

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134354/AO/2022

Date registered valid: 26 July 2022

Proposal: Installation of 2 infill panels to door protection hoops

Address: Unit 9 University Green, 124 Oxford Road, Manchester, M13 9RD

Ward(s): Hulme Ward

Applicant: Krispy Kreme UK Ltd Unit 4 Albany Park, Frimley Road, Surrey, GU16 7PQ

Agent (if any): Mr Dan Perry AWW Pivot Mark, Bristol, BS1 1QB

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

Recommendation: Approve

Date of recommendation: 20 September 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 7 September 2022

Standard consultations:

Printed: 29 July 2022 Expired: 19 August 2022

Neighbour notifications

Printed: 29 July 2022 Expired: 19 August 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: Not applicable

Tree Preservation Order: Not applicable

Description of area

University Green is a development within The University of Manchester and Bruntwood's Oxford Road regeneration project and is within the University of Manchester Campus. The building is located at the junction of Oxford Road and Booth Street West and opposite the Royal Northern College of Music.

The building is not listed and is not located in a conservation area. The closest listed building is a Grade II Listed terrace of buildings at 176 to 188 Oxford Road

It is sited in a key growth area within Corridor Manchester due to its proximity to major institutions, research facilities and technological and cultural assets, including Manchester Science Partnerships and the University's Alliance Manchester Business School on Oxford Road.

The Oxford Road regeneration project also includes public realm improvements.

Oxford Road Corridor is the 243-hectare area between St Peter's Square and Whitworth Park along Oxford Road.

There is a signage strategy for the University Green named The Wayfinding Project was approved in 2020 (application referenced: 127615/AO/2020).

There are a variety of occupiers in the retail units within University Green, including restaurants, cafes, takeaways, sandwich shops and shops.

Description of development

Advertisement consent is sought for 2no. infill panels to the existing door protection hoops. The signs would comprise an 8mm thick toughened glass panel fixed with rounded end bracket. A Concrete Grey - C5 M0 Y20 K50/ RAL 7023 coloured vinyl would be applied to the face of the glazing and a matt white printed customer logo would be applied to the centre of the vinyl.

The proposals would comply with the requirements of the approved Wayfinding Project (application referenced: 127615/AO/2020).

Consultations & Notification Responses

Highway Services - The infill panels are existing, and the advertisement extends only within the unadopted area in front of the property and as such, does not impinge upon the adopted highway.

As such, a Projection over License will not be required.

For the avoidance of doubt luminance levels should be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

The proposed panel complies with headroom clearance and carriageway clearance requirements and is therefore compliant with MCC recommendations.

The applicant is advised that any requirements for licensing, hoarding / scaffolding and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highways Applications and Network Resilience teams via Contact Manchester (Tel. 0161 234 5004).

Publicity - Occupiers of nearby properties have been notified. No comments have been received.

Issues

Issues and Policy

The Adopted Core Strategy for the City of Manchester

Policy SP1 (Spatial Principles) advises that development in all parts of the City should protect and enhance the built environment.

Policy DM1 (Development Management) advises that all development should be appropriately sited, scaled, formed, massed and detailed with appropriate layout and materials and should have regard to the character of the surrounding area and effects on built heritage.

The Unitary Development Plan for the City of Manchester

Saved Policy DC14 (Shopfronts and Related Signs) confirms acceptable shop front works.

National Policy

It is a fundamental requirement of the NPPF that planning proposals contribute to the achievement of "sustainable development". In order to meet this key planning objective.

Section 12 (Achieving Well Designed Places) advises that the government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.

Visual Amenity -

Under the above criteria the effect of the proposal on visual amenity has been considered:

The proposed signage would be in accordance with the approved signage strategy for the building and would have an appropriate appearance.

In view of the above, it is considered that the proposals are therefore in accordance with the above-described policies.

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 development hereby approved shall be carried out in accordance with the following drawings and documents:

The site location plan referenced 4591A AWW ZZ ZZ DR A 02101 Rev P01 received by the City Council as local planning authority on 6 April 2022

The drawing referenced 4591A AWW ZZ ZZ A DR 02301 P05 received by the City Council as local planning authority on 20 September 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.

Informatives

1) The applicant is advised that any requirements for licensing, hoarding / scaffolding and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highways Applications and Network Resilience teams via Contact Manchester (Tel. 0161 234 5004).

Appendix 1 – List of consultees & neighbours notified

Highway Services

UTILITY, 128 Oxford Road, Manchester, M13 9GP

130 Oxford Road, Manchester, M13 9GP

132 Oxford Road, Manchester, M13 9GP

134 Oxford Road, Manchester, M13 9GP

TAKK, 138 Oxford Road, Manchester, M13 9GP

BREWDOG, 136 Oxford Road, Manchester, M13 9GP

The Co-operative Food, 126 Oxford Road, Manchester, M13 9GP

Manchester School Of Management, Booth Street East, Manchester, M13 9SS

Manchester Deaf Centre, Oxford Road, Manchester, M13 9GH

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: CENTRAL