

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132564/AO/2021

Date registered valid: 12 January 2022

Proposal: Installation of illuminated and non-illuminated freestanding signs

Address: 21A Manchester Road, Manchester, M21 9PN

Ward(s): Chorlton Ward

Applicant: Mr Andy Beetham JD Weatherspoon Weatherspoon House, Central Park, Reeds Crescent, Watford, WD24 4QL

Agent (if any): Mr Andy McMullan Broadgrove Planning and Development Ltd Sinclair House, 11 Station Road, Cheadle Hulme, SK8 5AF

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

Recommendation: Approve

Date of recommendation: 28.02.2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 12 January 2022 Expired: 2 February 2022

Neighbour notifications

Printed: 12 January 2022 Expired: 2 February 2022

Site notice

Posted: 14.01.2022 Expired: 04.02.2022

Press advert

Published: 18 January 2022 Expired: 8 February 2022

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

This application relates to the forecourt of a public house on the west side of Manchester Road. The property is Grade II listed and separate consent has been sought for LBC, reference 132564/AO/2021.



The forecourt is enclosed by low railings and is used as an outside seating area.

Listed building: Grade II

Conservation area: N/A

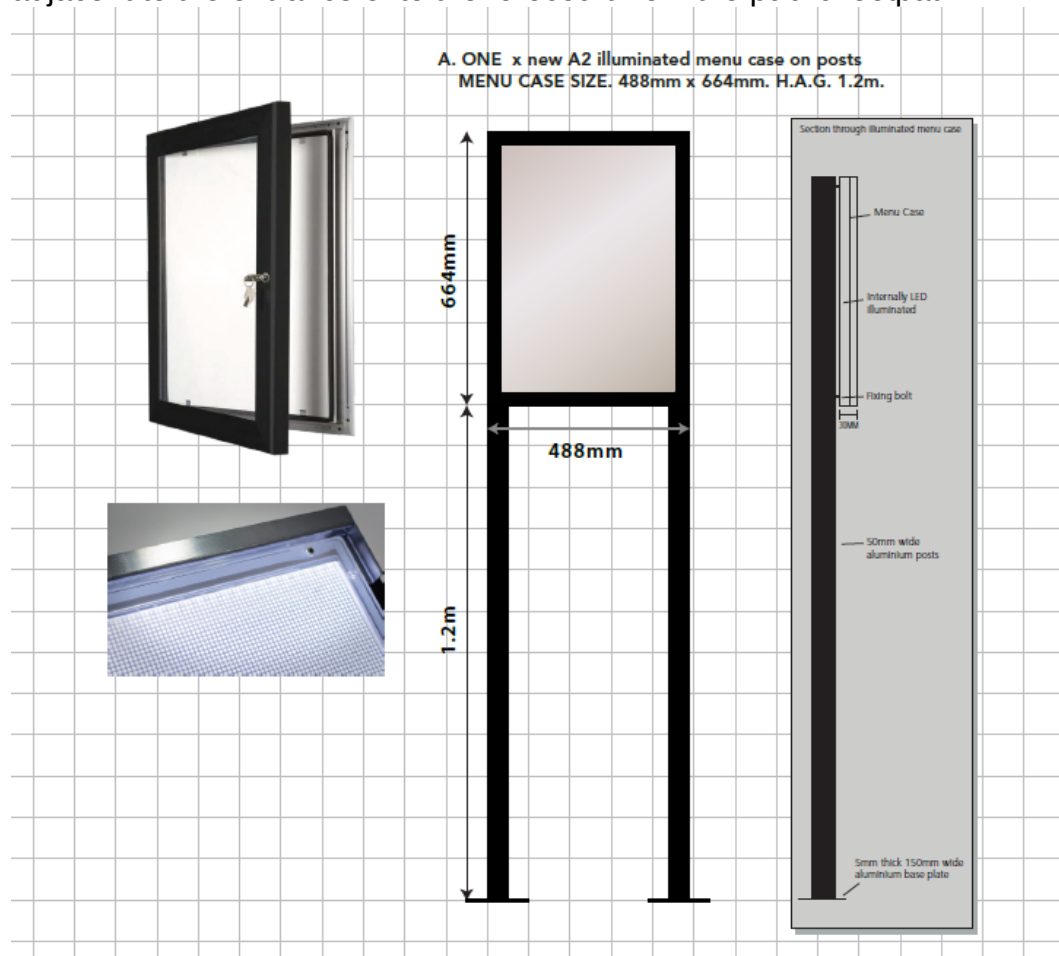
Tree Preservation Order: N/A

Description of area

The property is located within Chorlton District Centre. Adjoining is a former cinema now used as a funeral directors and to the north is Chorlton Library. There are residential/commercial uses facing the site.

Description of development

Installation of a free standing internally illuminated menu board at the front of the forecourt adjacent to the entrance onto the forecourt from the public footpath.



Consultations & Notification Responses

Local residents/businesses

No representations received.

Highways

No objection.

Policy

Core Strategy

The relevant Core Strategy policy is DM1 which seeks to protect the amenity of an area from the adverse impact of development.

Unitary Development plan

The relevant Saved UDP policy is DC14 which sets down the criteria to be considered in determining applications for signs on commercial premises.

Issues

Principle

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

Highway Safety

Highways have raised no objections to the proposed sign

Amenity

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

Listed Building

The impact of the proposed sign on the listed building is considered in the application for listed building consent reference 132534/LO/2021.

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:

Elevations and photographs received 17 December 2021

Location plan received 12 January 2022

Design and Access Statement received 17 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.

3) The advertisement hereby approved shall be constructed using the materials specified in the application forms and the approved drawings.

Reason - To ensure that the appearance of the development is acceptable to the City Council as local planning authority in the interests of the visual amenity of the area within which the site is located, as specified in policies SP1 and DM1 of the Core Strategy.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Chorlton Voice

42 Manchester Road, Chorlton, Manchester, M21 9PH
Funeral Parlour Junction Nicholas Road, Manchester Road, Chorlton, Manchester, M21 9PN
38A Manchester Road, Chorlton, Manchester, M21 9PH
Village Dry Cleaners, 38 Manchester Road, Chorlton, Manchester, M21 9PH
Flat 3, 40 Manchester Road, Chorlton, Manchester, M21 9PH
Flat 6, 40 Manchester Road, Chorlton, Manchester, M21 9PH
Flat 2, 40 Manchester Road, Chorlton, Manchester, M21 9PH
36 Manchester Road, Chorlton, Manchester, M21 9PH
Flat 7, 40 Manchester Road, Chorlton, Manchester, M21 9PH
Flat 4, 40 Manchester Road, Chorlton, Manchester, M21 9PH
Flat 5, 40 Manchester Road, Chorlton, Manchester, M21 9PH
Flat 1, 40 Manchester Road, Chorlton, Manchester, M21 9PH
34 Manchester Road, Chorlton, Manchester, M21 9PH

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