

Planning

Growth & Development

Delegated officer report for planning application

Application no. 134012/AO/2022

Date registered valid: 9 June 2022

Proposal: Installation of a non illumination hoarding sign for a temporary period of 8 months

Address: The Printworks, Withy Grove, Manchester, M4 2BS

Ward(s): Piccadilly Ward

Applicant: DTZ Investors C/o Agent

Agent (if any): Mr Euan Connolly Nexus Planning One Express, 1 George Leigh Street, Manchester, M4 5DL

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

Recommendation: Approve

Date of recommendation: 22.07.2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 14 June 2022 Expired: 5 July 2022

Neighbour notifications

Printed: 14 June 2022 Expired: 5 July 2022

Site notice

Posted: Expired:

Press advert

Published: 21 June 2022 Expired: 12 July 2022

Departure from Development Plan: No

Environmental Statement: Not required

Listed building: Not applicable

Conservation area: Shudehill Conservation Area 1987

Tree Preservation Order:

Description of Site/Area

The application relates to a building named the Printworks, which is bounded by Withy Grove, Garden Street, Well Street, Dantzic Street, Ballon Street and Corporation Street, and is located within the Shudehill Conservation Area. The property is a former printing works and is used as an entertainment complex with internal streets, night clubs, bars, restaurants and a cinema.

Surrounding uses include the Arndale Shopping Centre, the Football Museum, Chetham's School of Music, Victoria Train Station, Shudehill transport interchange, a hotel, residential accommodation, offices, bars, restaurants and shops.

Description of development

The submitted application seeks planning permission for the installation of a non illumination hoarding sign for a temporary period of 8 months.

Planning History

133693/FO/2022 The removal of 4 no. antennas, 8 no. equipment cabinets and ancillary development including Remote Radio Units and the installation of 12 no. new antennas, 6 no. equipment cabinets, 4 no. transmission dishes and ancillary development thereto including Ericsson Radio Systems and 1 no. GPS module. APPROVED 30.06.2022

125295/AOH/2019 Proposed LED screens and signage. APPROVED 10.02.2020

125294/FO/2019 Full Planning Application for External Works to Elevations, Improvements to Entrance Features, New Signage and New LED Screens. APPROVED 10.02.2020

121837/AO/2018 Internally illuminated individually lettered high level signage. APPROVED 07.01.2019

121898/AO/2018 A set of built up letters to be fixed to existing framework. The letters are of a tenant logo and will be internally illuminated. APPROVED 19.12.2018

Consultations & Notification Responses

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

Highways Comments

The proposed shroud will not give rise to driver distraction on the adjacent highway network.

The proposal will not cause any obstruction to the existing signage/traffic control signals on the adjacent highway.

The proposed shroud is to be located in excess of minimum headroom requirements and therefore adequate clearance for pedestrians has been accommodated.

Policy

National Planning Policy Framework has been related to the proposed development, with particular emphasis given to the following:

Chapter 12 Achieving well-designed places

Paragraph 124 states that in 'the creation of high quality buildings and places is fundamental to what the planning and development process should achieve.' It further states that 'good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.'

Paragraph 132 states that the quality and character of places can suffer when advertisements are poorly sited and designed. It acknowledges that a separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Significantly, chapter 12 states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

In this case, it is considered that the proposal would be not be harmful to the visual amenities of the area and the character of the built environment. Furthermore, the temporary installation of the advertisement signage would not unduly impact upon the immediate streetscene.

Town and Country Planning (Control of Advertisements) Regulations 2007

The Local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account'

(a) The provisions of the development plan, so far as they are material; and

(b) Any other relevant factors.

(2) Without prejudice to the generality of paragraph (1)(b)'

- (a) Factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;
- (b) Factors relevant to public safety include'
- (i) The safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (ii) Whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
- (iii) Whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- (3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.
- (4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

The regulations state the factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

Local Development Framework Core Strategy Development Plan Document (Adopted 11 July 2012)

The Manchester Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012.

- o Policy DM 1 (Development Management)
- o Policy SP1 (Spatial Principles)
- o Policy EN1 (Design Principles and Strategic Character Areas)

It is considered that the temporary installation of the shroud advertisement signage would relate appropriately to the context of the site and the surrounding area. Furthermore, the proposed sign would be 'read' within the context and function of the site without unduly affecting residential amenity. The proposal would thereby be appropriately related to Core Strategy policies SP1, EN1 and DM1.

The design of the proposed sign attains a satisfactory quality and therefore accords with Core Strategy policy EN1.

Saved Unitary Development Plan Policies - The UDP has been superseded by the Core Strategy Development Plan, of relevance are the following saved policy.

- o Saved Policy DC15 - Advertisement Regulations

As the proposed signage relates appropriately to its context in relation to the street and adjacent commercial properties thereby meeting the requirements of saved UDP policy DC15.

Issues

Principle

The main issues for consideration in relation to this application are the acceptability of the proposals in terms of the impact on visual amenity and highway safety. The main policies that relate to this proposal are Chapter 12 Achieving well designed places of the National Planning Policy Framework, policies EN1 (Design Principles and Strategic Character Areas), EN3 (Heritage), SP1 (Spatial Principles) and DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester, and saved policies DC15.1 and DC15.2 (Advertisements, Hoardings and Posters), of the Unitary Development Plan for the City of Manchester.

Visual Amenity

Hoardings of the nature proposed are only generally acceptable if they are associated with legitimate works to a site or building. The rationale for this is that the temporary advertisement hoarding would screen the development, but would only be acceptable for a limited period. The agent has stated the expiration date on the application form as 12/02/2023. The proposed hoarding would be sited along Corporation Street elevation and Withy Grove elevation. The advert would be used for the benefit of screening ongoing works, but would otherwise be unacceptable for visual amenity reasons including scale and the screening of architectural features.

The applicant has demonstrated that the advertisement would only be installed in association with works taking place on site and would be taken down at the expiration date. Display of advertisements on scaffolding can lead to unnecessary continued use of scaffolding and this has a negative impact on visual amenity as well as affecting pedestrian access including for disabled people.

In this context it is therefore considered that the proposed hoarding would relate to legitimate works to the development and would relate properly to the site on which it would stand and that as such, on a temporary basis, the location of the proposed advertisement and its impact upon visual amenity will be accepted.

Public Safety

The proposed hoarding would be located in a position where it would not cause an obstruction to passing pedestrians, and it would not give rise to any problems of public safety.

Conclusion

On balance it is considered that the proposal is suitable related to the streetscene and context, in terms of the advertisement's height and siting and is therefore considered to be commensurate with Core Strategy policies DM1, EN1 and SP1 and Saved UDP Policies DC14.1, 14.5 and NPPF Chapter 12.

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:

-Application for consent to display an advertisement(s) form, stamped as received by the City Council, as Local Planning Authority on 09 June 2022

-Drawing- Scaffolding Layout Elevation ref DR-A-SK0054 REV P1

- Location Plan

- Visuals 4 page signage pack

All stamped as received by the City Council as Local Planning Authority on 09 June 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) The advertisement shall not be displayed after 12/02/2023. The advertisements and any supporting structures shall be removed on that date.

Reason - The advertisement is of a temporary nature only and is not considered acceptable as a permanent feature on this building in order to comply with saved policies DC15.1 and DC15.2 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services

Next, 100 Corporation Street, Manchester, M4 3AJ
Kiosk, 18 - 20 Dantzic Street, Manchester, M4 2AE
12 - 22 Thorniley Brow, Manchester, M4 2AJ
The Works, 33 Withy Grove, Manchester, M4 2BJ
The Cooperative Food Store, Corporation Street, Manchester, M4 4BE
5 Well Street, Manchester, M4 2AG
Ground To Third Floor, 1 Balloon Street, Manchester, M4 4BE
Basement, 1 Balloon Street, Manchester, M4 4BE
Fourth And Fifth Floor, 1 Balloon Street, Manchester, M4 4BE
Flat 2, 15 Well Street, Manchester, M4 2AG
Flat 1, 15 Well Street, Manchester, M4 2AG
7 Shudehill, Manchester, M4 2AF
The Rabbit In The Moon Urbis, Cathedral Gardens, Corporation Street, Manchester, M4 3BG
National Football Museum Urbis, Cathedral Gardens, Corporation Street, Manchester, M4 3BG
Federation House, 2 Federation Street, Manchester, M4 4BF
31 Withy Grove, Manchester, M4 2BJ
Tenpin, Withy Grove, Manchester, M4 2BS
Unit 10, The Printworks, Withy Grove, Manchester, M4 2BS
Time Out, Withy Grove, Manchester, M4 2BS
Flat 403, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 402, The Works, 33 Withy Grove, Manchester, M4 2BJ
Ground Floor And First Floor, 5 Well Street, Manchester, M4 2AB
Basement, 5 Well Street, Manchester, M4 2AB
Basement To First Floor, 7 - 9 Thorniley Brow, Manchester, M4 2AB
Ground Floor, 7 - 9 Thorniley Brow, Manchester, M4 2AB
Treetop Adventure Golf, Unit 17A, The Printworks, 7 Dantzic Street, Manchester, M4 2AD
Unit 21 And 22, The Printworks, Withy Grove, Manchester, M4 2BS
T Mobile 66214, Communication Station On Roof Of, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 22 And 23, The Printworks, Withy Grove, Manchester, M4 2BS
Units 11 And 12, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 16 To 17, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 23A, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 3A, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 33, 8 Dantzic Street, Manchester, M4 2AD
Flat 24, 8 Dantzic Street, Manchester, M4 2AD
Flat 18, 8 Dantzic Street, Manchester, M4 2AD
Flat 8, 8 Dantzic Street, Manchester, M4 2AD
Flat 203, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 103, The Works, 33 Withy Grove, Manchester, M4 2BJ
Second Floor, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 20, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 39, 8 Dantzic Street, Manchester, M4 2AD
Flat 32, 8 Dantzic Street, Manchester, M4 2AD
Flat 31, 8 Dantzic Street, Manchester, M4 2AD
Flat 29, 8 Dantzic Street, Manchester, M4 2AD
Flat 25, 8 Dantzic Street, Manchester, M4 2AD
Flat 2, 8 Dantzic Street, Manchester, M4 2AD
Flat 602, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 501, The Works, 33 Withy Grove, Manchester, M4 2BJ

Flat 106, The Works, 33 Withy Grove, Manchester, M4 2BJ
13 Shudehill, Manchester, M4 2AF
4 Dantzic Street, Manchester, M4 2AD
Flat 401, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 302, The Works, 33 Withy Grove, Manchester, M4 2BJ
11 Shudehill, Manchester, M4 2AF
The Printworks, Corporation Street, Manchester, M4 2BS
Nuffield Health, Unit 4, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 17, 8 Dantzic Street, Manchester, M4 2AD
Flat 9, 8 Dantzic Street, Manchester, M4 2AD
Flat 1, 8 Dantzic Street, Manchester, M4 2AD
10 Dantzic Street, Manchester, M4 2AD
Flat 803, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 601, The Works, 33 Withy Grove, Manchester, M4 2BJ
Units 5 And 6, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 13, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 40, 8 Dantzic Street, Manchester, M4 2AD
Flat 37, 8 Dantzic Street, Manchester, M4 2AD
Flat 27, 8 Dantzic Street, Manchester, M4 2AD
Flat 604, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 20, 8 Dantzic Street, Manchester, M4 2AD
Flat 305, The Works, 33 Withy Grove, Manchester, M4 2BJ
9 Shudehill, Manchester, M4 2AF
Flat 34, 8 Dantzic Street, Manchester, M4 2AD
Flat 10, 8 Dantzic Street, Manchester, M4 2AD
Flat 6, 8 Dantzic Street, Manchester, M4 2AD
Flat 4, 8 Dantzic Street, Manchester, M4 2AD
Flat 703, The Works, 33 Withy Grove, Manchester, M4 2BJ
18 - 20 Dantzic Street, Manchester, M4 2AE
Flat 801, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 702, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 603, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 503, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 304, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 101, The Works, 33 Withy Grove, Manchester, M4 2BJ
Unit 14, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 19, The Printworks, Withy Grove, Manchester, M4 2BS
Hard Rock Cafe, The Printworks, Corporation Street, Manchester, M4 2BS
Flat 30, 8 Dantzic Street, Manchester, M4 2AD
Flat 28, 8 Dantzic Street, Manchester, M4 2AD
Flat 22, 8 Dantzic Street, Manchester, M4 2AD
Flat 19, 8 Dantzic Street, Manchester, M4 2AD
Flat 15, 8 Dantzic Street, Manchester, M4 2AD
Flat 12, 8 Dantzic Street, Manchester, M4 2AD
Flat 11, 8 Dantzic Street, Manchester, M4 2AD
Flat 3, 8 Dantzic Street, Manchester, M4 2AD
Flat 504, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 303, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 802, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 404, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 104, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 102, The Works, 33 Withy Grove, Manchester, M4 2BJ
Kiosk, The Printworks, Withy Grove, Manchester, M4 2BS
Units 2 An 2C, The Printworks, Withy Grove, Manchester, M4 2BS

Unit 18, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 1A, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 38, 8 Dantzic Street, Manchester, M4 2AD
Flat 36, 8 Dantzic Street, Manchester, M4 2AD
Flat 35, 8 Dantzic Street, Manchester, M4 2AD
Flat 23, 8 Dantzic Street, Manchester, M4 2AD
Flat 21, 8 Dantzic Street, Manchester, M4 2AD
Flat 901, The Works, 33 Withy Grove, Manchester, M4 2BJ
35 - 39 Withy Grove, Manchester, M4 2BJ
2 Dantzic Street, Manchester, M4 2AD
Unit 3, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 2C, The Printworks, Withy Grove, Manchester, M4 4BS
Unit 15, The Printworks, Withy Grove, Manchester, M4 2BS
Unit 1, The Printworks, Withy Grove, Manchester, M4 2BS
Flat 5, 8 Dantzic Street, Manchester, M4 2AD
Flat 26, 8 Dantzic Street, Manchester, M4 2AD
Flat 14, 8 Dantzic Street, Manchester, M4 2AD
Flat 7, 8 Dantzic Street, Manchester, M4 2AD
Flat 902, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 701, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 204, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 205, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 16, 8 Dantzic Street, Manchester, M4 2AD
Flat 502, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 201, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 105, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 301, The Works, 33 Withy Grove, Manchester, M4 2BJ
Flat 202, The Works, 33 Withy Grove, Manchester, M4 2BJ
29 Withy Grove, Manchester, M4 2BJ

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
Conservation Area - Shudehill Conservation Area 1987
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: CENTRL