

REF: R00588/DB/MR/AP

Planning Department
Ground Floor
Town Hall Extension
Mount Street Entrance
Albert Square
Manchester
M2 5DB

1st August 2022

Dear Sir/Madam,

APPLICATION FOR ADVERTISEMENT CONSENT TO INSTALL 1 NO. BOX FASCIA WITH INTERNALLY ILLUMINATED LETTERING, 1 NO. PROJECTING SIGN WITH INTERNALLY ILLUMINATED LETTERING, 1 NO. INTERNALLY APPLIED VINYL, 2 NO. EXTERNALLY APPLIED VINYL.

RETAIL UNIT, 6 OLDHAM ROAD, MANCHESTER, M4 5DB

I write on behalf of the Applicant, Tesco Stores Ltd (Tesco), to submit an application for advertisement consent to install 1 no. box fascia with internally illuminated lettering, 1 no. projecting sign with internally illuminated lettering, 1 no. internally applied vinyl and 2 no. externally applied vinyls.

Background to Applications

The site consists of a vacant office unit located to the ground floor of a 6-storey building, accommodating residential uses above. The predominant land use in the surrounding area is comprised largely of professional and commercial business outlets, including a solicitor's, tanning salon and interior design studio located further south of Oldham Road, as well as the residential apartments that sit above these premises. The appraisal site is understood to have been most recently occupied as office space. The site is located in the Ancoats Conservation Area but is not listed. There are various listed buildings in the neighbouring area, including Victoria Square, Crown and Kettle Public House and the Daily Express Building. The following available planning history is of relevance:

LPA reference: 066438/FO/NORTH1/02 – Planning permission was granted on 9th April 2003 for “Five storey building comprising office use at ground, first, second and third floors and residential use (8 apartments) at fourth floor level. Ancillary car parking at ground and first floor level”.

LPA reference: 073431/FO/2004/N1 – Planning permission was granted 20th April 2005 for “Erection of 6 storey building comprising office /retail units at ground floor level (A1, A2 or B1), 3972 sq. metres office space at first floor level, and 56 no apartments at 2nd to 5th floor levels. Creation of 28 car parking spaces at ground floor level”.

LPA reference: 082288/FO/2007/N1 – Planning application for “Erection of two seven storey linked detached buildings comprising fifty-six apartments, office and retail units at ground floor (A1 or A2 uses)

(382 metre squared) office units at mezzanine and first floors (B1 use) (1662 metre squared) with associated car parking at ground floor level” was withdrawn on 23rd May 2007.

LPA reference: 083957/FO/2007/N1 – Planning permission was granted on 12th September 2007 for *“Elevational alterations to previously approved building (073431/FO/2004/N1) in conjunction with creation of 56 apartments, 7 offices and ancillary car parking, within a maximum 7 storey building (retrospective application)”.*

LPA reference: 098142/FU/2011/N1 – Planning permission was granted on 1st March 2012 for *“Provision of additional use class D1 (to a maximum floorspace of 350 sq. m) within Express Networks buildings 1, 2 or 3”.*

LPA reference: 097959/FO/2011/N1 – Planning permission was granted on 25th January 2012 for *“Installation of 6 no. new air louvres to northeast elevation of building”.*

LPA reference: 107111/FU/2014/N1 – Planning permission was granted on 5th November 2015 for *“change of use of mezzanine from vacant B1 office to D1 place of worship and associated offices”.*

LPA reference: 118351/FO/2017 – Planning permission was granted on 13th September 2018 for *“Proposed change of use of existing commercial within part of the ground floor and mezzanine level above to create 12 no. self-contained apartments (Class C3a) with associated elevational alterations”.*

LPA reference: 128696/FO/2020 – Planning permission was granted on 9th April 2021 for *“Elevational alterations to form new shop front”.*

LPA reference: 133162/JO/2022 – a Section 73 application was granted on 18th May 2022 for *“Variation of condition 17 (opening hours) attached to planning permission referenced 083957/FO/2007/N1 to allow the commercial units at ground, mezzanine and first floors to open 06.00-23.00 hrs Monday to Sunday”.*

LPA reference: 134048/FO/2022 – Planning permission was granted on 9th August 2022 for *“Elevational alterations including the installation of 3 no. louvres.”*

LPA reference 134047/FO/2022 – Planning permission was granted on 9th August 2022 for *“Elevational alterations including installation of new shopfront.”*

Planning permission was approved in 2007 for a mixed-use development with office space on the ground floor. Given the provisions of the Use Class Order Amendment 2020, the office space now falls within Use Class E. Tesco can therefore occupy the site without the need for planning permission and this application seeks the advertisement consent required to facilitate this occupation only.

Proposed Works

Express advertisement consent is sought for 1 no. projecting sign with internally illuminated lettering and 2 no. externally applied vinyls. The projecting sign with internally illuminated lettering will be located to the far left of the north elevation, aligned in height with the box fascia and coloured red, white and blue to read ‘TESCO express’. The externally applied vinyls will be applied up to full height to the glazing with vandal proof protection.

The submitted proposed drawings additionally detail the display of 1 no. box fascia with internally illuminated lettering and 1 no. internally applied vinyl. These advertisements benefit from deemed consent and thus express consent is not sought for these elements

Additional information on the proposals is available on the proposed plans prepared by Tesco Feasibility Architecture (Drawing No.s 01_OLDH_01C, 03_4708_03H, 03_OLDH_03H, 02_OLDH_02K, 02_OLDH_02J, 03_OLDH_03G_R2, 02_OLDH_02L, 03_OLDH_03J).

Planning Policy Context

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that planning applications should be determined in accordance with the development plan unless material considerations indicate otherwise. In this case, the development plan includes Manchester's Core Strategy 2012 – 2027 (2012). Material considerations include the National Planning Policy Framework (NPPF) (July 2021) and relevant supplementary planning documents, such as the Guide to Development in Manchester SPD (2007) and Extant Unitary Development Policies (UDP) (1995).

Core Strategy 2012 – 2017 (2012)

Policy EN1 of the Core Strategy 2012 – 2027 (2012) outlines general design principles for development proposals to adhere to. The policy requires development *"to follow the seven principles of urban design, as identified in national planning guidance ... Opportunities for good design to enhance the overall image of the City should be fully realised."* Proposals must address *"the design principles, reinforces and enhances the local character of that part of the City and supports the achievement of the Core Strategy Strategic Objectives."*

Policy EN3 considers the impact of development on heritage and the historic environment stating that *"New developments must be designed so as to support the Council in preserving or, where possible, enhancing the historic environment, the character, setting and accessibility of areas and buildings of acknowledged importance, including scheduled ancient monuments, listed buildings, registered parks and gardens, conservation areas and archaeological remains."*

Policy DM1 of the Core Strategy 2012 – 2027 (2012) sets out further general design guidance, stipulating that that all development should have regard to siting, layout, scale, form and materials. Development should be acceptable with respect to design, appearance and impact on existing character. The impact on amenity, including light and noise should be acceptable. Relevant to the proposals outlined in this covering letter, the policy states that:

"All development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document:-

- *Appropriate siting, layout, scale, form, massing, materials and detail.*
- *Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.*
- *Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin, birds, road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.*

- *Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.*
- *Design for health.”*

Policy CC2 of the Core Strategy 2012 – 2027 (2012) states that *“Proposals for new development will be assessed against relevant design policies in the Manchester LDF and in particular must respect existing built heritage and public realm. Proposals should also be developed in line with Policy CC8 (Change and Renewal) to ensure that development delivers the most attractive and usable shopping environment.”* Policy CC8 states that *“Developments which make significant contributions to the City Centre’s role in terms of employment and retail growth or which improve the accessibility and legibility of the Centre will be supported, subject to the proposal’s impact on key aspects of the City’s heritage and character.”* Policy CC9 states that *“Development in Manchester City Centre should preserve or enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments ... New development must support the range of uses the Council expects in the City Centre and contribute to a coherent and integrated physical environment.”*

Extant Unitary Development Plan Policies

More specifically, a number of the Extant Unitary Development Policies provide increasingly detailed and relevant guidance on shopfront proposals. 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.”*

Extant Unitary Development Policy DC18.1 covers development proposals within conservation areas, stating that:

- “The Council will seek to preserve and enhance the character of its designated conservation areas by carefully considering the following issues:

 - the relationship of new structures to neighbouring buildings and spaces;*
 - the effect of major changes to the appearance of existing buildings;*
 - the desirability of retaining existing features, such as boundary walls, gardens, trees, (including street trees);*
 - the effect of signs and advertisements;*
 - any further guidance on specific areas which has been approved by the Council.**
- The Council will not normally grant outline planning permission for development within Conservation Areas.*
- Consent to demolish a building in a conservation area will be granted only where it can be shown that it is wholly beyond repair, incapable of reasonably beneficial use, or where its removal or replacement would benefit the appearance of character of the area.*
- Where demolition is to be followed by redevelopment, demolition will be permitted only where there are approved detailed plans for that redevelopment and where the Council has been furnished with evidence that the development will be undertaken.*
- Development proposals adjacent to Conservation Areas will be granted only where it can be shown that they will not harm the appearance or character of the area. This will include the protection of views into and out of Conservation Areas.”*

National Planning Policy Framework (2021)

The NPPF is an additional material consideration. It is underpinned by a presumption in favour of sustainable development and in terms of that presumption, Paragraph 11 states that for decision taking this means *'approving development proposals that accord with an up-to-date development plan without delay...'*

Paragraph 81 goes on to advise that *'planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth.'*

Planning Justification

Design and Heritage Considerations

The application seeks consent to display a number of advertisements in relation to the building's proposed use as a Tesco Express. As noted, the proposed box fascia with internally illuminated lettering and internally applied vinyl benefit from deemed consent and thus these are not assessed in this letter. The projecting sign and externally applied vinyls, for which express consent is sought, are considered below.

The predominant land use in the surrounding area is comprised largely of professional and commercial business outlets along Oldham Road and thus the display of advertisements and signage is commonplace nearby. Furthermore, as noted in the planning history, the site already has approval as a commercial unit thus the principle of adverts in this location is already acceptable.

In line with Extant Unitary Development Policy DC14.1, the proposed signage is located and positioned appropriately in relation to the scale and proportions of the shopfront and has been designed and coloured suitably so that the signage does not detract from the local street character and surrounding area. Firstly, the projecting sign will be located at a safe and appropriate height and aligned in height with the internally installed box fascia within the glazing. Secondly, the 2 no. externally applied vinyls will match the proportions of the window glazing, extending across four panels of glazing altogether, occupying two panels each. The signage will display colours and lettering to reflect the branding of the intended occupier, Tesco Express. The lettering is sized appropriately and centrally placed, not running of the edges of the fascia or vinyls. The advertisements will be formed of high-quality materials and well-maintained. Notably, the externally applied vinyls will possess vandal proof protection in order to maintain their condition and visual quality.

The proposed illumination to the acrylic lettering on the projecting sign will not create disturbances such as light glare or impact the amenity of nearby residents, including those living directly above the retail unit. The site is located within a well-lit commercial area along a busy A road and thus subtle internal illumination to the acrylic lettering is appropriate and highly acceptable. Furthermore, internal illumination has been granted previously for other advertisement applications in the Ancoats Conservation Area, including LPA ref. 129987/AO/2021 at 2 Poland Street Manchester M4 6BR, LPA ref. 125611/AO/2019 at 51 Blossom Street Manchester M4 6AJ and LPA ref. 124690/AO/2019 at 45 Blossom Street Manchester M4 6AJ. Illumination is limited to the shop's name and lettering only, illuminating text reading 'Tesco Express'. Lastly, the site is of a modern architectural design and is not listed. Thus, internal

illumination to the lettering of the proposed signage is considered acceptable.

Amenity and Public Safety

Paragraph 136 of the NPPF addresses advertisements, affirming the requirement for LPA's to determine applications for advertisement consent simply in the '*interests of amenity and public safety, taking account of cumulative impacts*'. Amenity and public safety are therefore a recognised key consideration in the context of all advertisement proposals.

The paragraphs above detail the design considerations and thus it is not considered that there will be any impact on visual amenity. In addition to this, it should be noted that the illumination proposed is of a low level and thus it is not considered that the proposal will have any effect on light pollution or highway safety.

Additionally, the proposed signage is suitably raised above ground level in order to not be visually intrusive to passers-by, employees or visitors to the site. This will ensure that the signage remains unobtrusive and neither pedestrian, public, nor highways safety is compromised.

Summary and Conclusion

The advertisement consent proposal is considered acceptable in design, heritage, and amenity terms and in line with the Manchester Core Strategy 2012 – 2027 (2012) and the NPPF.

It is therefore concluded that there are no policy grounds for objection to the application proposal and we respectfully request that the application is granted.

Contents of application

The following supporting documents have been submitted via the Planning Portal in support of the application:

- The relevant planning application fee;
- The completed application form;
- This covering letter;
- Site Location Plan (Drawing No. 01_OLDH_01C);
- Existing and proposed drawings prepared by Tesco Feasibility Architecture;
 - Existing Elevation (Drawing No. 03_4708_03H);
 - Existing Plan (Drawing No. 02_OLDH_02K);
 - Existing Site Plan (Drawing No. 02_OLDH_02J);
 - Existing Section (Drawing No. 03_OLDH_03H);
 - Proposed Section (Drawing No. 03_OLDH_03J);
 - Proposed Elevation (Drawing No. 03_OLDH_03G_R2); and
 - Proposed Plan (Drawing No. 02_OLDH_02L).

I trust that you have all the information you require to validate this application. If, in the interim, you have any queries please do not hesitate to contact either Matthew Roe (matthew.roe@rokplanning.co.uk) or

myself at this office. I look forward to your formal acknowledgement of the application.

Yours faithfully,



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