

Planning

Growth & Development

Delegated officer report for planning application

Application no. 132153/AO/2021

Date registered valid: 24 November 2021

Proposal: Installation of externally illuminated Vinyl wrap to the front of Medpoint prescription vending machine and changes to lettering on illuminated fascia sign and projecting box sign

Address: 578 Stockport Road, Manchester, M13 0RQ

Ward(s): Longsight Ward

Applicant: Mr Zeshan Rehmani Manchester Pharmacy 55 Gravelly Bank, Lightwood, Stoke-on-Trent, ST3 7EF

Agent (if any): Miss Clare Burton MI Design 55 Gravelly Bank, Lightwood, Stoke-on-Trent, ST3 7EF

Case officer: Carl Glennon
Tel: 0161 234 4530
Email: carl.glennon@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 6 January 2022

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 5 January 2022

Standard consultations:

Printed: 26 November 2021

Expired: 17 December 2021

Neighbour notifications

Printed: 2 December 2021 Expired: 23 December 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

Description of area

The application relates to the ground floor of a 3-storey red-brick building forming part of a parade within Longsight District Centre. The property is located on the western side of Stockport Road close to its junction with Dickenson Road. The property has been previously and continues to be used as a pharmacy. The proposal relates to its re-branding.



Fig.1 – Application site with signage in situ

Description of development

The works relating the proposals have been implemented since the submission of the application and comprise:

- i. Illuminated fascia signage across the retained shopfront (and established fascia panel). It would comprise individual letters, incorporating outline illumination;
- ii. The wider proposal related to planning application ref: 132153/AO/2021, which involves the installation of a prescription dispensing machine involving related vinyl signage and an illuminated panel above the dispensing point;
- ii. An existing illuminated projecting 'green cross' box sign has been retained.

Consultations & Notification Responses

Local residents – No comments received.

Highway Services – The following comments have been received:

- i. The proposed prescription collection machine will be situated within the Stockport Road elevation with a projection of 0.1 metres. A projection over license will therefore not be required;
- ii. The forecourt area within the vicinity of the machine is sufficiently wide so that any queuing for the machine can be accommodated without inconveniencing passing pedestrians on the adjacent footway;
- iii. It is noted that there is no proposed illumination of the machine or associated signage. If illumination is to be added this should not exceed the usually recommended maximum of 600cd/m².

Issues

Town and Country Planning (Control of Advertisements) Regulations 2007 - States that:

- (1) 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.

It is considered that the illuminated signage relates satisfactorily to the regulations.

National Planning Policy Framework - This Framework came into effect on 27th March 2012 and was amended and updated in July 2021 and sets out the Government's planning policies for England and how these are expected to be applied. It defines the Government's requirements for the planning system 'only to the extent that it is relevant, proportionate and necessary to do so'. It provides a mechanism through 'which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities'.

The Framework re-iterates that planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The statutory status of the development plan remains as the starting point for decision making. However, paragraph 11 states that 'at the heart of the Framework is a presumption in favour of sustainable development' and, in 'decision-taking', this means that development proposals should accord with the development plan should be approved without delay unless: any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole or specific policies in this Framework indicate development should be restricted.

National Policy Framework has been related to the proposed development, with particular emphasis given to the following:

Core planning principles - Within the overarching roles that the planning system ought to play, a set of core land-use planning principles should underpin both plan making and decision-taking with the following specific policies being particularly relevant to the proposed development:

Chapter 12. Achieving well-designed places - 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 126). It further states that: 'permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions' (paragraph 134). With regard to advertisement signage Chapter 12 states: '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' (paragraph 136).

It is considered that the proposed signage represents a standard design that is commonly found in the locality, including Longsight District Centre. On balance, it is considered that the proposed signage would secure a satisfactory relationship to the shopfront and the streetscene to secure compliance with Chapter 12.

Planning Practice Guidance - On 6 March 2014 the Department for Communities and Local Government (DCLG) launched this planning practice guidance web-based resource. The PPG seeks to both simplify and clarify planning guidance easier and simpler. It is intended to be read in conjunction with the National Planning Policy Framework (NPPF) and is relevant to key planning issues of significance to applicants and local authorities. In considering this application consideration has been given to the following aspects of the PPG:

Advertisements - This section specifically refers to, amongst other things,

- i. Considerations affecting public safety
- ii. Considerations affecting amenity.

In this case it is considered that the display of signage would not be detrimental to highway safety and / or the amenity of Longsight District Centre and thereby be appropriately related to the relevant aspects of PPG.

Manchester's Local Development Framework: Core Strategy - The Core Strategy Development Plan Document 2012 -2027 ('the Core Strategy') was adopted by the Council on 11th July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy replaces significant elements of the Unitary Development Plan (UDP) as the document that sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.'

The following policies are relevant to the proposed development:

Policy SP 1 (Spatial Principles) - Specifies the Core Development Principles for parts of the City. In this case the relevant principles relate to the extent to which the development:

- a. Makes a positive contribution to neighbourhoods of choice including the creation of well designed places that enhance or create character; making a positive contribution to the health, safety and well-being of residents, considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income and to protect and enhance the built and natural environment;
- b. Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible;

c. Improve access to jobs, services, education and open space by being located to reduce the need to travel and provide good access to sustainable transport provision.

It is not considered that the appearance and specification of the illuminated signage would unduly impact upon the character or composition of the shopfront. It is appropriately related to the alignment of signage to the adjoining commercial unit. The number of signs is proportionate, previously established and satisfactorily related to the streetscene. Policy SP1 would thereby be accorded with.

Policy EN 1 Design Principles and Strategic Character Areas - States that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and listed above and have regard to the strategic character area in which the development is located. It is not considered that the signage is visually obtrusive and its illumination would be managed by conditioned and thereby be appropriately related to policy EN1.

Policy DM1 (Development Management) - States that all development should have regard to the following specific issues for which more detailed guidance may be given within a supplementary planning document. Relevant considerations in this case are:

- a. Appropriate siting, layout, scale, form, massing, materials and detail;
- b. Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development to ensure that development has regard to the character of the surrounding area;
- c. Effects on amenity, including privacy, light, noise, vibration, air quality and road safety and traffic generation;
- d. Design for health.

For the reasons previously set out above, it is considered that the proposed signage would be satisfactorily related to policy DM1 as it would not harmfully affect the character of the shopping area or neighbouring residential uses.

Unitary Development Plan saved policies - The following saved policies of the UDP are considered to be relevant:

Policy E3.3 (Upgrade the appearance of radial and orbital routes) - This policy (E3.3) is relevant given the views of the site from Stockport Road, which is a major radial route to the City Centre. It is considered that the new development, due to its position would not affect the streetscene or the appearance of Longsight District Centre. Policy E3.3 would be accorded with.

Policy DC14 - Shopfronts and related signs

Policy DC14.1 - States that in determining applications relating to these premises for shop fronts, security grilles, advertisement signs, canopies and awnings, the Council will seek to ensure that proposals are in keeping with the character of the building and adjoining buildings, of adjoining shop fronts, where appropriate, and of the area within which the premises are located. Policy DC14.1 has been related to the relationship of the signage to the existing building and the context of the site and considered to be appropriate.

Policy DC14.5 - States that the advertisement regulations require that applications for shop signs be considered only in the interests of amenity and public safety. In determining such applications, the Council will adopt the following policies:

A. In the interests of amenity,

- a. Signs should not normally be positioned other than at fascia level;

b. Signs should respect the architectural form of buildings and shop frontages;

B. In the interests of public safety,

h. Any sign which is detrimental to the safety of pedestrians or motorists will be refused. It is considered that the illuminated signage has a limited visual impact and thereby accords with policy DC14 with regards to amenity. There are no apparent public safety issues associated with the display of the signage as its positioning would accord with policy DC14.5.

Principle - The proposed signage has been appropriately and cohesively related to the existing shopfront and the established position of fascia signage to the neighbouring unit. The signage is related the future use of the premises and is acceptable in principle.

Height and positioning - As stated the proposed signage would be appropriately related to the existing shop frontage and thereby the streetscene and neighbouring unit. It also secures a satisfactory clearance above ground level. The height and position is therefore appropriate.

Highways Issues - No objections have been received from Highway Services as no public safety issues would arise. A projection over licence is not required.

Illumination levels – The applicant has provided further details relating to signage illumination . For the avoidance of doubt and in response to Highways comments, a condition has been included to ensure that no illumination exceeds the usually recommended maximum of 600cd/m2.

Design and proliferation of signs - The scale and appearance of the application signage its relationship to the existing shopfront and streetscene has been assessed. It is considered that the signage would be, in design terms, comparable to signage in the wider locality and appropriately related to the building and its context. The illumination and vinyl signage to the dispensing machine would be proportionate.

Residential amenity - It is not considered that the siting or appearance of the proposed signage adversely affect residential or visual amenity and has been appropriately related to the context of the shopping area.

Conclusion - It is considered that the extent of proposed signage would be proportionate and appropriately related to the surrounding shopping parade and streetscene. The proposed signage, subject to illumination controls (secured by condition) have been appropriately and satisfactorily related to policies SP1, EN1 and DM1 of the Core Strategy for the City of Manchester, Saved UDP policies DC14.1, DC14.5 and the National Planning Policy Framework.

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

N/A

Condition(s) to be attached to decision for approval

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 stamped as received by the City Council as local planning authority on 5 November 2021 and 17 November 2021:

Advertising consent application form;

Location plan with red edge

Manchester Pharmacy Drawing 1 (Proposed front elevation)

Manchester Pharmacy Drawing 2 (Proposed front elevation)

Letter from Graphical Impact dated 17 November 2021 detailing signage specifications.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to policies SP1, EN1 and DM1 of the Core Strategy for the City of Manchester.

3) Notwithstanding the detail of the submitted application, illumination levels relating to advertisement signage and security lighting to the prescription dispensing machine as shown on drawing referenced: Manchester Pharmacy Drawing 2 (Proposed front elevation) shall not exceed a maximum of 600cd/m² at any time.

Reason – In the interests of the amenity of the area and highway safety pursuant to policies SP1 and DM1 and Unitary Development Plan saved policies E3.3 and DC14.

Appendix 1 – List of consultees & neighbours notified

Highway Services

7A Rainforth Street, Manchester, M13 0RP
13A Rainforth Street, Manchester, M13 0RP
Second Floor, 580 Stockport Road, Manchester, M13 0RQ
Ground Floor, 11 Rainforth Street, Manchester, M13 0RP
Flat 1, 588A Stockport Road, Manchester, M13 0RQ
586 Stockport Road, Manchester, M13 0RQ
584 Stockport Road, Manchester, M13 0RQ
392 Dickenson Road, Manchester, M13 0WQ
390 Dickenson Road, Manchester, M13 0WQ
394 Dickenson Road, Manchester, M13 0WQ
396 Dickenson Road, Manchester, M13 0WQ
588A Stockport Road, Manchester, M13 0RQ
577 Stockport Road, Manchester, M13 0RG
First Floor And Second Floor, 580 Stockport Road, Manchester, M13 0RQ
First Floor And Second Floor, 590 Stockport Road, Manchester, M13 0RQ
Ground Floor, 590 Stockport Road, Manchester, M13 0RQ
11A Rainforth Street, Manchester, M13 0RP
11 Rainforth Street, Manchester, M13 0RP
590 Stockport Road, Manchester, M13 0RQ
Lidl, 2 Stanley Grove, Longsight, Manchester, M12 4AA
7 Rainforth Street, Manchester, M13 0RP
582 Stockport Road, Manchester, M13 0RQ
13 Rainforth Street, Manchester, M13 0RP
574 - 576 Stockport Road, Manchester, M13 0RQ
588 Stockport Road, Manchester, M13 0RQ
580 Stockport Road, Manchester, M13 0RQ
9 Rainforth Street, Manchester, M13 0RP

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
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: NORTH2