

Planning

Growth & Development

Delegated officer report for planning application

Application no. 130774/AO/2021

Date registered valid: 16 June 2021

Proposal: Advertisement consent for the display of 1 no. externally illuminated fascia sign together with the display of window vinyl signs and 3no. poster cases

Address: 180 Burnage Lane, Manchester, M19 1EF

Ward(s): Burnage Ward

Applicant: One Stop Stores Limited, Apex Road, Brownhills, Walsall, WS8 7HU, UK

Agent (if any): Laurence Piper, Fuse 3, No.4 Markwell Place, Bishops Stortford, CM23 2FQ

Case officer: Constance Phillips
Tel: 0161 234 5792
Email: constance.phillips@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 11 August 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 27 July 2021

Standard consultations: Printed: 29 June 2021 Expired: 20 July 2021

Neighbour notifications: Printed: 29 June 2021 Expired: 20 July 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: Not applicable

Tree Preservation Order: Not applicable

The application relates to a single storey retail unit on Burnage Lane, previously a McColl's convenience store and soon to be a One Stop. The unit features a glazed frontage, with a hipped tiled roof behind a white rendered parapet. The unit sits between a dwellinghouse and a dental surgery, with a bus stop positioned in front.

Description of area

Burnage Lane is mixed in character and use, featuring dwellinghouses and commercial parades of shops, takeaways and services. The area benefits from its good transport links, including bus stops and Mauldeth Road train station.

Description of development

The applicant wishes to install a new externally illuminated fascia sign with trough light, window vinyls and 3no poster cases.

Consultations & Notification Responses

Local residents and businesses – No comments received.

Highway Services – The proposed fascia sign is not located on the adopted highway network. The proposed fascia sign does not extend over the adopted highway and therefore does not require a projection over license. The proposed luminance of the static fascia signs is noted as 500cd/m², which is in line with the MCC recommended maximum of 600cd/m² and is therefore

acceptable to Highways. The fascia sign complies with headroom and carriageway clearance requirements.

The proposed other window vinyl's and poster cases are not located on the adopted highway network. They do not project over the adopted highway and therefore do not require a projection over license. They have no proposed luminance and comply with headroom and carriageway clearance requirements. Highways have no objections to the signs.

Policies

The Manchester Core Strategy – The relevant policies include:-

- *DM 1 - Development Management*
- *SP 1 - Spatial Principles*

The Unitary Development Plan - Saved Development Control Policies of relevance:

- *DC 14 – Shop Fronts and Related Signs*

National Planning Policy Framework

- 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.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

- Schedule 3, Class 4B

Issues

Principle – The principal, of installing externally illuminated fascia signage, window graphics and poster cases to denote the name of the business present in a unit and advertise their services/products, is acceptable. Notwithstanding this, consideration must be given to any amenity and public safety issues associated with these works.

Amenity – The fascia signs would be the same length and depth as existing fascia signage on this unit, being 0.75m in height, 13.22m in width and sited 2.63m above the ground. The proposed design and materials are:

- Externally-illuminated fascia panel to be 70mm in depth, folded dibond in matte red with blue acrylic and white vinyl. With 'Ecolux' Mini trough light with 'T' Bracket finished to RAL 3020 30% Gloss.
- Full height window graphics to right half of shop front, internally applied vinyl.
- 3no Lockable poster cases within frontage, anodised silver, size: 575mm x 830mm.

The fascia would be externally illuminated (static) to 500cd/m². The nearby units/parades nearly all feature illuminated fascia signage of a similar scale and this new signage is similar to that which already existed at this store under the previous occupier, therefore it is not considered that the signage for this unit would harm the visual amenity of this stretch of Burnage Lane. The design is considered in keeping with the neighbouring commercial parades and is not thought to look cluttered or unsightly, hence the design and scale of the works are deemed acceptable.

Public Safety – The externally illuminated (static 500cd/m²) fascia sign would be 2.63m above ground, therefore it would pose no risk to passing pedestrians. Highways have stated they have no objection to the proposed works, as they comply with MCC standards for headroom,

carriageway clearance and illuminance levels. There would be no flashing or bright lights, therefore it is not considered that the proposal would distract drivers or pose a risk to public safety, as the trough light would be pointing at the signage, angled away from the highway. For the above reasons, the proposed advertising is considered to be acceptable, as they would be consistent with policies DM1, DC1, SP1, DC14 and the NPPF, and development may commence in accordance with the following conditions.

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 problems arising in relation to dealing with the planning application. No significant problems have arisen during the consideration of this application and the application has been determined in a timely manner, in accordance with the policies with the Development Plan.

Condition(s) to be attached to decision for approval

1) The advertisement shall not be displayed beyond a period of 5 years from the date of this consent. The advertisements and any supporting structures shall be removed on that date.

Reason - The advertisement is of a temporary nature only and is not considered acceptable as a permanent feature on this building in order to comply with policies SP1 and DM1 of the Core Strategy.

2) 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.

3) The development hereby approved shall be carried out in accordance with the details within drawing pack 'C', stamped as received by the City Council as Local Planning Authority on the 24th June 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

203A Burnage Lane, Manchester, M19 1FE
178 Burnage Lane, Manchester, M19 1EF
205A Burnage Lane, Manchester, M19 1FE
GND, 203 Burnage Lane, Manchester, M19 1FE
195B Burnage Lane, Manchester, M19 1FE
195C Burnage Lane, Manchester, M19 1FE
205 Burnage Lane, Manchester, M19 1FE
203 Burnage Lane, Manchester, M19 1FE
195 Burnage Lane, Manchester, M19 1FE
193 Burnage Lane, Manchester, M19 1FE
182 Burnage Lane, Manchester, M19 1EF
195A Burnage Lane, Manchester, M19 1FE
193A Burnage Lane, Manchester, M19 1FE

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
Area Team Boundary - Name: SOUTH