

Planning

Growth & Development

Delegated officer report for planning application

Application no. 130015/AO/2021

Date registered valid: 12 April 2021

Proposal: Installation of 3 x internally illuminated fascia sign, 3 x projecting sign and wall stamp

Address: 311-313 Revolution , Wilmslow Road, Manchester, M14 6NW

Ward(s): Fallowfield Ward

Applicant: GB MCR Group Ltd C/o RR Planning Ltd , 82A Otley Road , Headingley , Leeds, LS6 4BA

Agent (if any): Haris Kasuji RR Planning Limited 82A Otley Road, Headingley, Leeds, LS6 4BA

Case officer: Melanie Tann
Tel: 0161 234 4538
Email: melanie.tann@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 3rd June 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Standard consultations:

Printed: 19 April 2021 Expired: 10 May 2021

Neighbour notifications

Printed: 19 April 2021 Expired: 10 May 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

The property is sited on a corner within a parade of mixed commercial and food and drink uses

Listed building: Not applicable

Conservation area: Not applicable

Tree Preservation Order: Not applicable

Description of area

The area is largely commercial in character with residential properties to the rear off side streets

Description of development

Installation of 3 x internally illuminated fascia sign, 3 x projecting sign and wall stamp

Consultations & Notification Responses

Local residents – no comments received

Highways - FASCIA SIGN 1

The proposed sign is not located on the adopted highway network. The proposed sign extends to a maximum projection of 0.1m over the adopted highway. As such, a Projection over License will not be required. The proposed luminance of the sign is noted as 280 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers. A sufficient headroom clearance of 5.3m, compliant with the 2.30m minimum, is noted and accepted by Highways. The proposed sign complies with carriageway clearance requirements.

FASCIA SIGN 2

The proposed sign is not located on the adopted highway network. The proposed sign extends to a maximum projection of 0.1m over the adopted highway. As such, a Projection over License will not be required. The proposed luminance of the sign is noted as 280 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers. A sufficient headroom clearance of 4m, compliant with the 2.30m minimum, is noted and accepted by Highways. The proposed sign complies with carriageway clearance requirements.

PROJECTING SIGN 1

The proposed sign is not located on the adopted highway network. The proposed sign extends to a maximum projection of 0.7m over the adopted highway. As such, a Projection over License will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicant's expense. The proposed luminance of the sign is noted as 280 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers. A sufficient headroom clearance of 3.25m, compliant with the 2.30m minimum, is noted and accepted by Highways. The proposed sign complies with carriageway clearance requirements.

PROJECTING SIGN 2

The proposed sign is not located on the adopted highway network. The proposed sign extends to a maximum projection of 0.7m over the adopted highway. As such, a Projection over License will be required. This is obtainable via Contact Manchester on 0161 234 5004 and is to be funded at the applicants expense. The proposed luminance of the sign is noted as 280 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers. A sufficient headroom clearance of 3.1m, compliant with the 2.30m minimum, is noted and accepted by Highways. The proposed sign complies with carriageway clearance requirements.

ROUNDEL SIGN

The proposed sign is not located on the adopted highway network. The proposed sign extends to a maximum projection of 0.1m over the adopted highway. As such, a Projection over License will not be required. The proposed luminance of the sign is noted as 280 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers. A sufficient headroom clearance of 3.7m, compliant with the 2.30m minimum, is noted and accepted by Highways. The proposed sign complies with carriageway clearance requirements.

NEW ENTRANCE DOORWAY:

It is recommended that the proposed entrance to the site should be provided via inward opening doors to ensure they do not impact on the adopted highway.

Policy

National Planning Policy Framework

NPPF sets out the Government's Planning Policies for England and how these are expected to be applied. It states that the purpose of the planning system is to contribute to the achievement of sustainable development.

Paragraph 132 states that poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

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)

Policy SP1 identifies the City Council's Core Development Principles and states that development in all parts of the City should:-

Make a positive contribution to neighbourhoods of choice including:-

- Creating well designed places that enhance or create character
- Making a positive contribution to the health, safety and wellbeing of residents
- Considering the needs of all members of the community regardless of age, gender, disability, sexuality, religion, culture, ethnicity or income.
- Protect and enhance the built and natural environment

Minimise emissions, ensure efficient use of natural resources and reuse previously developed land wherever possible.

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.

Policy EN1 relates to Design Principles and Strategic Character Areas. It states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and have regard to the strategic character area in which the development is located. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes.

Policy DM 1 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:-

- Appropriate siting, layout, scale, form, massing, materials and detail.

- Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.
- Effects on amenity, including privacy, light, noise, vibration, air quality and road safety and traffic generation. This could also include proposals which would be sensitive to existing environmental conditions, such as noise.
- Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.
- Community safety and crime prevention.
- Design for health.
- Adequacy of internal accommodation and external amenity space.
- Refuse storage and collection.
- Vehicular access and car parking.
- Effects relating to biodiversity, landscape, archaeological or built heritage.
- Green Infrastructure including open space, both public and private.
- Flood risk and drainage.
- Existing or proposed hazardous installations.

Saved Unitary Development Plan policies

Policy DC15 Indicates the way in which the City Council determine applications for advertisements including their effect on visual amenity, the design of structures and the relationship with any premises on which they are located.

Issues

Principle - The siting of internally illuminated signage to the commercial building within an established commercial parade is in general considered to be acceptable in principle. The issues to be considered relate to visual amenity and pedestrian safety of the proposed signage.

Visual amenity - It is not considered that the proposed signs would create visual clutter at the site. The proposed signs are internally illuminated individual letter signs at fascia level, projecting round signs to the doorway, and a non-illuminated stamp sign to the side wall, which have been designed and sited to reflect the building they are to be attached to. The signage is not considered to disrupt or harm the host building's architecture. There were similar signs attached to the building in its previous use and also to other commercial buildings within the area. Given the building's location the proposal is not considered to give rise to concerns with regards to the visual amenity of the area.

Public Safety - It is considered that the signs do not raise concerns with regards to public safety. Highway Services have confirmed that they raise no concerns with the proposal.

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

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:

Proposed signage GDK-fal-627-E.02 rev B, stamped as received 12th April 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

Unit 6, Ladybarn House, Wilmslow Road, Manchester, M14 6ND
Ground Floor, 317 Wilmslow Road, Manchester, M14 6NW
315 Wilmslow Road, Manchester, M14 6NW
317 Wilmslow Road, Manchester, M14 6NW
315A Wilmslow Road, Manchester, M14 6NW
266 Wilmslow Road, Manchester, M14 6JR
317A Wilmslow Road, Manchester, M14 6NW
268 Wilmslow Road, Manchester, M14 6JR
264 Wilmslow Road, Manchester, M14 6JR
262 Wilmslow Road, Manchester, M14 6JR
4 Carill Drive, Manchester, M14 6WR

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