

Planning

Growth & Development

Delegated officer report for planning application

Application no. 133108/AO/2022

Date registered valid: 2 March 2022

Proposal: Installation of 2 no. halo Illuminated letter signs to high level

Address: Unite Students Parkway Gate , 50 Chester Street, Manchester, M15 6JE

Ward(s): Deansgate Ward

Applicant: Mr Ball Unite 50 Unite Students Parkway Gate , Chester Street, Manchester, M15 6JE

Agent (if any): Mrs Gillian Shepley Ashleigh Signs Ashleigh House, Beckbridge Road, Normanton, WF6 1TE

Case officer: Eve Woolstencroft
Tel: 0161 234 4533
Email: eve.woolstencroft@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 20 June 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 21 April 2022 Expired: 12 May 2022

Neighbour notifications

No neighbour notifications have been printed and sent.

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

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of Site/Area

This application relates to Parkway Gate student accommodation, which is located at 50 Chester Street and is bounded by Chester Street, Wilmott Street, the Mancunian Way and Newcastle Street. The building was designed by Simpson Haugh and Partners and has a high-quality appearance that makes a positive contribution to the street scene.

The existing building provides 718 student bedrooms and 332.2m² of commercial space.

The existing development was approved in June 2006 (application reference 078574/FO/2016/C3).

Description of Development

The submitted application seeks advertisement consent for the installation of 2 no. halo illuminated letter signs to high level

Consultations & Notification Responses

Highways – no objections subject to luminance compliance.

Environmental Health – no objections subject to luminance compliance.

Issues

Visual Amenity

High level signage is considered acceptable provided that it is not excessive (in terms of size and number of signs) is in keeping with the architectural features of the building and can be read as an integral feature in relation to the buildings overall design. It is considered that the proposed high level signage, would be in keeping with the architectural features of the building and would not have an adverse impact on its appearance within the street scene.

Given this, the proposed signage is considered to be in accordance with Section 7 (Requiring Good Design) of the National Planning Policy Framework, and DM1 (Development Management) of the Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shop Fronts and Related Signs) and DC18.1 (Conservation Areas) 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 development hereby approved shall be carried out in accordance with the following drawings and documents:

-Location Plan, Site Plan and Existing and Proposed Drawing Pack referenced 160679 received by the City Council as Local Planning Authority on 02 March 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 a luminance limit of 300cd/m2. All luminance shall be static only.

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

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

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