

Planning

Growth & Development

Delegated officer report for planning application

Application no. 128896/AO/2020
Date registered valid: 20 January 2021
Proposal: Installation of 3no. illuminated fascia signs and 1no. non-illuminated fret cut sign.
Address: 38 London Road, Manchester, M1 2PF
Ward(s): Piccadilly Ward

Applicant: Mark Blanchard Designs Signage Solutions Innovation Drive, IPark Industrial Estate, Hull, HU5 1SG
Agent (if any): Mark Blanchard Designs Signage Solutions Innovation Drive, IPark Industrial Estate, Hull, HU5 1SG
Case officer: Angela Leckie
Tel: 0161 234 4651
Email: angela.leckie@manchester.gov.uk

Recommendation: Approve
Date of recommendation: 20 April 2021

Application details

Type of application: Advertisement Consent
Development type: Advertisements
Date of site visit: 15 April 2021

Standard consultations:
Printed: 22 January 2021 Expired: 12 February 2021

Neighbour notifications
Printed: 22 January 2021 Expired: 12 February 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 3 storey public house at the junction of Whitworth Street and London Road. The building known as 38 London Road is not within a conservation area but is opposite the grade II* listed London Road Fire Station.

Description of area

The application lies within part of the City Centre where there are a variety of uses in the surrounding area including an established residential population that has grown over the past 15 years; more traditional offices, hotels and serviced apartments, retail units and a number of bars and restaurants

Description of development

Consent is sought for the erection of 3 no illuminated individual letter fascia signs on back panels and 1 no non-illuminated fret cut logo as part of a premises rebrand.

Consultations & Notification Responses

Publicity – The occupiers of adjacent premises were notified about the application and no representations were received.

Head of Highways – No objections

Head of Environmental Health – No objections

Metrolink – Have no objections but have recommended a condition relating to safe working next to the Metrolink.

Issues

The following policies within the Core Strategy are considered to be most relevant to the proposed development:

Policy DM1 (Development Management) – which 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.

The Unitary Development Plan for Manchester - For the reasons outlined below the following saved UDP Policies are of relevance to this application:

DC14 (Shop Fronts and Related Signs) which states that signs should normally be positioned at fascia level and should be in keeping with the character and scale of the frontage of the building.

Design Issues – The proposed signs would consist of individual letters mainly located at fascia level and it is considered that overall the proposed signs would be in keeping with the architectural features of the building and would not have an adverse impact on its appearance within the street scene or the adjacent Grade II* Listed Building.

In view of the above the proposals are considered to be consistent with Core Strategy policy DM and saved policy DC14 contained in the UDP.

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 to seek solutions to problems arising in relation to dealing with the planning application. No such problems have arisen on this application

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:

(a) Site location plan 38 London Road stamped as received 15-12-20 ; and

(b) Dwgs GS109114-6 dated 18-01-21

Reason - To ensure that the development is carried out in accordance with the approved plans. Pursuant to Core Strategy SP1 and DM 1.

3) No development shall take place, including any works of demolition, until a Construction Management Plan (CMP) with detailed method statements of construction and risk assessments, has been submitted to, and approved in writing by the Manchester City Council (approval to be in consultation with Transport for Greater Manchester). The approved CMP shall include agreed safe methods of working adjacent to the Metrolink Hazard Zone and shall be adhered to throughout the construction period. The CMP shall provide for: -

- o the retention of 24hr unhindered access to the trackside equipment cabinets and chambers for the low voltage power, signalling and communications cables for Metrolink during the works;
- o pedestrian management proposals to ensure that a suitable footway width is retained and that pedestrians are not forced into the tramway path;
- o loading and unloading of plant and materials;
- o construction and demolition methods to be used; including the use of any lifting equipment (which must not oversail the tramway);
- o the erection and dismantling of scaffolding, if applicable;
- o the erection and maintenance of security hoarding, if used, at a minimum distance of 1.5m from the kerb which demarcates the tramway path, unless otherwise agreed with Transport for Greater Manchester;
- o measures to control the emission of dust and dirt during construction and;

Reasons: To ensure that the developer complies with all the necessary system clearances and agrees safe methods of working to meet the safety requirements of working above and adjacent to the Metrolink system pursuant to Core Strategy policies DM1 and SP1

Appendix 1 – List of consultees & neighbours notified

Highway Services
Environmental Health
Transport For Greater Manchester

Sixth Floor, 3 Piccadilly Place, Manchester, M1 3BN
Fifth Floor, 3 Piccadilly Place, Manchester, M1 3BN
Fourth Floor, 3 Piccadilly Place, Manchester, M1 3BN
Third Floor, 3 Piccadilly Place, Manchester, M1 3BN
Second Floor, 3 Piccadilly Place, Manchester, M1 3BN
First Floor, 3 Piccadilly Place, Manchester, M1 3BN
Greater Manchester Police, Whitworth Street, Manchester, M1 3QW
Fire Station Junction Fairfield Street, London Road, Manchester, M1 2PQ
Fire Brigade Buildings, 50 London Road, Manchester, M1 2PH
6 Whitworth Street, Manchester, M1 6QW
82 London Road, Manchester, M1 2PN
3 Piccadilly Place, Manchester, M1 3BN
Flat At, 38 London Road, Manchester, M1 2PF
First Floor And Second Floor, 6 Whitworth Street, Manchester, M1 6QW
First Floor To Third Floor, 6 Whitworth Street, Manchester, M1 6QW
Ground Floor, 6 Whitworth Street, Manchester, M1 6QW
4A Whitworth Street, Manchester, M1 6QW
Flat 21, 14 Whitworth Street, Manchester, M1 3BS
Flat 18, 14 Whitworth Street, Manchester, M1 3BS
Flat 16, 14 Whitworth Street, Manchester, M1 3BS
Flat 12, 14 Whitworth Street, Manchester, M1 3BS
Flat 9, 14 Whitworth Street, Manchester, M1 3BS
Flat 6, 14 Whitworth Street, Manchester, M1 3BS
Flat 4, 14 Whitworth Street, Manchester, M1 3BS
Flat 1, 14 Whitworth Street, Manchester, M1 3BS
34 London Road, Manchester, M1 2PF
14 Whitworth Street, Manchester, M1 3BS
Flat 26, 14 Whitworth Street, Manchester, M1 3BS
Flat 24, 14 Whitworth Street, Manchester, M1 3BS
Flat 25, 14 Whitworth Street, Manchester, M1 3BS
Flat 23, 14 Whitworth Street, Manchester, M1 3BS
Flat 22, 14 Whitworth Street, Manchester, M1 3BS
Flat 20, 14 Whitworth Street, Manchester, M1 3BS
Flat 19, 14 Whitworth Street, Manchester, M1 3BS
Flat 17, 14 Whitworth Street, Manchester, M1 3BS
Flat 15, 14 Whitworth Street, Manchester, M1 3BS
Flat 14, 14 Whitworth Street, Manchester, M1 3BS
Flat 11, 14 Whitworth Street, Manchester, M1 3BS
Flat 10, 14 Whitworth Street, Manchester, M1 3BS
Flat 8, 14 Whitworth Street, Manchester, M1 3BS
Flat 7, 14 Whitworth Street, Manchester, M1 3BS
Flat 5, 14 Whitworth Street, Manchester, M1 3BS
Flat 3, 14 Whitworth Street, Manchester, M1 3BS
Flat 2, 14 Whitworth Street, Manchester, M1 3BS
14 - 16 Whitworth Street, Manchester, M1 3BS
12 Fairfield Street, Manchester, M1 3GF

Appendix 2 – Planning constraints

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 Zone - All Exceeding 90M

Coal Authority - Development Low Risk - Name: DEVELOPMENT_LOW_RISK_AREA

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Middle) -

Susceptible to Surf Water Flood (More) -

Area Team Boundary - Name: CITY2