

Heatons and Reddish Area Committee

27th November 2023

DEVELOPMENT APPLICATIONS

Report of the Deputy Chief Executive and Corporate Director (Corporate & Support Services)

ITEM 1

DC/089747

SITE ADDRESS

Vauxhall Trading Estate, Greg Street, South Reddish, Stockport, SK5 7BR

PROPOSAL

Advertisement consent for the installation of a mixture of illuminated and non-illuminated signage across the site, including:

- i) Non-illuminated individual lettering signs to the elevations of the Units within Blocks 5 and 6 facing onto Greg Street;
- ii) Internally illuminated light box signs to the front elevations of the new industrial units facing the internal courtyards;
- iii) An internally illuminated entrance totem sign;
- iv) An externally illuminated site and tenant directory sign; and
- v) Two small non illuminated directional signs.

INFORMATION

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 the right to a fair hearing and to this end the Committee must give full consideration to their comments.

Article 8 and Protocol 1 Article 1 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 Unitary Development Plan, the Head of Development and Control has concluded that some rights conferred by these Articles on the applicant(s)/objectors/residents 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. He believes that any restriction on these rights posed by approval of the application is proportionate to the wider benefits of approval and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

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ITEM 1

Application Reference	DC/089747
Location:	Vauxhall Trading Estate Greg Street South Reddish Stockport SK5 7BR
PROPOSAL:	Advertisement consent for the installation of a mixture of illuminated and non-illuminated signage across the site, including: i) Non-illuminated individual lettering signs to the elevations of the Units within Blocks 5 and 6 facing onto Greg Street; ii) Internally illuminated light box signs to the front elevations of the new industrial units facing the internal courtyards; iii) An internally illuminated entrance totem sign; iv) An externally illuminated site and tenant directory sign; and v) Two small non illuminated directional signs.
Type Of Application:	Advertisement Consent
Registration Date:	05.09.2023
Expiry Date:	Extension of time agreed until 30.11.2023
Case Officer:	Jeni Regan
Applicant:	Vauxhall Industrial Estate (Stockport) Limited
Agent:	Hayley Knight Planning Ltd

DELEGATION/COMMITTEE STATUS

Heatons and Reddish Area Committee.

The application has been referred to Committee as a result of 12 letters of objection.

DESCRIPTION OF DEVELOPMENT

Background

Planning permission was granted on the 13th October 2022 under application DC/083249 for the redevelopment of the Vauxhall Industrial Estate site on Greg Street in Reddish, to provide 19,118.22sq.m of new employment floorspace over 28 no. new employment units together with parking and infrastructure.

The application was presented to both the Heatons and Reddish Area Committee on the 20th June 2022 and the Planning & Highways Regulatory Committee on the 7th July 2022, where it was Granted subject to a S106 Agreement in relation to the payment of a commuted sum for the implementation of TRO's in the vicinity of the site. The application was required to be presented to Committee due to the proposed development being in excess of 5,000 square metres of floorspace.

It should be noted that the owners/occupiers of 88 surrounding properties and commercial units were notified in writing of this application (DC/083249) and the application was advertised by way of display of notices on site and in the press.

Letters of objection from only 2 properties were received in response to the application. Therefore, the application was not presented to Committee on the basis of the number of objections received against the proposed development.

Following the granting of the above permission, the site is currently under construction.

Advertisement Consent

Following the approval of the above planning permission for the redevelopment of the site, and now that construction works are well under way, the applicant is now seeking advertisement consent for the installation of a mixture of illuminated and non-illuminated signage across the site to provide both wayfinding signs around the site and business fascia signs for the separate units. The proposed locations of the signs can be seen on Plan ref 21093-C4P-AV-ZZ-DR-A-0008_P2 'Site Signage Location Plan' within the drawing pack attached to this report.

As outlined within the description of development, permission is sought for the following signs:

i) Non-illuminated individual lettering signs to the elevations of the Units within Blocks 5 and 6 facing onto Greg Street. This includes 8 no. individual signs on the rear elevation of Block 5, and 2 no. signs on the rear elevation and 1 no. sign on the side elevation of Block 6.

The signs would include individual letters in black text mounted to the elevations of the building comprising the name of the unit occupier. The maximum size of the individual letters would be 60 centimetres (0.6m) and would project 25 centimetres (0.25m) from the face of the building. These will be a uniform design for each unit and will not include any individual branding features or logos. The dimensions would be 0.6 metres in height, 4 metres in width and 0.25 metres in depth. The fascia signs would be located just above the translucent cladding panels at a height of approximately 6.5 metres.

ii) Internally illuminated light box signs to the front elevations of the new industrial units facing the internal courtyards. This would include 28 no. signs in total located on the front elevations of each individual unit.

The sign would be positioned at fascia level above the main pedestrian entrance into each unit at a height of approx. 4.3 metres, between the entrance door and the first-floor window above. The exact designs of the proposed signs have not been provided within the submission as this will be determined by the occupier of each unit. However, in terms of dimensions, these would be approx. 4 metres wide, 1 metre in height and would be 250 mm in depth.

iii) An internally illuminated entrance totem sign located to the right-hand side of the main site entrance. This freestanding sign would measure 5 metres in height, 1.4 metres wide and 250mm deep. The sign is shown as having a concave shape and would be predominantly green with an option for orange-coloured sides. The only wording on the sign would be 'Vauxhall Industrial Estate' towards the top of totem and it is stated that it is only this lettering that would be illuminated. The size of the text would be 130mm.

iv) An externally illuminated site and tenant directory sign. This would be located on the site frontage to the left hand side of the main site entrance. The sign would measure 3.6 metres in width, 2.4 metres in height, and would be mounted on poles approximately 2.4 metres above the ground level. The sign would be a flat piece of aluminium and externally illuminated by an LED strip running along the top of the sign. This sign would include the lettering of 'Vauxhall Industrial Estate' and a site map on the top section with a list of the businesses and the relevant Unit numbers in the bottom section. The size of the lettering for 'Vauxhall Industrial Estate' would be 136mm tall and the business names would be approx. 100mm.

v) Two small non illuminated directional signs. The first of these would be located immediately abutting the rear of Unit 3e, to the left-hand side of the site entrance road. This sign is to direct users to Units 6a and 6b, which are located on the left-hand side as you enter the main site. The second of these signs would be located towards the centre of the site on the right-hand side of the central crossroads and in front of Unit 2f. This sign is to direct users to Units 1a & b, Units 2a – 2f and Units 3a – 3e to the left-hand side of the site and Units 4a – 4e and Units 5a – 5h to the right-hand side of the site. Both of these signs would measure 1.8 metres in height, 1.2 metres wide and would be 250mm in depth. Again, these can be seen in the images below.

SITE AND SURROUNDINGS

The application site is comprised of Vauxhall Industrial Estate, located off Greg Street in South Reddish. The site measures approximately 3.19 hectares and until recently, previously housed a number of employment premises in a mix of building types and quality, some with open storage areas. The majority of the buildings had been vacant for some time, with the last tenants leaving the application site in early 2022. As outlined above, the site is currently under construction to complete the redevelopment proposals granted planning permission under application DC/083249. The main access into the site is located at the corner of Greg Street.

The site is bounded by an operational railway line to the north-west boundary and employment premises and housing beyond, a self-storage facility to the north-east of the site boundary and the headquarters of a jewellery business to the south. There is an existing housing estate opposite the site, backing onto Greg Street and accessed from Charlbury Avenue. In addition, there is an older terrace of housing immediately next to the southern portion of the site and fronting Greg Street, along with a row of semi-detached houses on Greg Street at the northern end of the site and in front of the self-storage premises.

The site is located within an Employment Area as designated within the saved UDP and is surrounded by a designated Predominantly Residential Area. The site is not located within a Conservation Area nor are any of the buildings designated Listed Buildings.

POLICY BACKGROUND

Section 38(6) of the Planning and Compulsory Purchase Act 2004 ("PCPA 2004") requires that planning applications be determined in accordance with the development plan unless material considerations indicate otherwise.

The Development Plan includes-

- Policies set out in the Stockport Unitary Development Plan Review adopted 31st May 2006 which have been saved by direction under paragraph 1(3) of Schedule 8 to the Planning and Compulsory Purchase Act 2004; &
- Policies set out in the Stockport Local Development Framework Core Strategy Development Plan Document adopted 17th March 2011.

The site is located within an Employment Area as identified on the Saved UDP map. Therefore, the following policies are relevant:

LDF Core Strategy/Development Management policies

- SIE-1 Quality Places
- SIE-3 Protecting Safeguarding and Enhancing the Environment
- T-3 Safety and Capacity on the Highway Network

National Planning Policy Framework

A Revised National Planning Policy Framework (NPPF) issued by the Secretary of State for Housing, Communities and Local Government (MHCLG) in September 2023 replaced the previous NPPF (originally issued 2012 & revised 2018 and 2019). The NPPF has not altered the fundamental legal requirement under Section 38(6) of the Planning and Compulsory Purchase Act 2004 that decisions must be made in accordance with the Development Plan unless material considerations (such as the NPPF) indicate otherwise.

The NPPF representing the governments up-to-date planning policy which should be taken into account in dealing with applications focuses on achieving a lasting housing reform, facilitating the delivery of a greater number of homes, ensuring that we get planning for the right homes built in the right places of the right quality at the same time as protecting our environment. If decision takers choose not to follow the NPPF, then clear and convincing reasons for doing so are needed.

N.B. In respect of decision-taking the revised NPPF constitutes a “material consideration”.

The relevant paragraphs in this case are as follows:

Chapter 12 : Achieving well-designed places

Paragraph 136 - *The quality and character of places can suffer when advertisements are poorly sited and designed. 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. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

RELEVANT PLANNING HISTORY

There are a significant number of historic applications for Vauxhall Industrial Estate. However, the only ones of relevance are those which relate to advertisements and the application which granted permission for the redevelopment of the site, as follows:

Reference: J/45112, Type: ADV, Address: Unit 33, Vauxhall Ind Estate, Greg Street, Reddish., Decision: GTD, Decision Date: 24-APR-89, Proposal: Business Sign.

Reference: J/44094, Type: ADV, Address: Unit 331B, 1ST Floor, Vauxhall Industrial Estate, Greg Street, Reddish, Stockport., Decision: REF, Decision Date: 06-JAN-89, Proposal: Business sign.

Reference: DC/083187, Type: P11B, Address: Vauxhall Industrial Estate , Greg Street, South Reddish, Stockport, SK5 7BR, Decision: PNRA, Decision Date: 01-FEB-22, Proposal: Prior approval for the demolition of remaining building and structures at Vauxhall Industrial Estate

Reference: DC/083249, Type: FUL, Address: Vauxhall Industrial Estate, Greg Street, South Reddish, Stockport, SK5 7BR, , Decision: GTD, Decision Date: 13-OCT-22, Proposal: Demolition of existing buildings and structures on Site, and proposed industrial estate redevelopment to provide approximately 19,118.22sq.m (205,787 sq.ft) of employment floor space (Use Classes B2, B8 and E(g)) over 28 no. employment units together with associated parking and infrastructure.

NEIGHBOUR'S VIEWS

The owners/occupiers of 52 surrounding properties and units were notified in writing of the application. Letters of objection from 12 properties have been received to the application.

It should be noted that following the receipt of the first set of objections, it became clear that the description of development was causing some confusion about what was actually proposed. Therefore, the applicant changed the description of development and submitted some additional plans to try and provide further clarity to local residents as to the exact nature of the proposals. Following this, a full re-notification was completed of all original neighbours and contributors on the 28th September in order to advise residents of the amended description.

For information, 8 of the letters of objection were received following the receipt of the original application and 4 further letters were received after the neighbour re-notification.

The main causes for concern raised are outlined below :-

Original 8 Objections

Objections to the signage

- The proposal for light box signage along the side of this building on Greg Street is very disturbing and the comfort of my wellbeing in my own home and garden.
- Was aware of the industrial building behind my house, however there were large trees that covered the sight of the original building.
- Thought of this now huge building with no tree cover and added light boxes along the building is horrifying.
- The sight of light box signage is not conducive to this neighbourhood.
- Only one sign at the entrance of the site is acceptable.
- Regarding light boxes to be put up, this is not what myself or other residents want overlooking our properties.
- We have been provided with zero information other than text. After looking on the planning website I can see a lot more information.

- A light study carried out looks to be conservative and even that shows it spilling out into a neighbour's gardens.
- Feel like residents have been shown the minimum amount of information in order to pacify us and then put a raft of changes through that are detrimental to our home environments.
- Result is residents losing hours of sunlight and being overlooked by a huge industrial building lit up with signage, which will all have a detrimental effect on the value of my property and standard of living.
- The plans are to reduce light pollution the council have been spending our money on changing street lighting and now you want to light up Greg Street with multiply huge light boxes along the side of the new units.
- My home should be where I can relax and this constant lighting will affect my mental health as it will be directly opposite my bedroom window and looking down on my kitchen window and garden 24/7
- The whole building is an eyesore already.
- The illuminated light boxes are intended to attract people's attention and as such could create a distraction hazard for, or endangers, people who are taking reasonable care for their own and others' safety whilst walking or driving down the street.
- The signage would be potentially more beneficial internally at the entrance to each unit.
- The lightboxes are also externally facing residential homes causing extra light pollution to these properties. This will impact on residents' ability to sleep as I assume they will be illuminated at night.
- This will be extra to the current volume of light on the street, which is unnecessary on the external facing of the building.
- The light boxes will hinder the planting of trees to the area of pavement in front of business.
- These signs would be in direct view of our back garden, which will be horrendous to look at on a daily basis.

Other Matters

- We first received notification of the planning submission back in November 2021, but there was very little information provided at the time.
- The building in question (unit 6) looked to be a lower profile than the others on the development and I presumed that this was the case because it would not be able to be any higher than what was there beforehand.
- Now that the steel work is up for that building in question, it is going to be the same size as the other units and around 1.5x taller than what was there before. The result looks like I will be robbed of hours of sunlight at the end of the day as the sun will disappear so much earlier in the evening.
- Looking back at the planning applications now, it is possible to see there has been a number of amendments since we were first informed of what was going on but there has been no update since November 2021.
- There is a drawing regarding the elevations of Unit 5 which includes a height comparison plan, which has been submitted later in Feb 22.
- This document includes a reference to the previous building and how Unit 5 will be lower.
- There has been an amendment to the Unit 6 drawing around the same time, but this does not include any reference to the building height that was there before. If it did it would show that it far exceeds the height on what was there before. If it is not significant then why go to the trouble of including it on the other drawing?

- There is going to be a number of large windows overlooking residential gardens around the edge of the housing estate, which doesn't feel right either. Again, there were not any windows on the unit that was there before.
- Emailed the enforcement team, as the buildings are closer than the previous units and cannot see how the fencing and landscaping will be possible.
- We have already had to tolerate months of noise and disruption, unable to even sit in our garden, which was once a quiet space

Further 4 Objections

Objections to the Signage

- The signage will impact on the living conditions of the residents of Charlbury Avenue whose properties either back onto or face the development.
- Instead of enjoying a residential homely feel to the homes, the industrial and commercial look of the signage will greatly impact on our quality of life and peaceful enjoyment of our homes and gardens which we previously had.
- The signage along Greg Street Units is unnecessary as the provision of the "totem pole" signage proposed for the entrance to the courtyard and the light box signage proposed for the front of the units within the courtyard is sufficient.
- Lighting does not need to be on overnight or when the units are closed so can more information be provided on what hours these units will be operating and the level of proposed lighting?
- Concerned it will be too bright and ugly so near to residential homes.
- The signage on the rear of the units along Greg Street will be a distraction to road users as it is very high up.
- Drivers should be observing the road especially due to the large numbers of school children and parents who use this road to access schools and nurseries in the area. The size of the signage which is already in the process of being installed despite the application for planning permission not being approved is much too large and dominant.
- There is no information as to how this signage could look in respect of size, colours, brightness, type of text etc.
- The homes whose rear gardens face the units which back onto Greg Street will be overshadowed by the signage. They do not need to see signage from their rear garden or bedrooms.
- Information for residents as to the impact this development will have has not been conveyed responsibly, as the majority of the residents are not familiar with planning drawings.
- The artist impression of the building showed plain walls facing Greg Street and without signage or illuminated panels in the walls. It appears now this is being slyly changed.
- Very distasteful and intrusive on privacy.
- Did not object to the initial planning application as I understand the need to develop the area and provide much needed employment and space for businesses.
- Insist that any signage added along the Greg Street boundary are not in any way visible from the windows of neighbouring properties in such a way that they cause similar inconveniences to the local residents.
- My only suggestion would be to have tall evergreen trees planted on the Charlbury Ave side of Greg street so we do not have the view of the orange (unless this can be changed to a more neutral colour) and the illumined signs from our private gardens and properties.

Other matters

- The illuminated panels are unnecessary and ugly and do not need to be there. They serve no purpose.
- The building is already causing me lots of concern due to the unexpected height and ugly appearance of it, the removal of all the established trees and the close proximity of the building to the pavement.
- In fact the roof overhang is practically touching one of the streetlights.
- What sort of landscaping is going to be done and who will maintain it?
- Feel that the application for signage should have been included on the original planning application. Applying at this stage when the signage is already being installed appears to be an underhand move to get planning permission "under the radar".
- The amount of dust that gathered in our gardens is unacceptable.
- Since the orange stripe along the building has been in place, there is now a reflection in my television screen that makes it difficult to watch need to watch my television with the curtains closed which is very depressing.
- Plans didn't show the orange of the trim that goes around the whole of the building twice.
- Why wouldn't this be shown in the plans and why would they chose orange? It looks awful and again this is another eyesore that I have full view of from my garden.

CONSULTEE RESPONSES

All consultation responses can be viewed in full on the online application file on the Council's public website.

However, for the purposes of this report, these are summarised below:

Environmental Health

This service has no objections to the proposal, in relation to impact upon the environmental quality of life to existing sensitive receptors, in proximity to the proposed development. This area is considered zone E3 (located within a suburban area, a medium brightness lighting environment). The context of the site's urban surroundings, which include street lighting establishes the site as appropriate for an illuminated signage of this type.

For the protection of environmental quality of life, this service recommends a condition relating to the advertisement display luminance being no greater than 300cd/m² during the hours of darkness.

Highways

The majority of the proposed signs are considered to be acceptable, noting that subject to the level and direction of lighting being controlled, they should not affect the public highway, access, parking or servicing. One of the free-standing directional signs would affect pedestrian / cycle access and visibility and requires relocation / amendment. Therefore, the recommendation is no objections, subject to the receipt a revised plan and a condition relating to the intensity of illumination not exceeding 250 candelas/sq.m. and that all external signage lighting shall be positioned and directed when installed so as to ensure that it is only shines directly onto the approved signs/adverts and not towards the highway.

Following the submission of an amended Sign Location Plan (Rev P2), the general re-positioning of the free-standing directional sign discussed above is now considered to be acceptable. However, a more accurate site layout plan of that specific area has been requested, as the wider site plan is a little crude and the blue marking does not show accurately where the sign would be sited. This is to make sure that the sign would not block any footways and there is sufficient width to accommodate this sign. This could be conditioned or provided prior to the decision being issued.

ANALYSIS

Principle

It is acknowledged that a number of concerns have been received in response to this application, however much of these relate to the redevelopment proposals, which is currently being constructed at the site. It is very important to note that the development was previously presented to Committee and has already received planning permission. Therefore, the only matters for consideration under this application are the proposed signage outlined within the Description of Development section above. All other matters are being considered or resolved under separate processes and legislation.

The erection of advertisements is acceptable provided that it is not prejudicial to public safety and they would not harm the amenity of locality by virtue of their position, levels of illumination and collective appearance. In this case, it must be acknowledged that the site previously supported signs at the site on the former industrial site. The site is also located in an Employment Area, where there are many different types and designs of signage across the estate. As such, there is a clear and established precedent at the site and in the wider area.

Although this proposal does not relate to retail premises, Policy SE1.3 'Advertisements on Shops' is useful in the assessment of advertisements generally and states that all advertisements, illumination apparatus, hanging signs and canopies should reflect the character and scale of buildings to which they relate, respect existing architectural features, and should not form an unduly dominant or intrusive element in the street scene.

Paragraph 136 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The proposed signage will now be considered in light of these relevant policies below.

Public Safety

In considering the application, there are advertisements proposed on the street frontage of Greg Street and adjacent to the new roads created within the industrial estate. Therefore, it was necessary to consult the Council's Highway officer in this case. The comments received can be viewed in full on the Council's public website and are summarised above.

It has been confirmed by the Highways officer that there are no objections to the proposals from a highway safety perspective, noting that subject to the level and direction of lighting being controlled, they should not affect the public highway, access, parking or servicing. Conditions have been requested in relation to the direction of the lighting and the intensity of illumination not exceeding 250 candelas/sq.m.

None of the proposed advertisements shown in the submission are located on a public highway nor would any overhang the public highway, as all of the signs are located within the confines of the private industrial estate site. The site is not on the flight path for Manchester Airport, and therefore, there are no issues from an aviation perspective. None of the proposed signs are located along the rear boundary of the application site adjacent to the railway line, and therefore, there are no issues from a rail safety perspective.

Therefore, it is considered that the proposed signage is acceptable in terms of public safety, pursuant to policies including saved UDP policy EP1.9 – Safeguarding of Aerodromes, Core Strategy policy T-3: Safety and Capacity on the Highway Network, and paragraph 136 of the NPPF. This is due to the proposed siting and design of the installations.

Visual Amenity

Applications for new advertisements need to demonstrate that the advertisement is of a sufficient design and scale with proportions which are appropriate to the site and locality on which it will be displayed. Poor designed signage can give rise to a cluttered and aggressively commercial appearance which will usually have a damaging impact upon the visual character of an area.

In addition to UDP policy SE1.3 outlined above, Core Strategy Development Management Policy SIE-1 regarding quality places states that “development that is designed ... to the highest contemporary standard, paying high regard to the built and/or natural environment within which it is sited, will be given positive consideration.”

There are a number of commercial/industrial premises in this area with many different types of both illuminated and non-illuminated advertisements. Therefore, this area is characterised by a number of commercial premises with a range of different advertisements on the frontage. Therefore, in this regard they form a relatively common feature of the street scape.

There are existing residential properties adjacent to the site on Greg Street, Charlbury Avenue and Lockton Close and a number of objections have been received in response to the application. A number of the initial objections related to the internally illuminated light box signs being on the elevation of the building facing Greg Street, and thus shining into the windows and gardens of the residential properties opposite. This however is not the case, with the signs proposed for the elevations of the buildings facing Greg Street being non-illuminated individual lettering signs. The proposed light box signs are proposed to be located on the front elevations of the new Units, all of which face internally into the site and are not located on any site frontage.

On the basis that there had clearly been a misunderstanding of what is proposed as part of this advertisement consent application, the applicant agreed to provide further detailed plans to clarify the locations and type of advertisements

proposed. Also, the applicant agreed to amend the description of development on the application to make it clearer as to exactly what is proposed in terms of the signage. This is the description that can now be seen at the beginning of this report. Following the change to the description of development and the submission of additional plans, a full neighbour re-notification exercise was completed.

The signs that are located to the front of the site and therefore, are closest to the existing residential properties, are predominantly non-illuminated. They are located in an elevated position on the building elevation, however with these signs being uniform, black individual lettering signs with just the company name and no company branding or logos, it is considered that these would be in keeping and sympathetic to the modern design of the buildings. The signs are not significant in size at 60cm in height and in comparison to the overall building elevations, they fit neatly within the profile of the new industrial buildings. It is acknowledged that the proposed signs would have a greater prominence than those previously seen on the site before the demolition works, however they are still considered to be appropriate and in keeping with this area. The signs would have a contemporary appearance in terms of design and are considered to respect the architectural features of the new building and should not form an unduly dominant or intrusive element in the street scene. It is not considered that they would be incongruous within the street scene nor would they give rise to a cluttered and aggressively commercial appearance.

The 2 no. proposed signs at the main entrance to the site are illuminated. However, these signs are located within a landscaped area set back behind the boundary fencing, and the illumination levels of these signs are confirmed at only 250 cd/m². The only illuminated element on the totem sign are the 'Vauxhall Industrial Estate' lettering at the top of the sign, and it is not the whole totem that would be lit. The tenant directory sign is illuminated from an externally illuminated LED strip that will be angled down onto the sign and would not create any light spill beyond the site boundary.

The application has been fully assessed by the Council's Environmental Health officer and it is confirmed that the lumen levels outlined in the submission are considered to be acceptable for this urban context. The signs at a 250 cd/m² illumination limit, is actually a lower illumination limit than Environmental Health would normally recommend for an area such as this, based on the guidance outlined from the Institute of Lighting Professionals (ILP), Professional Lighting Guide, PLG05, The Brightness of Illuminated Advertisements. The ILP, maximum permitted luminance levels are shown in the table below:

Illuminated area	Maximum luminance (cdm⁻²)
More than 10 m ²	300
Not more than 10 m ²	600

At section 8, page 24 of the ILP, Professional Lighting Guide, The Brightness of Illuminated Advertisements, 2014:

8 Recommendations

The maximum value of luminance anywhere on the surface of an advertisement at any time during the night is given in Table 4. This guide makes no recommendations about the luminance distribution across the advertisement as this is a matter of design and the message that the sign has to convey.

Illuminated area (m^2)	Zone E0	Zone E1	Zone E2	Zone E3	Zone E4
Up to 10	0	100	400	600	600
Over 10	0	n/a	200	300	300

The definition of environmental zones, is provided at section 7:

7 Definition of zones

An area may be zoned according to general level of illumination. There are five zones, which have been defined in accordance with the definitions in the ILP Guidance Notes for the Reduction of Light Pollution and CIE documents¹⁸. These zones are as follows:

Zone	Surrounding	Lighting Environment	Examples
E0	Protected	Dark	UNESCO Starlight Reserves, IDA Dark Sky Parks
E1	Natural	Intrinsically dark	National Parks, Areas of Outstanding Natural Beauty etc
E2	Rural	Low district brightness	Village or relatively dark outer suburban locations
E3	Suburban	Medium district brightness	Small town centres or suburban locations
E4	Urban	High district brightness	Town/city centres with high levels of night-time activity

This area is considered to be within Zone E3, which is located within a suburban area, a medium brightness lighting environment. The context of the site's urban surroundings, which include street lighting, establishes the site as appropriate for an illuminated signage of this type. Therefore, the Environmental Health Officer confirmed that there were no objections to the proposals, in relation to impact upon the environmental quality of life to existing sensitive receptors, in proximity to the proposed development. This is subject to a condition being imposed that states that in the hours of darkness, the advertisement display luminance shall be no greater than $300\text{cd}/\text{m}^2$ in accordance with the recommended maximum night time luminance value set out for Environmental Zone 4 in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m^2 .

In relation to the concerns raised by local residents about the hours of illumination for the wider site, the applicant provided a response which confirms that the vehicular access gates into the estate will be shut at around 7pm each evening, so it is unlikely that any future tenants will still be working beyond that time and therefore the lights within the Units will be off.

Therefore, on the basis of all of the above points, it has been concluded that the residential properties surrounding the site would not experience a reduction in the amenity they currently enjoy from the installation of the signs proposed. Overall, the proposed signage represents an opportunity to secure welcomed investment and subsequent enhancement of the site. The works would not have an adverse impact that could be attributed to detracting from the appearance of the street scene from which it will be sited/seen within.

Response to other objections

Although none of the following information is relevant to the advertisements being considered by Members under this Advertisement Consent application, it is useful to address some of the objections and concerns raised by local residents.

Planning application (DC/083249) for the redevelopment of Vauxhall Industrial Estate was submitted to the Council in November 2021. As part of the application process, neighbour notification letters were sent out from the Council to properties located adjacent to the application site edge red on the 22nd November 2021. Within this letter, it was advised that all supporting documentation for the application was available on the Council's website by following the website link provided. The supporting information provided to accompany the application included a significant number of plans, statements and technical reports, all of which were available on the Council's public website for viewing from the 22nd November.

The November 2021 letter referenced in the objections above, which contained a single image containing a superimposed view, may have been a leaflet provided by the applicants prior to the submission of the formal application, as part of their Community Consultation exercise, rather than the formal notification letter provided by the Council. As outlined above, the legally required formal notification took place by the Council as required once the application was registered.

Furthermore, it is only the plans submitted formally as part of the planning application that are fully considered and approved. As there has been no sight of the leaflet / image provided to residents by officers, it is not possible to confirm if this was the same as was submitted with the formal planning application. However, it can be confirmed that the height of the proposed buildings did not change from the submission date to the final approval by the Planning & Highways Committee on the 7th July 2022. The height of all the units across the site was the same, with no blocks being lower or higher than others. The height comparison plan submitted for Block 5, was due to the close relationship of this block to No. 293 Greg Street (immediately adjacent). Therefore, it was necessary to show that the new buildings proposed in this location were not closer or taller than the existing buildings being removed. The heights provided on this plan relate to Block 5 only and show the eaves and ridge height of the large warehouse building of Vauxhall Works that was to be removed as part of the development.

The only amendments made to the proposed buildings during the life of the application were to the designs of the elevations facing Greg Street. There were site layout changes made in order to address comments made by the Highways officer, however this did not include any changes to the proposed buildings themselves. As outlined within the report to Committee:

Members should note that the design of the rear elevation of Block 5 along with the side and rear elevations of Block 6 have been amended following negotiations with the Planning Officer. These elevations that have a main road frontage onto Greg Street have been enhanced to provide a more interesting streetscene. These elevations also include the further use of different cladding materials to break up the façade including a western red cedar metal cladding material and some translucent cladding, which allows light from the unit to be

emitted onto the streetscene. The proposed elevations can be seen within the drawing pack attached to this report.

The plans referenced above were available for viewing on the public website prior to the application being presented to both the Heatons and Reddish Area Committee on the 20th June 2022 and the Planning and Highways Committee on the 7th July. Therefore, it was possible for residents to view these and make comments on these right up until the date that the application was finally approved. Both of these meetings were public and can be attended by members of the public.

There is no legal requirement for the Local Planning Authority to re-notify or consult during the life of a planning application. The only requirement is for the original letters to be sent out and 21 days given for a response. It can also be noted from the Committee report, that only 2 letters of representation were received from local residents in response to the application, and the comments made were mainly in relation to air pollution, noise, dust, more lorries and concerns over asbestos. None of the objections received were in relation to the height, designs or locations of the proposed buildings.

It has been confirmed to local residents that there are no windows in any of the elevations facing Greg Street. The only windows proposed are to the front of the units, which face internally within the site. The gaps in the elevations that can currently be seen on site are the locations of the proposed translucent cladding panels, which are fully opaque and it is not possible to see through these from either direction.

In relation to the comments made relating to the information made available for residents, the notification letters sent out to neighbours provide the reference number and description, along with the necessary website link where all the submitted material is available for viewing. Therefore, all relevant information and material has been made available to local residents at all times throughout the original application and this subsequent advertisement application, with no relevant information being withheld.

In relation to the concerns raised that the development is not being built in accordance with the approved plans, the Council's Enforcement officer has since conducted a visit to the site. Having carried out a site visit and inspected the development under construction, the officer was satisfied that the development is being carried out in accordance with the plans submitted to and approved by the Council. This is in relation to the size and location of the buildings. The proposed landscaping will be carried out once the buildings are complete and will be done in accordance with the landscaping scheme submitted to and approved by the Council.

Whilst the Council recognises the concerns raised, planning permission for the redevelopment of the site as it is, is in accordance with the Council's adopted planning policies. The development is therefore lawful.

Finally, in relation to the comments made about the coloured banding (orange) that has been installed on to the elevations of the new buildings, it can be confirmed that this is currently unauthorised and has not received formal approval from the Local Planning Authority. This has been raised with the applicant and it has been confirmed that an application will be submitted shortly for this change to the elevational design and materials pallet. This is not directly

relevant to the Advertisement Consent application currently being considered and the coloured banding has now been removed from the plans submitted to accompany this application (in the drawings pack before Members). Therefore, this matter is being considered separately and should not stop the determination of this advertisement application.

Conclusion

There is an established precedent for the siting of advertisements at this site. The proposals represent a favourable proposal for signage at a new industrial development, the modernisation of which will not undermine the character or setting of the area. The proposals would not result in additional clutter or create an over dominant commercial appearance.

In considering the planning merits against the development plan and the NPPF, the proposal would, as a whole, represent sustainable development; and therefore, Section 38(6) of the Planning and Compulsory Purchase Act 2004 would require that the application be granted subject to conditional control.

RECOMMENDATION

Grant subject to conditions