

Planning

Growth & Development

Delegated officer report for planning application

Application no. 129989/AO/2021

Date registered valid: 9 April 2021

Proposal: Retention of 1no internally illuminated logo panel sign, 1no. internally illuminated top sign and 1no. internally illuminated bottom sign to ATM

Address: Adis Cafe, 28A Bury New Road, Manchester, M8 8EL

Ward(s): Cheetham Ward

Applicant: Cardtronics UK Ltd t/a CASHZONE PO Box 476, Hatfield, AL10 1DT

Agent (if any): Cardtronics Service Solutions Hope Street, Rotherham, S60 1LH

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

Recommendation: Approve

Date of recommendation: 7 May 2021

Application details

Type of application: Advertisement Consent

Development type: Advertisements

Date of site visit: 21 April 2021

Standard consultations:

Printed: 14 April 2021 Expired: 5 May 2021

Neighbour notifications

Printed: 14 April 2021 Expired: 5 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 application site relates to the shop front of a ground floor café. The host building comprises a two storey, detached structure divided into 4 smaller shop units.

Listed building: Not applicable

Conservation area: No

Tree Preservation Order: No

Description of area

The site is situated within the Strangeways employment area on the western side of Bury New Road.

The stretch of Bury New Road to which the site relates and the wider area, predominantly consists of a mix of wholesalers, retail units and distributors, primarily focusing on textiles, clothing and information technology. The city centre is located a short distance to the south.

Description of development

Retrospective advertisement consent is sought for signage to an automated teller machine (ATM).

The ATM is installed to the left hand side of the main entrance to the existing café. The associated signage proposed involves static internally illuminated fascia signage to the top and bottom of the ATM, with an illuminance level of 100 cd/m².

The application has been accompanied by a separate application for the retention of the ATM.

Consultations & Notification Responses

Local Residents/Occupiers – No representations received.

Highway Services - The proposed signs are not located on the adopted highway network.

The proposed signs extend to a maximum projection of 0.0004m over the adopted highway. As such, a Projection over License will not be required.

The proposed luminance of the signs is noted as 100 cd/m² which is considered to be in line with the 600cd/m² maximum stated by the Institute of Lighting Engineers.

The proposed signs comply with headroom and carriageway clearance requirements.

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 frontage 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 design, typical of many high street ATMs

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.

Given the above, 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

None Required

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

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

Location plan and drawing numbered NW0093A/01 and NW0044 received by the City Council as Local Planning Authority on 9 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.

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.

Appendix 1 – List of consultees & neighbours notified

Highway Services

39 Bury New Road, Manchester, M8 8EQ
28 Bury New Road, Manchester, M8 8EL
28A Bury New Road, Manchester, M8 8EL
28B Bury New Road, Manchester, M8 8EL
7 Dewhurst Street, Manchester, M8 8FT
37 Bury New Road, Manchester, M8 8EQ
35 Bury New Road, Manchester, M8 8EQ
33 Bury New Road, Manchester, M8 8EQ

Appendix 2 – Planning constraints

Article 4 Direction - City Centre PD Restriction - Class B1(c) To C3
Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4
Article 4 Direction - City Centre PD Restriction - Class B1(a) To C3
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) -
Benefitting From Flood Defences -
Susceptible to Surf Water Flood (Less) -
Area Team Boundary - Name: NORTH1