

Planning

Growth & Development

Delegated officer report for planning application

Application no. 128923/AO/2020

Date registered valid: 1 March 2021

Proposal: Installation of internally illuminated front and side fascia signs

Address: 18 Bury Old Road, Manchester, M8 9JN

Ward(s): Crumpsall Ward

Applicant: Mr Khan Ariana Superstore and Bakery 18 Bury Old Road,
Manchester, M8 9JN

Agent (if any): Mr Darren Pomfret Manchester Building Design Ltd 8 Gas Street,
Hyde, SK14 8JD

Case officer: Steven McCoombe
Tel: 0161 234 4607
Email: steven.mccoombe@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 14 April 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit:

Standard consultations:

Printed: 2 March 2021 Expired: 23 March 2021

Neighbour notifications

Printed: 2 March 2021 Expired: 23 March 2021

Press advert

Published: 9 March 2021 Expired: 30 March 2021

Site Notice

Published: 22 March 2021 Expired: 12 April 2021

Departure from Development Plan: No

Environmental Statement: Not required

Description of site/building

The application site relates to a two storey, semi-detached building, situated at the corner of Cheetham Hill Road and Crescent Road. The building relates to a former bank, understood to have converted to the present retail use via permitted development rights.

The host building is presently occupied by a retail food store at ground floor level, with ancillary space to the first floor.

The building is predominantly of masonry construction, with concrete banding at fascia level and roof parapet level. To the rear is a service yard enclosed by a metal gate and brick wall.

The premises incorporates a shopfront to Bury Old Road, with a further shopfront to Crescent Road having been bricked up. To the front is a forecourt for the display area for goods, covered by unauthorised canopy subject to a separate application for planning permission – Ref: 128922/FO/2020.

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of area

The application is situated adjacent to the main arterial route of Bury Old Road within the heart of Cheetham Hill district centre.

The immediate area is busy in nature and comprises a variety of small-scale retail, food and drink and business uses.

The application premises is adjoined to the south by a similar, retail food store, also incorporating an unauthorised canopy over the forecourt.

Description of development

Advertisement consent is sought for the installation of 3 x internally illuminated fascia signs to the shop front.

2 of the signs are situated side by side at fascia level to the Crescent Road elevation, with a further fascia sign situated at fascia level to under-hang from the existing, unauthorised canopy and which wraps around the corner of the building onto Crescent Road.

The application as originally submitted included 3 further internally illuminated, high level, post signs. However due to concerns about advertisement clutter and the impact to visual amenity, these signs have been omitted from the proposal. Revised drawings were subsequently submitted.

Consultations & Notification Responses

Local Residents/Occupiers – No representations received.

Highway Services - The fascia signs are not located on the adopted highway network. The fascia signs on Crescent Road extend to a maximum projection of 0.4m over a private forecourt adjacent to the adopted highway. The fascia signs on the A665 Cheetham Hill Road extend to a maximum projection of 2.6m over a private forecourt adjacent to the adopted highway. As such, a Projection over License will not be required.

The luminance of the sign is noted as 600 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, compliant with the 2.30m minimum, is noted and accepted by Highways.

Environmental Health – A condition relating to external lighting is recommended.

Planning History

128922/FO/2020

Part retrospective application for the installation of a cantilevered canopy to the Bury Old Road elevation and introduction of security shutters to the Bury Old Road and Crescent Road elevations, elevational alterations in the form of new shop front to the Crescent Road elevation together with the installation of a new staircase enclosure to the rear elevation. *Pending Consideration.*

111510/AO/2016/N1

Installation of replacement internally illuminated fascia signs to side and front elevations together with projecting box sign, non-illuminated information signs and internally illuminated ATM sign. *Approved 29 April 2016.*

098846/AO/2012/N1

Installation of externally illuminated fascia sign, 2no. externally illuminated hanging signs and associated ATM signage to replace the existing. *Approved 4 May 2012.*

064034/FO/NORTH1/02

Raising public footpath to enable disabled access. Erection of external lighting to elevation. *Approved 19 March 2002.*

052466/FO/NORTH1/97

Installation of a 0.9m diameter, white, wall mounted satellite dish antenna. *Approved 26 August 1997.*

050826/AO/NORTH1/96

Illuminated A.T.M. surround. *Approved 21 October 1996.*

F/AD02205

A) Illuminated fascia name sign on front elevation of bank. B) Illuminated fascia name sign on Crescent Road elevation of bank. C) Illuminated double sided box sign on front elevation of bank. Approved 10 October 1979.

Policy

The primary legislation relates to the Town and Country Planning (Control of Advertisements) Regulations 2007. This is supplemented by saved 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 upon a commercial buildings within a commercial or mixed use setting is generally considered acceptable, subject to any adverse impact upon visual amenity and/or public safety.

Visual Amenity

It is believed that due to the position, design and size of the proposed signs, the means of illumination of the proposed signage, coupled with the surrounding commercial context, there would be a negligible impact upon either visual amenity or public safety - the only relevant considerations for such proposals.

Notwithstanding the unauthorised status of the canopy to which the signs relate, the proposed signage in isolation is not considered to appear out of place in the surrounding commercial context and would not give rise to any significant impact to the character and appearance of the area or associated visual amenity. The ability to install the signage to the Bury Old Road frontage will be dependent on the outcome of the associated planning proposal for the canopy.

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

Public Safety

No concerns have been raised by Highways in relation to the position of the signs. Subject to compliance with the attached condition relating to the maintenance of the signs, there is no reason to believe that there would be any undue impact to public safety as a result of the proposed signage.

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

Drawings numbered 18/20-05/D and 18/20-04/D received by the City Council as Local Planning Authority on 13 April 2021 and 14 April 2021 respectively.

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 and saved policy DC14 of the Unitary Development Plan for the City of Manchester.

Informative

1) Please note, the consent hereby granted relates to the fascia signs only and does not grant consent for alterations to the shopfront which will require a separate application for planning permission.

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health

Flat 3, 589A Cheetham Hill Road, Manchester, M8 9JE
Flat 4, 591B Cheetham Hill Road, Manchester, M8 5EJ
Flat 3, 591B Cheetham Hill Road, Manchester, M8 5EJ
Flat 2, 591B Cheetham Hill Road, Manchester, M8 5EJ
Flat 1, 591B Cheetham Hill Road, Manchester, M8 5EJ
591A Cheetham Hill Road, Manchester, M8 5EJ
591 Cheetham Hill Road, Manchester, M8 5EJ
Flat 2, 589A Cheetham Hill Road, Manchester, M8 9JE
Flat 1, 589A Cheetham Hill Road, Manchester, M8 9JE
Poundstretcher, 20 Bury Old Road, Manchester, M8 5BN
United Garage, St Mark's Lane, Manchester, M7 4FE
587A Cheetham Hill Road, Manchester, M8 9JE
Crumpsall Clinic, Humphrey Street, Manchester, M8 9JS
First Floor And Second Floor, 585 Cheetham Hill Road, Manchester, M8 9JE
Black Resource Centre Adjacent 8, Bury Old Road, Manchester, M8 9JN
12 - 16 Bury Old Road, Manchester, M8 9JN
589B Cheetham Hill Road, Manchester, M8 9JE
R/o, 595 Cheetham Hill Road, Manchester, M8 5EJ
589A Cheetham Hill Road, Manchester, M8 9JE
Iceland Frozen Foods, 22 Bury Old Road, Manchester, M8 5BN
Worldwide Foods, Crescent Road, Manchester, M8 9JX
599 Cheetham Hill Road, Manchester, M8 5EJ
585 Cheetham Hill Road, Manchester, M8 9JE
587 Cheetham Hill Road, Manchester, M8 9JE
593 Cheetham Hill Road, Manchester, M8 5EJ
597 Cheetham Hill Road, Manchester, M8 5EJ
589 Cheetham Hill Road, Manchester, M8 9JE
595 Cheetham Hill Road, Manchester, M8 5EJ

Appendix 2 – Planning constraints

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - North Manchester PD Restriction - Class B1(a) To C3
Aircraft Safeguarding Zone - Aircraft Safeguarding - Not Affected
Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: NORTH1