, Manchester, M15 4UX
Flat 919, 7 Spinners Way, Manchester, M15 4UX
Flat 912, 7 Spinners Way, Manchester, M15 4UX
Flat 911, 7 Spinners Way, Manchester, M15 4UX
Flat 910, 7 Spinners Way, Manchester, M15 4UX
Flat 725, 7 Spinners Way, Manchester, M15 4UX
Flat 723, 7 Spinners Way, Manchester, M15 4UX
Flat 701, 7 Spinners Way, Manchester, M15 4UX
Flat 526, 7 Spinners Way, Manchester, M15 4UX
Flat 524, 7 Spinners Way, Manchester, M15 4UX
Flat 506, 7 Spinners Way, Manchester, M15 4UX
Flat 325, 7 Spinners Way, Manchester, M15 4UU
Flat 321, 7 Spinners Way, Manchester, M15 4UU
Flat 310, 7 Spinners Way, Manchester, M15 4UU
Flat 121, 7 Spinners Way, Manchester, M15 4UU
Flat 117, 7 Spinners Way, Manchester, M15 4UU
Flat 114, 7 Spinners Way, Manchester, M15 4UU
Flat 112, 7 Spinners Way, Manchester, M15 4UU
Flat 903, 7 Spinners Way, Manchester, M15 4UX
Flat 732, 7 Spinners Way, Manchester, M15 4UX
Flat 731, 7 Spinners Way, Manchester, M15 4UX
Flat 728, 7 Spinners Way, Manchester, M15 4UX
Flat 527, 7 Spinners Way, Manchester, M15 4UX
Flat 523, 7 Spinners Way, Manchester, M15 4UX
Flat 522, 7 Spinners Way, Manchester, M15 4UX
Flat 519, 7 Spinners Way, Manchester, M15 4UX
Flat 517, 7 Spinners Way, Manchester, M15 4UX
Flat 509, 7 Spinners Way, Manchester, M15 4UX
Flat 332, 7 Spinners Way, Manchester, M15 4UU
Flat 326, 7 Spinners Way, Manchester, M15 4UU
Flat 324, 7 Spinners Way, Manchester, M15 4UU
Flat 318, 7 Spinners Way, Manchester, M15 4UU
Flat 122, 7 Spinners Way, Manchester, M15 4UU
Flat 119, 7 Spinners Way, Manchester, M15 4UU

Flat 116, 7 Spinners Way, Manchester, M15 4UU
Flat 107, 7 Spinners Way, Manchester, M15 4UU
Flat 113, 7 Spinners Way, Manchester, M15 4UU
Flat 111, 7 Spinners Way, Manchester, M15 4UU
Flat 110, 7 Spinners Way, Manchester, M15 4UU
Flat 101, 7 Spinners Way, Manchester, M15 4UU
Flat 4, 7 Spinners Way, Manchester, M15 4UU
Flat 3, 7 Spinners Way, Manchester, M15 4UU
Flat 1, 7 Spinners Way, Manchester, M15 4UU
Flat 918, 7 Spinners Way, Manchester, M15 4UX
Flat 907, 7 Spinners Way, Manchester, M15 4UX
Flat 719, 7 Spinners Way, Manchester, M15 4UX
Flat 714, 7 Spinners Way, Manchester, M15 4UX
Flat 530, 7 Spinners Way, Manchester, M15 4UX
Flat 512, 7 Spinners Way, Manchester, M15 4UX
Flat 505, 7 Spinners Way, Manchester, M15 4UX
Flat 333, 7 Spinners Way, Manchester, M15 4UU
Flat 330, 7 Spinners Way, Manchester, M15 4UU
Flat 133, 7 Spinners Way, Manchester, M15 4UU
Flat 126, 7 Spinners Way, Manchester, M15 4UU
Flat 120, 7 Spinners Way, Manchester, M15 4UU
Flat 106, 7 Spinners Way, Manchester, M15 4UU
Flat 102, 7 Spinners Way, Manchester, M15 4UU
Flat 906, 7 Spinners Way, Manchester, M15 4UX
Flat 726, 7 Spinners Way, Manchester, M15 4UX
Flat 720, 7 Spinners Way, Manchester, M15 4UX
Flat 711, 7 Spinners Way, Manchester, M15 4UX
Flat 708, 7 Spinners Way, Manchester, M15 4UX
Flat 703, 7 Spinners Way, Manchester, M15 4UX
Flat 533, 7 Spinners Way, Manchester, M15 4UX
Flat 531, 7 Spinners Way, Manchester, M15 4UX
Flat 528, 7 Spinners Way, Manchester, M15 4UX
Flat 520, 7 Spinners Way, Manchester, M15 4UX
Flat 504, 7 Spinners Way, Manchester, M15 4UX
Flat 503, 7 Spinners Way, Manchester, M15 4UX
Flat 502, 7 Spinners Way, Manchester, M15 4UX
Flat 501, 7 Spinners Way, Manchester, M15 4UX
Flat 320, 7 Spinners Way, Manchester, M15 4UU
Flat 319, 7 Spinners Way, Manchester, M15 4UU
Flat 315, 7 Spinners Way, Manchester, M15 4UU
Flat 309, 7 Spinners Way, Manchester, M15 4UU
Flat 307, 7 Spinners Way, Manchester, M15 4UU
Flat 306, 7 Spinners Way, Manchester, M15 4UU
Flat 303, 7 Spinners Way, Manchester, M15 4UU
Flat 128, 7 Spinners Way, Manchester, M15 4UU
Flat 105, 7 Spinners Way, Manchester, M15 4UU
Flat 12, 7 Spinners Way, Manchester, M15 4UU
Flat 11, 7 Spinners Way, Manchester, M15 4UU
Flat 921, 7 Spinners Way, Manchester, M15 4UX
Flat 917, 7 Spinners Way, Manchester, M15 4UX
Flat 915, 7 Spinners Way, Manchester, M15 4UX
Flat 913, 7 Spinners Way, Manchester, M15 4UX
Flat 730, 7 Spinners Way, Manchester, M15 4UX
Flat 715, 7 Spinners Way, Manchester, M15 4UX

Flat 710, 7 Spinners Way, Manchester, M15 4UX
Flat 331, 7 Spinners Way, Manchester, M15 4UU
Flat 329, 7 Spinners Way, Manchester, M15 4UU
Flat 322, 7 Spinners Way, Manchester, M15 4UU
Flat 6, 7 Spinners Way, Manchester, M15 4UU
Flat 305, 7 Spinners Way, Manchester, M15 4UU
Flat 131, 7 Spinners Way, Manchester, M15 4UU
Flat 127, 7 Spinners Way, Manchester, M15 4UU
Flat 2, 7 Spinners Way, Manchester, M15 4UU

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
Area Team Boundary - Name: CENTRL