

Planning

Growth & Development

Delegated officer report for planning application

Application no. 127659/AO/2020

Date registered valid: 1 September 2020

Proposal: Installation of internally illuminated fascia sign to proposed cafe building and relocation of existing 5.5 metre high internally illuminated totem sign

Address: Sqs Super Quick Shine , 302 Barlow Moor Road, Manchester, M21 8AY

Ward(s): Chorlton Park Ward

Applicant: Mr Ali Noman Karak Chaai 302 Barlow Moor Road, Manchester, M21 8AY

Agent (if any): Mr Keith Hilton Hilton Architecture & Surveying Ltd 12 Carr House Road, Springhead, Oldham, OL4 4PA

Case officer: Tracie Simpson
Tel: 0161 234 4537
Email: tracie.simpson@manchester.gov.uk

Recommendation: Approve

Date of recommendation: 25th November 2020

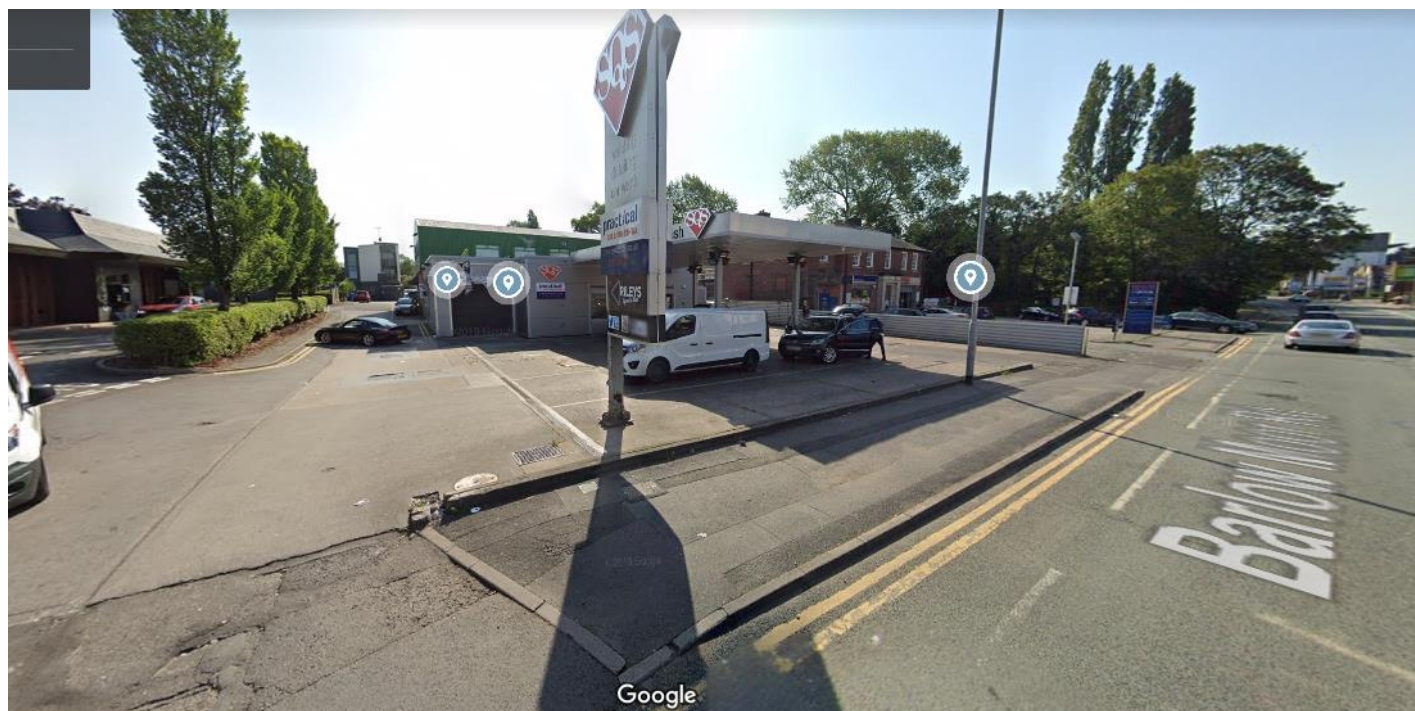


Application details

Type of application:	Advertisement Consent
Development type:	Advertisements
Date of site visit:	
Standard consultations:	Printed: 7 Sept 2020 Expired: 28 Sept 2020
Neighbour notifications	Printed: 7 Sept 2020 Expired: 28 September 2020
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 is presently occupied by SQS car wash Texaco petrol filling station and MOT bay (Chorlton Service Station). The site incorporates a hard surfaced forecourt covered by a large canopy. Access/Egress to the left hand side of the frontage is shared with egress from the adjoining McDonald's restaurant. The proposed signage application has been accompanied by an application for the erection of a single storey building to form café (Use Class A3). (Ref: 127658) which is being considered separately.



Listed building:	Not applicable
Conservation area:	Not applicable
Tree Preservation Order:	Not applicable

Description of area

The application site is located along a secondary frontage at the edge of Chorlton district centre. The immediate area is predominantly commercial in character containing a variety of small-scale retail and food/drink type uses, including a McDonald's restaurant which adjoins the site immediate to the north.

Description of development

Installation of internally illuminated fascia sign to proposed cafe building and relocation of existing 5.5 metre high internally illuminated totem sign

Consultations & Notification Responses

Local residents - as per Appendix 1 - Occupiers of properties surrounding the application site were notified of the proposal. No comments, objections or representations in respect of this application were received.

Highways - Comments as follows:

- It is acknowledged that the proposed café will predominantly target existing users of the car wash forming linked trips, however has the potential to generate additional vehicles accessing the site. Should this be the case, Highways accept that a marginal increase in trip numbers can be absorbed on the network with no significant impact.
- Access to the site is taken from the existing vehicular crossing from Barlow Moor Road, which is acceptable to Highways.
- There will be no additional on-site parking associated with the café.
- Further information is requested regarding the existing car wash car parking provision and how will this be managed in conjunction with the proposed café.
- Barlow Moor Road is a highly trafficked route with no on-street parking available. As such, all vehicles associated with the site must be accommodated within the site boundary, with no requirement for vehicles to park on-street.
- It is requested that secure sheltered cycle storage is made available for staff, in line with MCC Core Strategy for retail use.
- It is noted that the waste management contract will continue as existing. Further clarification is sought regarding how waste will be managed with the addition of the on-site café, likewise with deliveries to the proposed café. For the avoidance of doubt, all servicing requirements, including both refuse collection and deliveries should be taken on-site in order to prevent disruption to traffic flows along Barlow Moor Road.
Highways also recommend that all servicing activity is undertaken outside of the peak hours on the highway network, and where possible, outside of car wash operational times.
- The proposed sign is not located on the adopted highway network.
- The proposed sign does not extend over the adopted highway, as such, a projection over license will not be required.
- The proposed luminance of the sign is noted as 1600cd/m², which exceeds the MCC recommended maximum of 600cd/m² and is unacceptable to Highways.
Sufficient headroom and carriageway clearance is provided which is noted and accepted by Highways.
- The existing business totem will not located on the adopted highway network, will not extend over the adopted highway and complies with headroom and carriageway clearance requirements.
The proposed luminance of the sign is noted as 1600cd/m², which exceeds the MCC recommended maximum of 600cd/m² and is unacceptable to Highways.
- The applicant should be advised that any requirements for licensing, hoarding / scaffolding and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highways Applications and Network Resilience teams via Contact Manchester (Tel. 0161 234 5004).

Policy and Issues

The following policies are considered relevant in the consideration of this application.

- o Unitary Development Plan (UDP) - The UDP has been superseded by the Core Strategy Development Plan.
- o Saved policy DC14 and in particular DC14.1 and DC14.5 deals with advertisements and signs related to all retail premises and to other commercial premises.
- o The Manchester Core Strategy Development Plan Document 2012-2027 ("the Core Strategy") was adopted by the City Council on 11th July 2012.
- o Policy DM 1 - Development Management
- o Policy SP1 - Spatial Principles
- o Policy EN1 - Design Principles
- o The National Planning Policy Framework (NPPF)

For reasons to be outlined below, it is considered the proposal accords with the principles of this policy document.

There is another application being considered separately relating to this site as follows:

Planning reference 127658/FO/2020 - for the erection of a single storey building to form café (Use Class A3). this application is being assessed separately and does not form part of this application.

Principle

The siting of the internally illuminated fascia sign to proposed cafe building and relocation of existing 5.5 metre high internally illuminated totem sign is generally considered to be acceptable in principle. The issues to be considered relate to visual amenity and pedestrian safety of the proposed signage.

Visual Amenity

The application relates to the installation of an internally illuminated fascia sign to proposed cafe building and relocation of existing 5.5 metre high internally illuminated totem sign. It is noted that building which the sign is proposed to be installed has not received a decision yet, however this application is being considered and is related to signage only. The City Council considers that ordinarily the sign would not require consent if not for the proposed lighting which the applicant has confirmed would meet illuminations no higher than 600cd/m².

Given that lighting was already in place in relation to the previous use and the design of the internally illuminated totem sign this is considered to be acceptable.

Although the agent specified an illumination of 800cd/m², this has been revised and the agent has confirmed that these will be no more than 600cd/m² levels as required by highways. Given that there are already shops within the parade and area with subtle signage, it is considered to be acceptable as it is felt that it would have no detrimental impact upon visual amenity within the existing street scene and in the wider context of the surrounding area.

It is not considered that the proposed sign would create visual clutter at the site and has been designed and sited to reflect the building it is to be attached to. The signage is not considered to disrupt or harm the host buildings architecture. There are similar signs attached to commercial buildings within the area and given the buildings location the proposals are not considered to give rise to concerns with regards to the visual amenity of the area.

The signage is considered to comply with policies DM1, SP1 and EN1 of the Manchester Core Strategy.

Public Safety

Highways are satisfied that the proposed signage will not project over the adopted highway and is therefore considered acceptable.

With regard to headroom and carriageway clearance the sign is compliant with MCC standards.

The advertisement is in keeping with the character of the area and would have no impact on the visual amenity and it is not considered that there would be a risk to public safety. For the above reasons, the signage is considered acceptable within the guidance contained in saved UDP policy DC14.1 having no detrimental impact on amenity and public safety.

Conclusion

Given the above, the overall appearance of the signage proposal is considered to be consistent with National Planning Policy Framework, in and the Core Strategy for the City of Manchester, in particular Policies DM1, SP1, EN1 and the Saved Policies contained within the Unitary Development Plan for Manchester in particular Policy DC14.

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

Positive and proactive working - Officers have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with the planning application. No significant problems have arisen during the consideration of 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:

Received on 23rd August 2020 numbered 03 Proposed Elevations

Received on 23rd August 2020 numbered 05 Proposed Elevations

Received on 23rd August 2020 numbered 06 Proposed Sign Elevations

Received on 23rd August 2020 numbered 07B Proposed Site Plan

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.

Informatives

- 1) Notwithstanding the plans hereby approved, please note that the approval relates to the advertisement element of the scheme only as the proposed single storey unit is being considered under a separate application.
- 2) CONSTRUCTION MANAGEMENT - The applicant should be advised that any requirements for licensing, hoarding / scaffolding and any associated temporary traffic management arrangements will need discussion and agreement with the council's Highways Applications and Network Resilience teams via Contact Manchester (Tel. 0161 234 5004).

Appendix 1 – List of consultees & neighbours notified

Highway Services

441A Barlow Moor Road, Manchester, M21 8AU
Offices Rear Of 437, Barlow Moor Road, Manchester, M21 2AN
439A Barlow Moor Road, Manchester, M21 8AU
437A Barlow Moor Road, Manchester, M21 8AU
Mcdonalds, 312 - 316 Barlow Moor Road, Manchester, M21 8AY
Tesco Express, 300 Barlow Moor Road, Manchester, M21 8AY
443 Barlow Moor Road, Manchester, M21 8AU
441 Barlow Moor Road, Manchester, M21 8AU
439 Barlow Moor Road, Manchester, M21 8AU

437 Barlow Moor Road, Manchester, M21 8AU

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

Flood Zones Type 2 (low to medium risk) -

Susceptible to Surf Water Flood (Less) -

Susceptible to Surf Water Flood (Less) -

Area Team Boundary - Name: SOUTH