

## **Planning**

## **Growth & Development**

### **Delegated officer report for planning application**

**Application no.** 130465/AO/2021

**Date registered valid:** 27 May 2021

**Proposal:** Installation of non illuminated individual letter sign fascia sign to vehicle MOT and maintenance building

**Address:** Land Off Brightside Road, Blackley

**Ward(s):** Crumpsall Ward

**Applicant:** Mr Nic Evers Salford Van Hire Ltd 43 Sherbourne Street, Manchester

**Agent (if any):** Mr Andrew Thompson Fletcher-Rae 5 Jordan Street, Manchester, M15 4PY

**Case officer:** Steven McCoombe  
Tel: 0161 234 4607  
Email: [steven.mccoombe@manchester.gov.uk](mailto:steven.mccoombe@manchester.gov.uk)

**Recommendation:** Approve

**Date of recommendation:** 30 June 2021

## **Application details**

**Type of application:** Advertisement Consent

**Development type:** Advertisements

**Date of site visit:**

### **Standard consultations:**

Printed: 8 June 2021      Expired: 29 June 2021

### **Neighbour notifications**

Printed: 8 June 2021      Expired: 29 June 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 application site relates to a section of land forming part of North Manchester Business Park, also known as the former Old Blackley Works, and forms part of wider area measuring approximately 8 hectares in total.

The site is allocated for employment purposes and forms part of a wider site which has permission as part of phase A, for the erection of a commercial vehicle MOT and maintenance facility and the provision of associated vehicle storage area - Ref: 118538/OO/2017.

The site which is under construction, includes a recently constructed, flat roofed, single storey, double height building, for use by Salford Van Hire as a commercial vehicle MOT and maintenance facility and to which the signage proposal relates.

**Listed building:** Not applicable

**Conservation area:** No

**Tree Preservation Order:** No

## **Description of area**

The site is bounded by an industrial estate to the north and residential dwellings and a waste paper recycling centre to the south. The eastern boundary is flanked by the River Irk, with residential properties beyond. To the west, the site is adjoined by North Manchester General Hospital, which due to the topography of the land, is located at a significantly higher level than the site, with a swathe of steeply sloped vegetation in-between.

Access to the site is achieved via an access spur off a roundabout to the south of the site off Brightside Road.

The wider area surrounding the site is largely residential in character, interspersed by small and medium scale employment/commercial uses and areas of open space.

### **Description of development**

Advertisement consent for the installation of non-illuminated, individual letter, fascia sign to the existing vehicle MOT and maintenance building, which is situated to the north eastern side of the business park.

The sign which measures 1300mm x 14278mm in area, comprises individual, metal letters, non illuminated, in colours to match Salford Van hire branding (RAL 2008 and RAL 8002). The proposed sign is positioned to the front elevation, above the main entrance as fascia level, just below the roof.

### **Consultations & Notification Responses**

Local Residents/Occupiers – No representations received.

Highway Services - The proposed sign is not located on the adopted highway network.

The proposed sign does not extend over the adopted highway and as such, a projection over License will not be required.

The proposed sign has no luminance.

A sufficient headroom clearance of 7.8m, compliant with the 2.30m minimum, is noted and accepted by Highways.

The proposed sign complies with carriageway clearance requirements and is therefore compliant with MCC recommendations.

Environmental Health – No objection.

### **Policy**

The primary legislation relates to the Town and Country Planning (Control of Advertisements) Regulations 2007. This is supplemented by policy DC14 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Core Strategy.

### **Issues**

Principle – The principle of business advertisements within a commercial setting is considered acceptable, subject to any adverse impact upon visual amenity and/or public safety.

### **Visual Amenity and Public Safety**

The proposed signs represent a modern, relative un-intrusive design, within the setting of a business park.

It is believed that due to the position, design and means of illumination of the proposed signage, coupled with the commercial context of the site, there would not be any significant undue impact upon either visual amenity or public safety - the only relevant considerations for such proposals.

Whilst the signage will be visible from a distance outside the bounds of the business park , the lack of any illumination and the backdrop formed by the commercial buildings and HGV parking area ,would not result in a strident or intrusive impact to visual amenity and would blend into the design and colouration of the host building.

No issues are raised from a public safety perspective.

Given the above, it is considered that the proposal accords with Town and Country Planning (Control of Advertisements) Regulations 2007, as well as relevant Development Plan policy.

### **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** – Not required.

### **Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse**

1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason - Required to be imposed pursuant to Section 91 of the Town and Country Planning Act 1990.

2) The signage hereby approved shall be carried out in accordance with the following drawings and documents:

Drawings referenced 14043-FRA-02 -ZZ -DR-A-2004-C4, 14043-FRA-01 -ZZ -DR-A-1002-C4, signage specification drawing and 14043 FRA 01 ZZ DR A 1003-C5 received by the City Council as Local Planning Authority on 18 May 2021 and 27 May 2021 respectively.

Reason - To ensure that the development is carried out in accordance with the approved plans, pursuant to saved policy DC14 of the Unitary Development Plan for the City of Manchester and policies SP1 and DM1 of the Manchester Core Strategy.

3) 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.

## **Appendix 1 – List of consultees & neighbours notified**

Highway Services  
Environmental Health

23 Hawkins Close, Manchester, M9 8QL  
4 Hawkins Close, Manchester, M9 8QL  
8 Hawkins Close, Manchester, M9 8QL  
10 Hawkins Close, Manchester, M9 8QL  
25 Hawkins Close, Manchester, M9 8QL  
6 Hawkins Close, Manchester, M9 8QL  
Bert Hibbert Ltd, Slack Road, Manchester, M9 3AW  
Car Wash Next To 165, Waterloo Street, Crumpsall, Manchester, M9 8AN  
2 Hawkins Close, Manchester, M9 8QL  
21 Hawkins Close, Manchester, M9 8QL  
19 Hawkins Close, Manchester, M9 8QL  
17 Hawkins Close, Manchester, M9 8QL  
15 Hawkins Close, Manchester, M9 8QL  
11 Hawkins Close, Manchester, M9 8QL  
9 Hawkins Close, Manchester, M9 8QL  
3 Hawkins Close, Manchester, M9 8QL  
15A Slack Road, Manchester, M9 8AW  
Trafalgar House, Slack Road, Manchester, M9 8AW  
5 Wallbrook Drive, Manchester, M9 8PX  
3 Wallbrook Drive, Manchester, M9 8PX  
32 Newcroft Drive, Manchester, M9 8PU  
30 Newcroft Drive, Manchester, M9 8PU  
28 Newcroft Drive, Manchester, M9 8PU  
26 Newcroft Drive, Manchester, M9 8PU  
7 Hawkins Close, Manchester, M9 8QL  
5 Hawkins Close, Manchester, M9 8QL  
8 Wallbrook Drive, Manchester, M9 8PX  
24 Newcroft Drive, Manchester, M9 8PU  
22 Newcroft Drive, Manchester, M9 8PU  
20 Newcroft Drive, Manchester, M9 8PU  
18 Newcroft Drive, Manchester, M9 8PU  
16 Newcroft Drive, Manchester, M9 8PU  
14 Newcroft Drive, Manchester, M9 8PU  
15 Slack Road, Manchester, M9 8AW  
13 Slack Road, Manchester, M9 8AW

## **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) -  
Flood Zones Type 3 (high risk) -  
Flood Zones Type 3 (high risk) -  
Historic Landfill Site 250m Buffer -  
Susceptible to Surf Water Flood (Less) -  
Susceptible to Surf Water Flood (Less) -

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