

Planning

Growth & Development

Delegated officer report for planning application

Application no. 131315/AO/2021

Date registered valid: 16 August 2021

Proposal: Installation of internally illuminated fascia signs and internally illuminated 5.2m high totem

Address: Princess Pottery Ltd , Fairy Lane, Manchester, M8 8DD

Ward(s): Cheetham Ward

Applicant: Mr Philip Youles Youles Motorcycles, Pendle Street, Blackburn, BB1 1NG

Agent (if any):

Case officer: Janine Renshaw-Livesey
Tel: 0161 234 4555
Email: janine.renshaw-livesey@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 21 October 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 15 October 2021 Expired: 22 October 2021

Neighbour notifications

Printed: 15 October 2021 Expired: 22 October 2021

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

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: NO

This Application relates to vacant unit which is bounded by Bury New Road and Fairy lane, in the Cheetham Hill ward of Manchester. The application site is situated within a cluster of commercial uses, along a main arterial route. However, the unit lies next to a large residential housing development.

Advertisement Consent is sought for the installation of 3 totem type signs, two individual fascia signs attached to a slim back panel and one logo sign. All signs are internally illuminated.

A current application is being considered for the change of use of the premises under reference number 130975/FO/2021 from a warehouse to a motor bike showroom and workshop facility (Sui Generis) and elevational alterations. The signage is required to advertise the business.

Negotiations

The proposal has been modified to relocate a totem type sign that was originally positioned front for the forecourt, forward of the building line of the row of dwelling houses that lie next to the site. The totem has now been pulled back and positioned further away from the dwelling houses.

Consultations & Notification Responses

The occupiers of the surrounding properties were consulted and no representations were received.

The Head of Highway were consulted and commented the proposed signs are not located on the adopted highway network and the proposed luminance of the signs is noted as 500 cd/m² which is considered to be in line with the 600 cd/m² maximum stated by the Institute of Lighting Engineers. Also the proposed signs comply with headroom and carriageway clearance requirements. In light of the comments received by highways an illumination level condition has been attached to the consent.

Issues

The main issues for consideration relate to the impact of the proposals on visual amenity and public safety. The main policies that relate to the proposal are Section 12 (Achieving Well Designed Places) of the National Planning Policy Framework, Policies SP1 (Spatial Principles), DM1 (Development Management) of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 (Shop fronts and related signs) of the Unitary Development Plan for the City of Manchester.

Visual Amenity

The proposed signage has been designed to be in keeping with the features of the building and the character of the surrounding area.

The fascia signage are fret cut internally illuminated that are considered to be acceptable in terms of the amount, size, position, and design. The individual letters are raised and positioned on a slim fascia panel on two elevations of the building. The internally illuminated logo sign is affixed to the fabric of the building and sited on the larger elevation. It is considered that the building signage does not detract from the architecture of the host building. The proposal includes three totem type signs, one abutting the entrance of the building facing Fairy Lane, one at the head of the stepped entrance of the building facing Bury New Road and one set back within the car park facing Fairy Lane. Two of the totems are positioned close to the building and are considered to be acceptable in terms of the positioning and appearance.

Residential Amenity

The proposed totem within the car park area has been re located, as concerns were raised that the totem would be detrimental to the visual amenity for the occupiers of the nearby residential properties due to its forward position. After a second site visit to assess the relocated totem, it was concluded that the revised position to a more discrete car park location was considered to be acceptable and would not cause visual harm for the nearby residents. Therefore, overall the signage scheme in terms of amount, position and design of the signs are considered to be acceptable.

Due to the juxtaposition the commercial site has with the residential dwelling houses, conditions restricting the hours and level of illumination have been attached to the consent to further protect residential amenity.

Given the above, it is considered that the proposals are acceptable in terms of visual amenity in accordance with policies EN3, SP1 and DM1 of the Adopted Core Strategy for the City of Manchester and saved policies DC14.1 and 14.5 of the Development Plan for the City of Manchester and Sections 7 of the National Planning Policy Framework.

Public Safety - No issues

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 officers have worked with the agent in a positive and proactive manner by requesting further information and drawings relating to the scheme.

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:

HO 025-1136 6a Rev G, HO 025-1136 6b Rev G and HO025- 1136 6c Rev G, stamped as received on the 14 October 2021 and the Location Plan, Elevation A Totem and Elevation B, stamped as received on the 11 August 2021, the drawing showing the 3.4m Totem G4 B, received electronically on the 19 October 2021, the drawing showing a cross section through the fascia signs , received electronically on the 20 October 2021 and the email from Youles Motorcycles, dated 13 October 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 illuminance level of the totem signs hereby approved shall not exceed 600cd/m² during daylight hours and 300cd/m² during hours of darkness.

Reason - To safeguard the amenity of nearby occupiers, pursuant to saved policy DC14 of the Unitary Development Plan for the City of Manchester and policies DM1 and SP1 of the Manchester Core Strategy.

4) The signage hereby approved by this consent shall only be illuminated during the opening hours of the use of the premises and must be turned off outside the following hours:-

Monday to Friday 8.30 - 18.00
Saturday 9.00 - 17.00 hrs
Sunday 11.00- 16.00hrs

Reason - To safeguard the amenities of the occupiers of nearby accommodation, pursuant to core strategy policies SP1 and DM1 and saved UDP policy DC14.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Highway Services

8 Holbeton Close, Manchester, M8 8BA
6 Holbeton Close, Manchester, M8 8BA
2 Holbeton Close, Manchester, M8 8BA
75 Derby Street, Manchester, M8 8HE
73 Derby Street, Manchester, M8 8HE
184 Bury New Road, Manchester, M8 8DY
1 Willerby Road, Manchester, M8 9YG
124 Fairy Lane, Manchester, M8 8YD
10 Holbeton Close, Manchester, M8 8BA
128 Fairy Lane, Manchester, M8 8YD
126 Fairy Lane, Manchester, M8 8YD
122 Fairy Lane, Manchester, M8 8YD
120 Fairy Lane, Manchester, M8 8YD
12 Holbeton Close, Manchester, M8 8BA
4 Holbeton Close, Manchester, M8 8BA

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
Flood Zones Type 2 (low to medium risk) -
Historic Landfill Site 250m Buffer -
Susceptible to Surf Water Flood (Less) -
Susceptible to Surf Water Flood (Middle) -
Area Team Boundary - Name: NORTH1