

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132827/AO/2022

Date registered valid: 2 February 2022

Proposal: Installation of 3no. non illuminated building signs

Address: Reliance Street Waste Management Site , Reliance Street,
Manchester, M40 3EZ

Ward(s): Miles Platting & Newton Heath Ward

Applicant: Jonathan Wilson SUEZ Recycling and Recovery UK Ltd North
Tyneside Transfer Station, Wallsend Road, North Shields, NE29 7SH

Agent (if any):

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

Recommendation: Approve

Date of recommendation: 24.03.2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 15.03.2022

Standard consultations:

Printed: 8 February 2022 Expired: 1 March 2022

Neighbour notifications

Printed: 8 February 2022 Expired: 1 March 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

The application site comprises the Reliance Street Waste Management Site which consist of the following:

- Household waste recycling centre (HWRC)
- Mechanical Biological Treatment (MBT) with anaerobic digestion (AD) plant; and
- Waste reception building.

The application site is situated towards the end of Reliance Street within a largely industrial area close to junction 22 of the M60 which is access off Oldham Road.

The existing buildings at the site are industrial and commercial in nature and reflect the characteristics of the local area. There are also areas of existing car parking which provide spaces for the workers and visitors to the site.

Listed building: Not applicable

Conservation area:

Tree Preservation Order:

Description of area

The site is bounded to the west by Reliance Street, Directly opposite the site entrance lies a number of industrial units and residential properties. To the south of the site lies a railway line, a siding off which services the waste management facility. Beyond this there are residential properties on Lilmore Avenue and an industrial estate. To the east, the application site is bounded by a scrap yard. To the north, there is an earth mound and trees before the land falls steeply to form a ravine with the Moston Brook.

Description of development

Advertisement consent is sought for the installation of 3 no. non illuminated building signs. The externally positioned signs will all have the same approx. dimensions of Height 1.22x Width 2.44 x Depth 0.03 metres and would be made of brushed aluminium sheeting. The individual letters and symbols have a maximum height of 0.1m and the colours used are white and green background with, blue and white text. The signs display 'Suez' branding which is commercial owner of this particular Waste Management Site.

Planning History

121841/FO/2018. Replacement of existing waste reception building with modern purpose built Mechanical Treatment and Reception (MTR) building and associated welfare facilities.
APPROVED 13.03.2019

Consultations & Notification Responses

Network Rail at this current time had no comments concerning the application.

Highways Services:

The proposed signs are not located on the adopted highway network.

The proposed signs do not extend over the adopted highway, therefore, a projection over license will not be required.

There is no proposed luminance of the signs.

The signs comply with headroom and carriageway clearance requirements.

Highways have no objections to this application.

Local residents were notified however none responded.

Policy

National 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 retention 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 retention of the existing 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 policies.

- o Saved Policy DC14 - Advertisement Regulations
- o Policy E3.3 (The City's major radial and orbital roads and rail routes).

As the proposed signage relates appropriately to its context in relation to the street and adjacent commercial and industrial properties thereby meeting the requirements of saved UDP policies E3.3 and DC14.

Issues

Principle

According to the NPPF (Chapter 12) the main issue for consideration relate to the impact of the proposal on visual amenity and public safety. The proposed signage is commensurate with the commercial and industrial nature of the use and uses adjacent to the application site.

Visual Amenity

The proposed signage is within the Reliance Street Waste Management Site situated on the mechanical treatment and recovery plant (2 signs) and the transfer station (one sign), it is not considered that there would be adverse harmful impacts on the surrounding streetscene. The proposed signage is in keeping with the industrial and commercial nature of the use and adjoining uses of this industrial area of Reliance Street. The proposed signage is of modest dimensions of Height 1.22x Width 2.44 x Depth 0.03 metres and are non-illuminated and therefore, it is considered the overall impact of the signage would not have greater on the amenity currently experienced by the surrounding area.

Public Safety

There are not considered to be any public safety concerns with the proposed signage.

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 Policy E3.3 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

The proposal was assessed with regards to policies outlined in the National Planning Policy Framework, Unitary Development Plan Saved Policies, Local Development Framework Core Strategy Development Plan and other material considerations. In this instance the local planning authority had no issues to raise with the applicant/agent, but have attached appropriate conditions to the approval.

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:

RLS-PLN-0122-01, RLS-PLN-0122-02, RLS-PLN-0122-03 stamped as received by the City Council, as Local Planning Authority on 02 February 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.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Network Rail

Unit 3D, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AL
Unit 3C, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AL
Unit 3B, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AL
Vehicle Repair Workshop Rear Of Unit 1, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AL
Unit 6, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AL
Units 1 To 3, Enterprise Park, Reliance Street, Manchester, M40 3AL
Unit 1A, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AL
25 Lilmore Avenue, Manchester, M40 1EY
27 Lilmore Avenue, Manchester, M40 1EY
17 Lilmore Avenue, Manchester, M40 1EY
19 Lilmore Avenue, Manchester, M40 1EY
21 Lilmore Avenue, Manchester, M40 1EY
23 Lilmore Avenue, Manchester, M40 1EY
11 Lilmore Avenue, Manchester, M40 1EY
13 Lilmore Avenue, Manchester, M40 1EY
15 Lilmore Avenue, Manchester, M40 1EY
9 Lilmore Avenue, Manchester, M40 1EY
3 Lilmore Avenue, Manchester, M40 1EY
5 Lilmore Avenue, Manchester, M40 1EY
7 Lilmore Avenue, Manchester, M40 1EY
1 Lilmore Avenue, Manchester, M40 1EY
6 Reliance Street, Manchester, M40 3AL
Unit 6, Reliance Street Enterprise Park, Reliance Street, Manchester, M40 3AL
Unit 5, Reliance Street Enterprise Park, Reliance Street, Manchester, M40 3AL
Unit 4, Reliance Street Enterprise Park, Reliance Street, Manchester, M40 3AL
Units 1-3, Reliance Enterprise Park, Reliance Street, Manchester, M40 3AL
Unit 3A, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AG
Unit 2, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AG
Unit 4, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AG
Unit 5, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AG
Enterprise Park, Reliance Street, Manchester, M40 3AL
Unit 1B, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AG
Unit 1, Reliance Street Trading Estate, Reliance Street, Manchester, M40 3AG
Moston Grange Nursing Home, 29 High Peak Street, Manchester, M40 3AT
29 Lilmore Avenue, Manchester, M40 1EY

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 - Not Affected
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Historic Landfill Site 250m Buffer -
Historic Landfill Site 250m Buffer -
Historic Landfill Site 250m Buffer -
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: NORTH1