

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132562/AO/2021

Date registered valid: 21 December 2021

Proposal: Installation of 1 No. fascia illuminated sign and 1 No. illuminated hanging sign

Address: Ground Floor , 106 Wilmslow Road, Manchester, M14 5AJ

Ward(s): Moss Side Ward

Applicant: Mr Chris Smith 125a Gorsebrook Road, Wolverhampton, WV10 6JD

Agent (if any):

Case officer: Dave Morris
Tel: 0161 600 7924
Email: dave.morris@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 14.02.2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 14 January 2022

Standard consultations:

Printed: 5 January 2022 Expired: 26 January 2022

Neighbour notifications

Printed: 5 January 2022 Expired: 26 January 2022

Site notice

No site notice has been produced

Press advert

No press advert had been published

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

This application relates to a ground floor commercial unit located mid parade. The property currently has an fascia comprising artificial foliage with an individual letter name sign.



Listed building: Not applicable

Conservation area:

Tree Preservation Order:

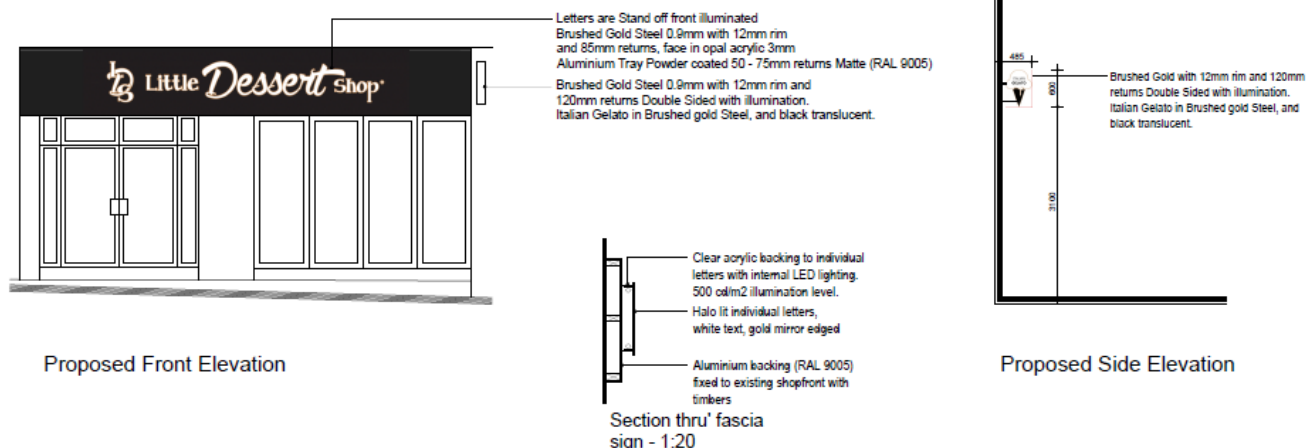
Description of area

The site is located on the west side of Wilmslow Road with Rusholme District Centre.



Description of development

Consent is sought to replace the existing fascia sign and add a projecting box sign. The sign would comprise a solid aluminium backing with individual LED lit letter. The projecting box sign would be in the form of a cornet and positioned at one end of, and level with the fascia sign.



Consultations & Notification Responses

Local Businesses and Residents.

No representations received.

Highways

Fascia Sign

- The proposed sign is not located on the adopted highway network.
- The proposed sign extends to a maximum projection of 0.3m over the adopted highway. As such, a Projection over License will not be required.
- The proposed luminance of the sign is noted as 500 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.
- A sufficient headroom clearance of 2.7m, compliant with the 2.30m minimum, is noted and accepted by Highways.
- The proposed sign complies with carriageway clearance requirements.

HANGING SIGN:

- The proposed sign is not located on the adopted highway network.
- The proposed sign extends to a maximum projection of 0.5m over the adopted highway. As such, a Projection over License will be required.
- The proposed luminance of the sign is noted as 300 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.
- A sufficient headroom clearance of 3.1m, compliant with the 2.30m minimum, is noted and accepted by Highways.
- The proposed sign complies with carriageway clearance requirements.

Policy

Core Strategy

The relevant Core Strategy policy is DM1.

Policy DM1 seeks to protect the amenity of an area from the adverse impact of development.

The relevant saved UDP policy is DC14

Policy DC14 sets down the criteria to be considered in determining application for shop fronts and related signage.

Issues

Principle

Applications for advertisements can only be considered in terms of their impact on Highways safety and amenity.

Highway Safety

Highways have indicated that the lighting levels are within acceptable levels. It is therefore considered that within this district centre location the advertisements will not impact upon highway safety.

Amenity

The proposed fascia sign in terms of its size, position on the building and means of illumination raises not issues in terms of its impact on amenity.

The projecting sign sits in line with the fascia and again raises no amenity issues.

Conclusion.

The proposed signs are acceptable.

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

Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to issues arising from the consideration of this application.

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:

21031/002 received 21 December 2021

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

104A Wilmslow Road, Manchester, M14 5AJ
112A Wilmslow Road, Manchester, M14 5AJ
108A Wilmslow Road, Manchester, M14 5AJ
102B Wilmslow Road, Manchester, M14 5AJ
102A Wilmslow Road, Manchester, M14 5AJ
Top Flat, 179 Wilmslow Road, Manchester, M14 5AP
Ground Floor, 181 - 183 Wilmslow Road, Manchester, M14 5AP
179 Wilmslow Road, Manchester, M14 5AP
112 Wilmslow Road, Manchester, M14 5AJ
110 Wilmslow Road, Manchester, M14 5AJ
104 Wilmslow Road, Manchester, M14 5AJ
102 - 104 Wilmslow Road, Manchester, M14 5SU
181 - 183 Wilmslow Road, Manchester, M14 5AP
First Floor, 102 - 104 Wilmslow Road, Manchester, M14 5AJ
108 Wilmslow Road, Manchester, M14 5AJ

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Area Team Boundary - Name: SOUTH